

# **EXHIBIT 1006**

**TO PETITIONER GOOGLE INC.'S  
PETITION FOR COVERED BUSINESS  
METHOD REVIEW OF  
U.S. PATENT NO. 7,942,317**

# SOFTBOOK Press

## Secure Information Delivery to a Distributed Workforce

**Y**es, it's true. Many employees in today's fast-moving organizations do not use a PC. And those who do are often too busy to sit in front of a PC, or are in a location where connecting to the corporate network is difficult. They include production line supervisors roaming the plant floor, route drivers delivering products to customers in their region, salespeople flying off to meet with clients, and busy executives who need to stay on top of news and information. Many people would rather get their information over the phone or from the printed page than off a computer screen. And others spend a great deal of time away from their desks or do not use a PC as part of their jobs. But with more and more information moving into the network, getting critical business information to these hard-to-reach employees has become an urgent priority for many companies. Now there's a fast, simple, and secure way to get information into employees' hands without printing documents and without using a PC.

It's called the SoftBook® System. It lets employees access network-based information by downloading it to an ebook reader. Without ever touching a PC, users view the same database reports, marketing materials, training manuals, and other critical business information their desk-bound colleagues can, and they can do so virtually anywhere. Information is encrypted to prevent duplication, and the system is secure to prevent unauthorized use.

The SoftBook System is from SoftBook Press Inc. in Menlo Park, Calif., a company that has created all the tools required to publish and distribute critical business information in ebook format:

- **SoftBook Reader™** — an ebook reader that holds up to 50,000 pages of content, including text and graphics. Designed for complex, formatted business documents, it features a large, page-oriented display and a built-in modem that allows users to easily, quickly, and

securely download documents using any phone line. No PC required.

- **SoftBook Express™** — software that allows information on a corporate intranet or Website to be "pushed" to a user's personal online storage area for reading on the SoftBook Reader.
- **SoftBook Network Services™** — secure portal to the world of ebook content including corporate information and the SoftBookstore, an E-commerce site from which trade journals can be purchased.
- **SoftBook Publishing Toolkit™** — software for preparing electronic documents in the format required for delivery on a SoftBook Reader.



Imagine the possibilities:

- Approved operating procedures are made available to production workers the day they go into effect, helping a company maintain ISO 9000 certification.
  - Updated route information is downloaded by drivers on a daily basis, resulting in fewer delivery errors, improved driver efficiency, and reduced costs.
  - Pricing and promotional information is distributed to salespeople regularly, ensuring they are providing accurate price quotes and highlighting promotions to their customers.
  - A busy executive relies on the easy-to-use SoftBook Reader to review contracts and sales status reports, and to read trade journals and daily business news.
- "The SoftBook System represents a breakthrough for corporations in search of a time-sensitive, secure, and cost-effective solution for document distribution," says James Sachs, chairman and CEO of SoftBook Press. "The system leverages existing IT and Web infrastructure to deliver critical business information to a company's employees and business partners. Our system offers a combination of flexibility, security, and readability that is unprecedented in the marketplace." ●

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