

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the ChefVille game interface. At the top, there are navigation buttons: 'Free Gifts', 'Play', 'Add Neighbors', 'Add Cash &amp; Coins', 'Earn Cash', 'Game Cards', and 'Help'. Below these are resource counters: 308 coins, 25 gems, and 0 hearts. A 'New Goals!' notification is displayed. The main scene is 'Bob's Restaurant', featuring a chef, a customer, and a server. At the bottom, there are social media integration buttons labeled 'Add Me!' and various game icons.</p>
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides ChefVille as a browser-based game to its users via social networking websites. A user of ChefVille directly infringes Claim 4 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 4 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 4 by testing and demonstrating ChefVille. The priority date for Claim 4 is September 11, 1987.</p> <p>ChefVille receives information content that includes a commercial (e.g., Add Cash and Coins) for the resources.</p>

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**ZYNGA EXHIBIT 1002**

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the ChefVille game interface. At the top, a navigation bar includes buttons for 'Free Gifts', 'Play', 'Add Neighbors', 'Add Cash &amp; Coins', 'Earn Cash', 'Game Cards', and 'Help'. Below this, a status bar shows 308 coins, 25 items, and 0 hearts. A red-bordered box highlights a notification that reads: 'Coins Earn up to 99,999 or Buy More!'. The main scene is an isometric view of 'Bob's Restaurant' with a chef, a customer, and a 'New Goals!' notification. The bottom interface features a 'Bob's Restaurant' label, social media 'Add Me!' buttons, and various game icons.</p>

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Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides ChefVille as a browser-based game to its users via social networking websites. A user of ChefVille directly infringes Claim 5 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 5 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 5 by testing and demonstrating ChefVille. Unless indicated otherwise, each element in Claim 5 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for ChefVille. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally (e.g., in a cache) by ChefVille prior to delivery of the commercial. See below:</p>

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Claim Language	Evidence of Infringement
	

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Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides ChefVille as a browser-based game to its users via social networking websites. A user of ChefVille directly infringes Claim 6 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 6 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 6 by testing and demonstrating ChefVille. Unless indicated otherwise, each element in Claim 6 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for ChefVille. The priority date for Claim 6 is September 11, 1987.</p> <p>The commercial in Claim 5 is delivered from storage (e.g., cache) at the receiver station. See below:</p>

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Claim Language	Evidence of Infringement
	

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Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides ChefVille as a browser-based game to its users via social networking websites. A user of ChefVille directly infringes Claim 7 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 7 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 7 by testing and demonstrating ChefVille. Unless indicated otherwise, each element in Claim 7 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for ChefVille. The priority date for Claim 7 is September 11, 1987.</p> <p>Zynga delivers commercials based on a schedule. For example, certain purchase options for resources may include sale or bonus items if a purchase is made at a certain time. The two displays below illustrate two different deals offered to the subscriber at different times.</p>

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Claim Language	Evidence of Infringement																					
	 <p>The screenshot shows a 'Buy Chef Cash &amp; Coins!' window from the game ChefVille. At the top, there are navigation links: 'Free Gifts', 'Play', 'Add Neighbors', 'Add Cash &amp; Coins', 'Earn Cash', 'Game Cards', and 'Help'. Below the navigation is a close button (X) and a globe icon. The main title is 'Buy Chef Cash &amp; Coins!'. There are two tabs: 'Chef Cash' and 'Coins'. A 'Buy with Mobile' button is also present. The purchase options are as follows:</p> <table border="1"> <thead> <tr> <th>Chef Cash</th> <th>Price (USD)</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>1,000 Chef Cash (Best Value!)</td> <td>\$107.20 USD</td> <td>BUY</td> </tr> <tr> <td>465 Chef Cash</td> <td>\$53.60 USD</td> <td>BUY</td> </tr> <tr> <td>180 Chef Cash</td> <td>\$21.40 USD</td> <td>BUY</td> </tr> <tr> <td>80 Chef Cash</td> <td>\$10.70 USD</td> <td>BUY</td> </tr> <tr> <td>40 Chef Cash</td> <td>\$5.30 USD</td> <td>BUY</td> </tr> <tr> <td>15 Chef Cash</td> <td>\$2.10 USD</td> <td>BUY</td> </tr> </tbody> </table> <p>At the bottom, there is a disclaimer: '* Prices include all applicable TX taxes.' and a 'Secure Payment' section with logos for Facebook, VISA, MasterCard, American Express, Discover, JCB, and PayPal.</p>	Chef Cash	Price (USD)	Action	1,000 Chef Cash (Best Value!)	\$107.20 USD	BUY	465 Chef Cash	\$53.60 USD	BUY	180 Chef Cash	\$21.40 USD	BUY	80 Chef Cash	\$10.70 USD	BUY	40 Chef Cash	\$5.30 USD	BUY	15 Chef Cash	\$2.10 USD	BUY
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15 Chef Cash	\$2.10 USD	BUY																				

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Claim Language	Evidence of Infringement														
	 <p>The screenshot displays the 'Buy Chef Cash &amp; Coins!' interface within the ChefVille game. At the top, there are navigation links: 'Free Gifts', 'Play', 'Add Neighbors', 'Add Cash &amp; Coins', 'Earn Cash', 'Game Cards', and 'Help'. Below these is a 'Buy with Mobile' button. The main content area lists six purchase options for Chef Cash, each with a 'BUY' button. The 800 Chef Cash option is marked as 'Best Value!'.</p> <table border="1"> <thead> <tr> <th>Chef Cash</th> <th>Price (USD)</th> </tr> </thead> <tbody> <tr> <td>800</td> <td>\$107.20</td> </tr> <tr> <td>370</td> <td>\$53.60</td> </tr> <tr> <td>145</td> <td>\$21.40</td> </tr> <tr> <td>65</td> <td>\$10.70</td> </tr> <tr> <td>30</td> <td>\$5.30</td> </tr> <tr> <td>11</td> <td>\$2.10</td> </tr> </tbody> </table> <p>At the bottom, there is a disclaimer: '* Prices include all applicable TX taxes.' and a 'Secure Payment' section with logos for VISA, MasterCard, American Express, Discover, Facebook, and PayPal.</p>	Chef Cash	Price (USD)	800	\$107.20	370	\$53.60	145	\$21.40	65	\$10.70	30	\$5.30	11	\$2.10
Chef Cash	Price (USD)														
800	\$107.20														
370	\$53.60														
145	\$21.40														
65	\$10.70														
30	\$5.30														
11	\$2.10														

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<b>Claim Language</b>	<b>Evidence of Infringement</b>
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides ChefVille as a browser-based game to its users via social networking websites. A user of ChefVille directly infringes Claim 9 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 9 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 9 by testing and demonstrating ChefVille. Unless indicated otherwise, each element in Claim 9 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for ChefVille. The priority date for Claim 9 is September 11, 1987.</p> <p>ChefVille selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber. For example, an advertisement may be displayed for more coins when the subscriber specific data illustrates the subscriber does not have enough coins for a particular action.</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot shows a game interface for ChefVille. At the top, there is a navigation bar with buttons for 'Free Gifts', 'Play', 'Add Neighbors', 'Add Cash &amp; Coins', 'Earn Cash', 'Game Cards', and 'Help'. Below this, a status bar displays '207' (with a coin icon), a heart icon, and '27' (with a lightning bolt icon). A yellow button labeled 'Add Cash &amp; Coins' is visible. The main scene is an isometric view of a kitchen area with a character in a white apron. A large white dialog box with a green border is overlaid on the scene, containing the text: 'Out of Coins', 'You need more Coins to complete this purchase. Want to get some now?', and a green 'Get Coins' button. The bottom of the screen features a toolbar with icons for a coin, a box with a plus sign, a dollar sign, a blue arrow, a green plus sign, a box, a shopping cart, and a green checkmark.</p>

Claim Language	Evidence of Infringement
<p>1. A method of processing video signals at a receiver station based on at least one information transmission, the method comprising the steps of:</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 1 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 1 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 1 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 1 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, CityVille processes video signals at a receiver station based on at least one information transmission.</p>
<p>receiving information content and a first control signal in said at least one information transmission at said receiver station, said information content describing at least one of a product and a service;</p>	<p>CityVille receives at least one information transmission from a server, such as when additional game components are loading and CityVille receives information content such as advertisements, game graphics, animations, and user information and statistics (such as points/levels earned, resources accumulated, prizes earned, purchases, and/or preferences). The information content describes a product or a service.</p> <p>The information transmission also includes a first control signal. For example, CityVille receives a first control signal that causes additional game components to load and to compute the user statistics to be displayed on the game interface. For example, as shown below, a loading bar indicates that CityVille received a control signal that causes additional game components to load.</p>

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Claim Language	Evidence of Infringement
	 <p data-bbox="758 928 1797 1269">CityVille also receives information content and control signals to provide messages to the game user, such as the availability of various resources (energy, coins, chips, for example) available during game play, to remind the user to play other games, to respond to requests from other users, and to accept or give gifts to other game users. The information content is the content of the message, and the first control signal is the signal that causes the message to be displayed. The information content may include advertisements to purchase products or services, such as to purchase additional resources (e.g., coins and cash) or unlock special features. See below:</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, the 'CityVille' logo is on the left, and navigation links for 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help' are on the right. Below the navigation bar, resource counters show 11,679 coins, 8 green gems, 15 yellow gems, 450 purple gems, and 48 blue gems. A 'SALE! 90% OFF' banner is visible. The main area shows a 3D isometric view of a town with a red barn, a white house, a train, and various buildings. At the bottom, a 'Bob's Town' panel shows a population of 110/120 and a friend list with 'ADD FRIEND' buttons for five unknown users, and profiles for 'Bob' and 'Samantha' with their respective resources and a 'BUILD' button.</p>

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<b>Claim Language</b>	<b>Evidence of Infringement</b>
generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;	CityVille generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which CityVille is being played. For example, CityVille processes subscriber specific data (such as a game state stored at the receiver station, which includes an amount of various resources the subscriber has accumulated) at the receiver station to generate a benefit datum. An example of such a benefit datum is an offer to purchase additional resources when the user does not have enough resources to complete a certain activity.

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with options like 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help'. Below this, a status bar shows the player's resources: 11,679 coins, 8 gems, 15 lightning bolts, 450 diamonds, and 48 stars. A 'SALE! 90% OFF' banner is visible. The main interface shows a city with various buildings and a 'BUSINESSES' menu. A pop-up window is open, displaying a message: 'Hey there, looks like you need more City Coins! Want to get some now?'. The pop-up has two buttons: 'NO' (150 coins) and 'YES' (170 coins). Below the pop-up, there are 'BEST SELLERS' and a 'POPULATION: 110/120' indicator. At the bottom, there are 'ADD FRIEND' buttons and a 'BUILD' button.</p>

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<b>Claim Language</b>	<b>Evidence of Infringement</b>
delivering said information content and said benefit datum at an output device at said receiver station, wherein said information content and said benefit datum explain a benefit of acquiring said product or service specific to said subscriber;	CityVille delivers the information content and the benefit datum at an output device at the receiver station. The information content and the benefit datum explain a benefit of acquiring the product or service specific to the subscriber. For example, CityVille delivers information content explaining the use of resources to purchase or unlock the item the subscriber requested to purchase but does not have sufficient resources to purchase. See an example below:

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with options like 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help'. Below this, a status bar shows the player's current resources: 11,679 coins, 8 gems, 15 arrows, 450 gold bars, and 48 stars. A 'SALE! 90% OFF' banner is visible. The main area shows a 'BUSINESSES' menu with various buildings for sale, including 'HANDBAG STORE', 'SUSHI BAR', and 'WEDDING STORE'. A pop-up dialog box is centered on the screen, featuring a penguin character and the text: 'Hey there, looks like you need more City Coins! Want to get some now?' with 'NO' and 'YES' buttons. Below the dialog, there are 'BEST SELLERS' and a 'BUILD' button. The bottom of the screen shows a 'POPULATION: 110/120' indicator and a row of 'ADD FRIEND' buttons.</p>

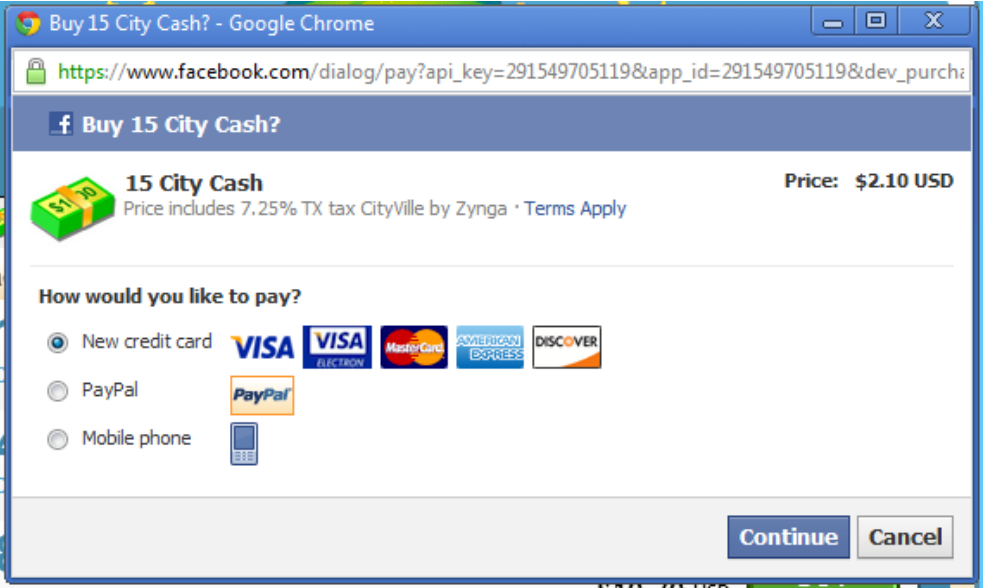
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<b>Claim Language</b>	<b>Evidence of Infringement</b>
receiving a subscriber input at said receiver station after said step of delivering; and	This claim element does not include a “software limitation” under P.R. 3-1(g). CityVille receives a subscriber input at the receiver station after the delivering step. Such an input includes, for example, a click or clicks detected on display buttons such as Buy, Skip, Okay, Accept, Continue, Proceed to Send, Place Now, Play, or Share (and other similar buttons on the display while playing CityVille). Such a display button (e.g., buy) is shown below:

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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the CityVille game interface. At the top, there is a navigation bar with links for 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help'. Below this is a promotional banner for 'BUY THE STARTER PACK NOW' with a 55% discount, showing icons for 15,000 coins, 75 energy, 30 lightning bolts, and 15 crew members. The main content area is a 'Select Package' screen for purchasing City Cash. It lists six packages: 15 City Cash for \$2.10 USD, 40 City Cash for \$5.30 USD, 83 City Cash for \$10.70 USD, 179 City Cash for \$21.40 USD, 465 City Cash for \$53.60 USD, and 1,000 City Cash for \$107.20 USD (labeled 'Best Value!'). Each package has a 'BUY' button. At the bottom, there are logos for various payment methods including VISA, MasterCard, American Express, Discover, Facebook, and PayPal, along with a 'Secure Payment' icon.</p>
<p>controlling said receiver station based on said subscriber input.</p>	<p>CityVille controls the receiver station based on the subscriber input. For example, CityVille may present a payment screen to allow the subscriber to pay for the benefit datum.</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot shows a browser window titled 'Buy 15 City Cash? - Google Chrome'. The address bar contains a URL from Facebook. The page content includes a Facebook logo, the text 'Buy 15 City Cash?', a green '15 City Cash' icon, and a price of '\$2.10 USD'. Below this, it asks 'How would you like to pay?' and lists several payment methods: 'New credit card' (with logos for VISA, VISA ELECTRON, MasterCard, AMERICAN EXPRESS, and DISCOVER), 'PayPal', and 'Mobile phone'. There are 'Continue' and 'Cancel' buttons at the bottom right.</p>
<p>2. The method of claim 1, further comprising the step of storing said subscriber specific data at a computer at said receiver station.</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 2 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 2 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 2 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 2 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 2 is September 11, 1987.</p>

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Claim Language	Evidence of Infringement
	<p>CityVille stores subscriber specific data at a computer at the receiver station. See, for example, the local storage shown below containing subscriber specific data:</p>  <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with links for 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help'. The main area features the 'CityVille' logo and a character in a yellow hard hat. A dialog box titled 'PLAY THE GAME IN YOUR OWN LANGUAGE!' is open, showing a list of languages: English, Bahasa, and French. An 'OKAY' button is at the bottom of the dialog. Another dialog box, 'Adobe Flash Player Settings', is also visible, showing 'Local Storage' settings for 'zooche.zgnodn.com' with a request for permission to store information on the computer.</p>

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Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 3 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 3 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 3 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 3 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 3 is September 11, 1987.</p> <p>CityVille modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below illustrates the number resources available to a subscriber, which changes based on purchases made by the subscriber:</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with options: Free Gifts, Play, My Neighbors, Invite Friends, Add Coins &amp; Cash, Earn City Cash, GameCards, and Help. Below this, a status bar shows various resources: 11,679 coins, 8 green gems, 15 yellow gems, 450 purple gems, and 48 blue gems. A notification bubble says "SALE! 90% OFF" and "You have 8 cash". The main area shows a 3D isometric view of a town with a red barn, a white house, a blue house, and a blue building. A road and a river are also visible. At the bottom, there is a friend list for "Bob's Town" with a population of 110/120. The friend list includes five "ADD FRIEND" buttons and two active friends: Bob and Samantha. A "BUILD" button is also present.</p>

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Claim Language	Evidence of Infringement
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 4 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 4 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 4 by testing and demonstrating CityVille. The priority date for Claim 4 is September 11, 1987.</p> <p>CityVille receives information content that includes a commercial for the resources.</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, the 'CityVille' logo is on the left, and navigation links for 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help' are on the right. Below the navigation bar, resource bars show 11,679 coins, 8 green gems, 15 yellow gems, 450 purple gems, and 48 blue gems. A 'SALE! 90% OFF' banner is visible. The main area shows a 3D isometric view of a town with a red barn, a white house, a blue house, and a blue building. A friend list at the bottom shows 'Bob's Town' with a population of 110/120 and five 'ADD FRIEND' buttons. The friend list also includes 'Bob' and 'Samantha' with their respective icons and levels.</p>

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Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 5 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 5 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 5 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 5 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally (e.g., in a cache) by CityVille prior to delivery of the commercial. See below:</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with links for 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help'. The main area features the 'CityVille' logo and the Zynga logo. A large dialog box titled 'PLAY THE GAME IN YOUR OWN LANGUAGE!' is overlaid on the game. The dialog box contains the text: 'CityVille supports many languages! Click the globe icon and choose your preferred language from the list!'. Below this text, there are two instances of the game's navigation bar, with an arrow pointing from the first to the second, which now shows a language selection menu with options for 'English', 'Bahasa', and 'French'. An 'OKAY' button is at the bottom of the dialog box. In the foreground, an 'Adobe Flash Player Settings' window is open, showing 'Local Storage' settings for 'zooche.zynga.com' and a request for permission to store information on the computer. The settings show 'Requested: up to unlimited' and 'Currently Used: 0 KB', with 'Allow' and 'Deny' buttons.</p>

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Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 6 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 6 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 6 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 6 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 6 is September 11, 1987.</p> <p>The commercial in Claim 5 is delivered from storage (e.g., cache) at the receiver station. See below:</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with links for 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help'. The main area features the 'CityVille' logo and 'zynga' branding. A large dialog box titled 'PLAY THE GAME IN YOUR OWN LANGUAGE!' is overlaid on the game, instructing users to click a globe icon and choose a language from a list. The list includes English, Bahasa, and French. An Adobe Flash Player Settings window is also visible, showing a request for local storage permission from 'zooche.zynga.com' with 'Requested: up to unlimited' and 'Currently Used: 0 KB'. The dialog box has an 'OKAY' button at the bottom.</p>

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Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 7 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 7 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 7 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 7 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 7 is September 11, 1987.</p> <p>Zynga delivers commercials based on a schedule. For example, certain purchase options for resources may include sale or bonus items if a purchase is made at a certain time.</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with options: Free Gifts, Play, My Neighbors, Invite Friends, Add Coins &amp; Cash, Earn City Cash, GameCards, and Help. Below this, a resource bar shows 11,679 coins, 8 green gems, 15 yellow gems, 450 purple gems, and 48 blue gems. A 'NEW GOALS!' notification is present, stating 'Adds: 415 Goods storage'. A 'SALE! 90% OFF' banner is also visible. The main game area shows a farm scene with a red barn, a white house, and a blue building. The bottom interface shows 'Bob's Town' with a population of 110/120, five 'ADD FRIEND' buttons, and a 'BUILD' button.</p>

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Claim Language	Evidence of Infringement
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides CityVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of CityVille directly infringes Claim 9 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 9 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 9 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 9 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 9 is September 11, 1987.</p> <p>CityVille selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber. For example, shown below is an advertisement to the subscriber based on subscriber specific data that the subscriber does not have sufficient resources to purchase a requested item:</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the CityVille game interface. At the top, there is a navigation bar with options like 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Coins &amp; Cash', 'Earn City Cash', 'GameCards', and 'Help'. Below this, a status bar shows the player's resources: 11,679 coins, 8 gems, 15 lightning bolts, 450 diamonds, and 48 stars. A 'SALE! 90% OFF' banner is visible. The main area shows a 'BUSINESSES' window with a search bar and a list of items for sale, including 'HANDBAG STORE', 'SUSHI BAR', and 'WEDDING STORE'. A pop-up window is overlaid on the businesses, displaying a message: 'Hey there, looks like you need more City Coins! Want to get some now?'. This window has three options: 'WATER' (120 coins, 18500 cost), 'NO' (150 coins, 22000 cost), and 'YES' (170 coins, 25000 cost). The 'NO' button is highlighted in red. Below the pop-up, there are 'BEST SELLERS' and a 'POPULATION' indicator showing 110/120. At the bottom, there are 'ADD FRIEND' buttons and a 'BUILD' button.</p>

Claim Language	Evidence of Infringement
<p>1. A method of processing video signals at a receiver station based on at least one information transmission, the method comprising the steps of:</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 1 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 1 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 1 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 1 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, CityVille processes video signals at a receiver station based on at least one information transmission.</p>
<p>receiving information content and a first control signal in said at least one information transmission at said receiver station, said information content describing at least one of a product and a service;</p>	<p>CityVille receives at least one information transmission from a server, such as when additional game components are loading and CityVille receives information content such as advertisements, game graphics, animations, and user information and statistics (such as points/levels earned, resources accumulated, prizes earned, purchases, and/or preferences). The information content describes a product or a service.</p> <p>The information transmission also includes a first control signal. For example, CityVille receives a first control signal that causes additional game components to load and to compute the user statistics to be displayed on the game interface. For example, as shown below, a loading bar (e.g., spinning wait signal) indicates that CityVille received a control signal that causes additional game components to load.</p>

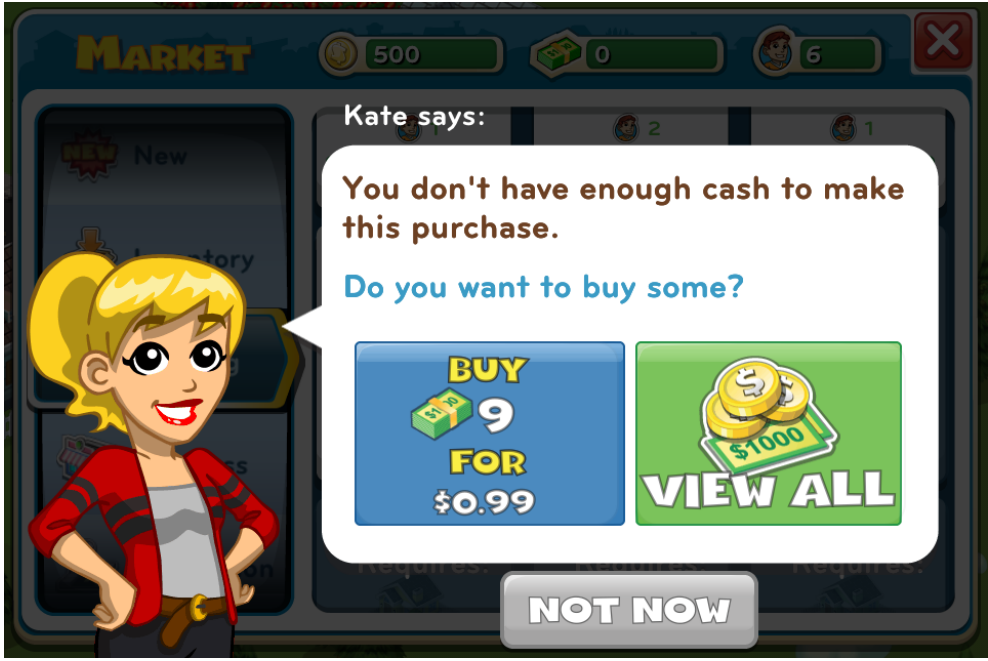
*Continued on next page*

Claim Language	Evidence of Infringement
	 <p data-bbox="758 954 1797 1292">CityVille also receives information content and control signals to provide messages to the game user, such as the availability of various resources (energy, coins, chips, for example) available during game play, to remind the user to play other games, to respond to requests from other users, and to accept or give gifts to other game users. The information content is the content of the message, and the first control signal is the signal that causes the message to be displayed. The information content may include advertisements to purchase products or services, such as to purchase additional resources or unlock special features. See below:</p>

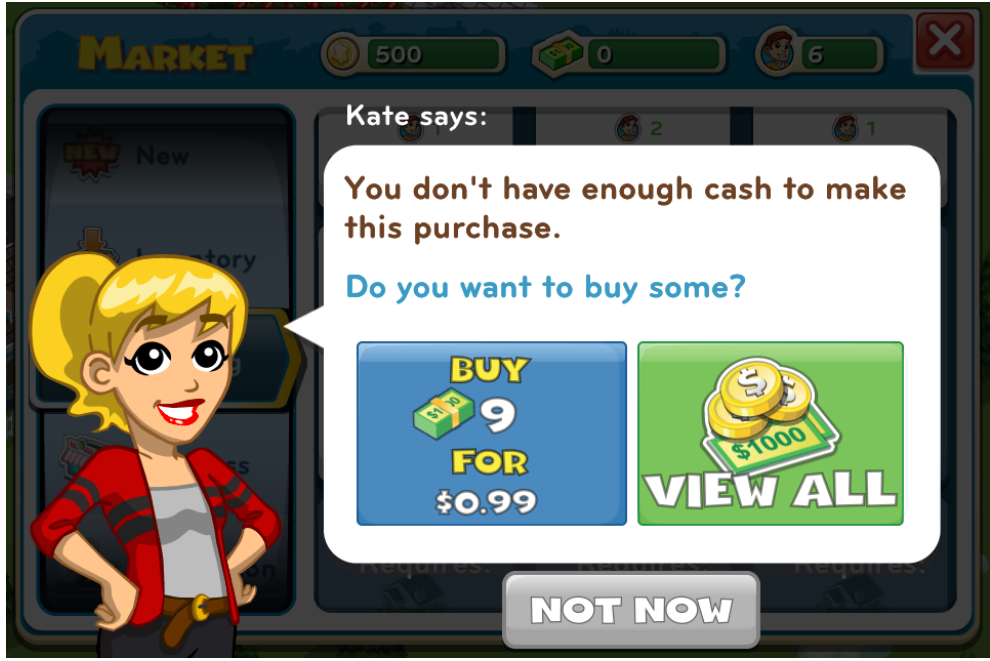
*Continued on next page*

Claim Language	Evidence of Infringement
	
<p>generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;</p>	<p>CityVille generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which CityVille is being played. For example, CityVille processes subscriber specific data (such as a game state stored at the receiver station, which includes an amount of various resources the subscriber has accumulated) at the receiver station to generate a benefit datum. An example of such a benefit datum is an offer to purchase additional resources when the user does not have enough resources to complete a certain activity.</p>


*Continued on next page*

Claim Language	Evidence of Infringement
	
<p>delivering said information content and said benefit datum at an output device at said receiver station, wherein said information content and said benefit datum explain a benefit of acquiring said product or service specific to said subscriber;</p>	<p>CityVille delivers the information content and the benefit datum at an output device at the receiver station. The information content and the benefit datum explain a benefit of acquiring the product or service specific to the subscriber. For example, CityVille delivers information content explaining the use of resources. See an example below:</p>

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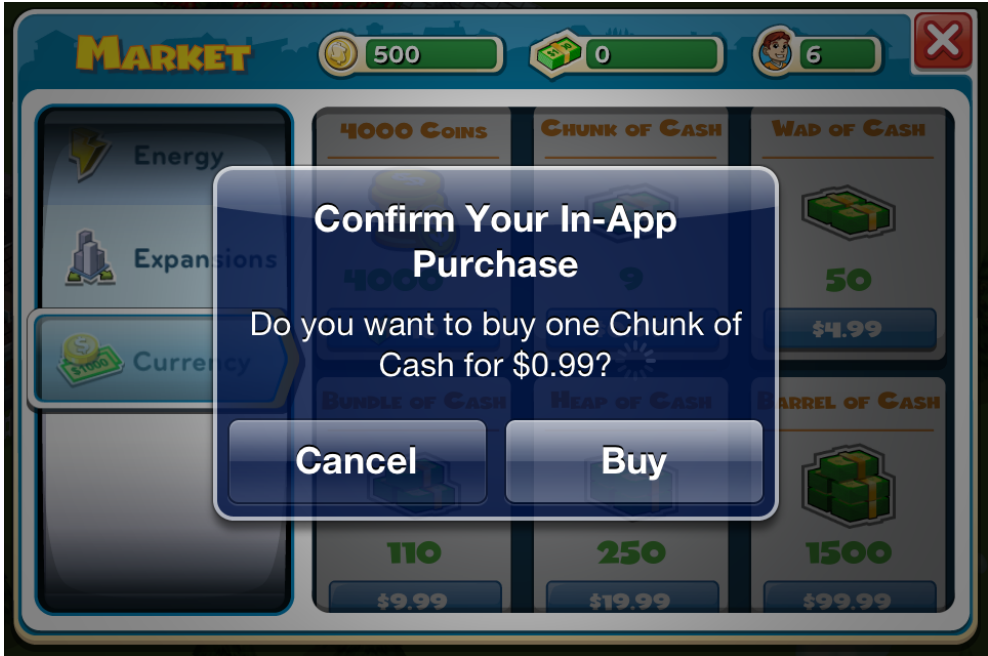
Claim Language	Evidence of Infringement
	
<p>receiving a subscriber input at said receiver station after said step of delivering; and</p>	<p>This claim element does not include a “software limitation” under P.R. 3-1(g). CityVille receives a subscriber input at the receiver station after the delivering step. Such an input includes, for example, a click or clicks detected on display buttons such as Buy, Skip, Okay, Accept, Continue, Proceed to Send, Place Now, Play, or Share (and other similar buttons on the display while playing CityVille). Such a display button (e.g., the buttons showing the U.S. Dollar amount) is shown below:</p>

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Claim Language	Evidence of Infringement																					
	 <p>The screenshot shows a 'MARKET' interface with a top bar displaying 500 coins, 0 gems, and 6 lives. A left sidebar lists 'Energy', 'Expansions', and 'Currency'. The main area displays six cash purchase options:</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Quantity</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>4000 COINS</td> <td>4000</td> <td>10</td> </tr> <tr> <td>CHUNK OF CASH</td> <td>9</td> <td>\$0.99</td> </tr> <tr> <td>WAD OF CASH</td> <td>50</td> <td>\$4.99</td> </tr> <tr> <td>BUNDLE OF CASH</td> <td>110</td> <td>\$9.99</td> </tr> <tr> <td>HEAP OF CASH</td> <td>250</td> <td>\$19.99</td> </tr> <tr> <td>BARREL OF CASH</td> <td>1500</td> <td>\$99.99</td> </tr> </tbody> </table>	Item	Quantity	Price	4000 COINS	4000	10	CHUNK OF CASH	9	\$0.99	WAD OF CASH	50	\$4.99	BUNDLE OF CASH	110	\$9.99	HEAP OF CASH	250	\$19.99	BARREL OF CASH	1500	\$99.99
Item	Quantity	Price																				
4000 COINS	4000	10																				
CHUNK OF CASH	9	\$0.99																				
WAD OF CASH	50	\$4.99																				
BUNDLE OF CASH	110	\$9.99																				
HEAP OF CASH	250	\$19.99																				
BARREL OF CASH	1500	\$99.99																				
<p>controlling said receiver station based on said subscriber input.</p>	<p>CityVille controls the receiver station based on the subscriber input. For example, CityVille may present a payment screen to allow the subscriber to pay for the benefit datum.</p>																					

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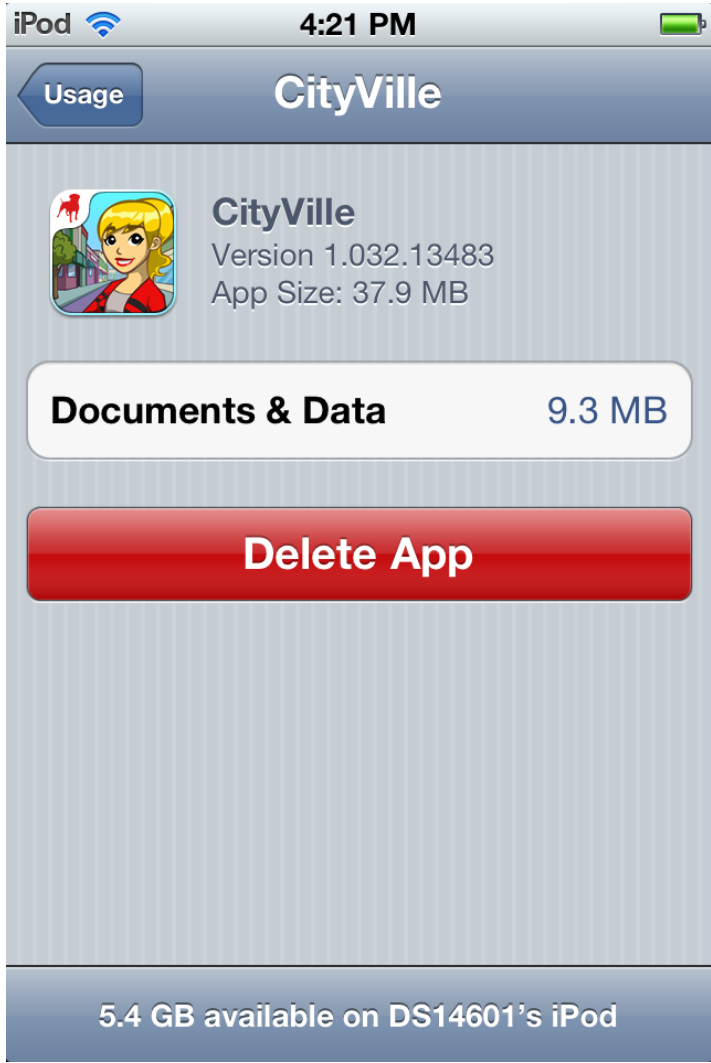


Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'MARKET' interface of the CityVille mobile game. At the top, there are three resource indicators: 500 coins, 0 gems, and 6 lives. The main area shows a grid of purchasable items. A central dialog box is overlaid on the screen, titled 'Confirm Your In-App Purchase'. The dialog text asks, 'Do you want to buy one Chunk of Cash for \$0.99?'. Below the text are two buttons: 'Cancel' and 'Buy'. In the background, the 'MARKET' grid includes items like '4000 COINS' for \$9.99, 'CHUNK OF CASH' for \$0.99, 'WAD OF CASH' for \$4.99, 'BUNDLE OF CASH' for \$19.99, 'HEAP OF CASH' for \$19.99, and 'BARREL OF CASH' for \$99.99. The 'CHUNK OF CASH' item is highlighted with a green border.</p>

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<b>Claim Language</b>	<b>Evidence of Infringement</b>
<p>2. The method of claim 1, further comprising the step of storing said subscriber specific data at a computer at said receiver station.</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 2 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 2 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 2 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 2 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 2 is September 11, 1987.</p> <p>CityVille stores subscriber specific data at a computer at the receiver station. See, for example, the local storage (e.g., device memory) shown below containing subscriber specific data:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'CityVille' app management interface on an iPod. At the top, the status bar shows 'iPod', signal strength, Wi-Fi, the time '4:21 PM', and battery level. Below the status bar is a navigation bar with a 'Usage' button and the app name 'CityVille'. The main content area features the app icon, the name 'CityVille', the version number 'Version 1.032.13483', and the app size 'App Size: 37.9 MB'. A white box below this shows 'Documents &amp; Data' with a value of '9.3 MB'. A prominent red button labeled 'Delete App' is centered below the data box. At the bottom of the screen, a blue bar indicates '5.4 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 3 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 3 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 3 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 3 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 3 is September 11, 1987.</p> <p>CityVille modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below illustrates the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows a top-down view of a virtual town named 'RIDGEVILLE'. In the center, a character is standing near a tree, and a semi-transparent notification bubble displays a money bag icon and the text '+300 Coins'. The town features a yellow house with a grey roof, a large field of red flowers, a gazebo, and several trees. At the bottom of the screen, there is a user interface with a 'GOALS' button, a star icon with the number '1', the town name 'RIDGEVILLE', 'POP: 2', a coin counter showing '400', a resource counter showing '15', and a 'MENU' button.</p>
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 4 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 4 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 4 by testing and demonstrating CityVille. The priority date for Claim 4 is September 11, 1987.</p> <p>CityVille receives information content that includes a commercial for the resources.</p>

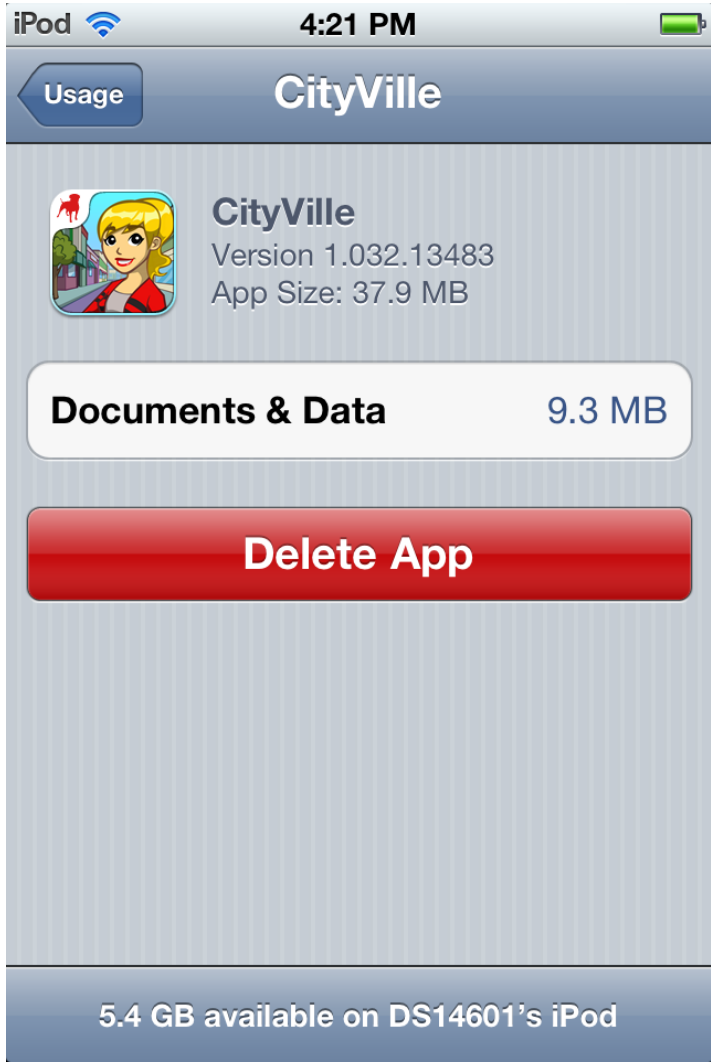
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Claim Language	Evidence of Infringement
	 <p>The screenshot displays a 3D isometric view of a town in the game CityVille. In the center, a yellow house with a grey roof and a chimney is situated on a street. To the left of the house is a large field of red flowers. A character is standing near a tree in the center, and a semi-transparent blue cloud surrounds them, with a gold coin icon and the text "+300 Coins" appearing above. In the bottom left corner, there is a "GOALS" button and a star icon with the number "1". The town name "RIDGEVILLE" is displayed in the center of the bottom UI. To the right of the name, it says "POP: 2" with a gear icon. Further right, there are two resource bars: one for gold showing "400" with a plus sign, and another for green gems showing "15" with a plus sign. A "MENU" button is located in the bottom right corner.</p>

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Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 5 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 5 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 5 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 5 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally by CityVille prior to delivery of the commercial. See below:</p>

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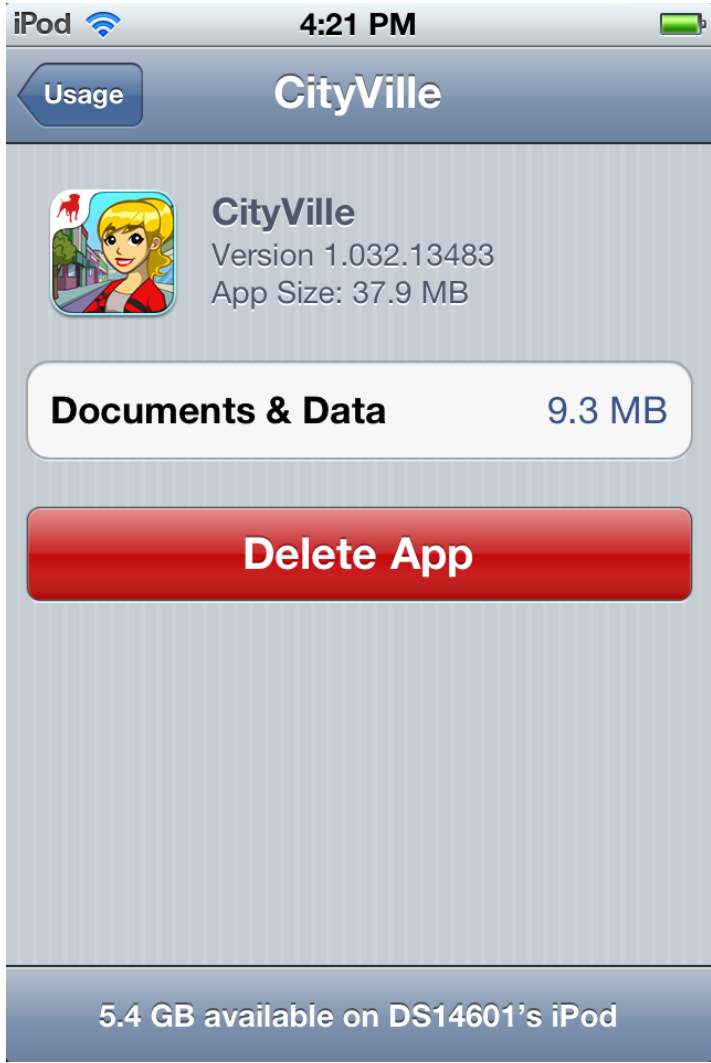
Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'CityVille' app management interface on an iPod. At the top, the status bar indicates 'iPod', signal strength, Wi-Fi, and the time '4:21 PM'. Below the status bar is a navigation bar with a 'Usage' button and the app name 'CityVille'. The main content area shows the app icon, the name 'CityVille', the version '1.032.13483', and the app size '37.9 MB'. Below this, there is a section for 'Documents &amp; Data' showing '9.3 MB'. A large red button labeled 'Delete App' is prominently displayed. At the bottom of the screen, a status bar indicates '5.4 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 6 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 6 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 6 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 6 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 6 is September 11, 1987.</p> <p>The commercial in Claim 5 is delivered from storage at the receiver station. See below:</p>


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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'CityVille' app management interface on an iPod. At the top, the status bar indicates 'iPod', signal strength, Wi-Fi, and the time '4:21 PM'. Below the status bar, a blue header contains a 'Usage' button and the app name 'CityVille'. The main content area shows the app icon, the name 'CityVille', the version '1.032.13483', and the app size '37.9 MB'. A white box below this shows 'Documents &amp; Data' with a size of '9.3 MB'. A large red button labeled 'Delete App' is positioned below the data box. At the bottom of the screen, a blue bar indicates '5.4 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 7 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 7 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 7 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 7 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 7 is September 11, 1987.</p> <p>Zynga delivers commercials based on a schedule. For example, certain purchase options for resources may include sale or bonus items if a purchase is made at a certain time.</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'MARKET' interface in a mobile game. At the top, there are three resource indicators: 500 coins, 0 gems, and 6 lives. A red 'X' button is in the top right corner. On the left, a vertical menu has three options: 'Energy' (with a lightning bolt icon), 'Expansions' (with a building icon), and 'Currency' (with a \$1000 bill icon). The 'Currency' option is highlighted with a yellow border. The main area shows six purchasable items arranged in a 2x3 grid:</p> <ul style="list-style-type: none"> <li><b>4000 COINS:</b> Represented by a stack of gold coins, priced at 10 gems for \$0.99.</li> <li><b>CHUNK OF CASH:</b> Represented by a stack of green cash, priced at 9 gems for \$0.99.</li> <li><b>WAD OF CASH:</b> Represented by a stack of green cash, priced at 50 gems for \$4.99.</li> <li><b>BUNDLE OF CASH:</b> Represented by a stack of green cash, priced at 110 gems for \$9.99.</li> <li><b>HEAP OF CASH:</b> Represented by a stack of green cash, priced at 250 gems for \$19.99.</li> <li><b>BARREL OF CASH:</b> Represented by a stack of green cash, priced at 1500 gems for \$99.99.</li> </ul>

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Claim Language	Evidence of Infringement
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides CityVille as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of CityVille directly infringes Claim 9 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 9 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 9 by testing and demonstrating CityVille. Unless indicated otherwise, each element in Claim 9 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for CityVille. The priority date for Claim 9 is September 11, 1987.</p> <p>CityVille selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber. For example, a commercial may be displayed to purchase more resources when the subscriber has insufficient resources to complete an action.</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot shows a game market interface. At the top, the word "MARKET" is displayed in yellow. To its right are three status bars: a coin icon with "500", a green cube icon with "0", and a character icon with "6". A red "X" icon is in the top right corner. Below the status bars, a character named "Kate" is shown on the left, with a speech bubble pointing to a message box. The message box contains the text: "Kate says: You don't have enough cash to make this purchase. Do you want to buy some?". Below the message box are two buttons: a blue button labeled "BUY 9 FOR \$0.99" with a green cube icon, and a green button labeled "VIEW ALL" with a stack of gold coins and a \$1000 bill icon. At the bottom center of the message box is a grey button labeled "NOT NOW".</p>


Claim Language	Evidence of Infringement
<p>1. A method of processing video signals at a receiver station based on at least one information transmission, the method comprising the steps of:</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 1 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 1 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 1 by testing and demonstrating HolidayTown. Unless indicated otherwise, each element in Claim 1 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for HolidayTown. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, HolidayTown processes video signals at a receiver station based on at least one information transmission.</p>
<p>receiving information content and a first control signal in said at least one information transmission at said receiver station, said information content describing at least one of a product and a service;</p>	<p>HolidayTown receives at least one information transmission from a server, such as when additional game components are loading and HolidayTown receives information content such as advertisements, game graphics, animations, and user information and statistics (such as points/levels earned, resources accumulated, prizes earned, purchases, and/or preferences). The information content describes a product or a service.</p> <p>The information transmission also includes a first control signal. For example, HolidayTown receives a first control signal that causes additional game components to load and to compute the user statistics to be displayed on the game interface. For example, as shown below, a loading bar indicates that HolidayTown received a control signal that causes additional game components to load.</p>

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Claim Language	Evidence of Infringement
	 <p data-bbox="758 954 1797 1292">                     HolidayTown also receives information content and control signals to provide messages to the game user, such as the availability of various resources (energy, coins, chips, for example) available during game play, to remind the user to play other games, to respond to requests from other users, and to accept or give gifts to other game users. The information content is the content of the message, and the first control signal is the signal that causes the message to be displayed. The information content may include advertisements to purchase products or services (e.g., additional in-game money), such as to purchase additional resources or unlock special features. See below:                 </p>

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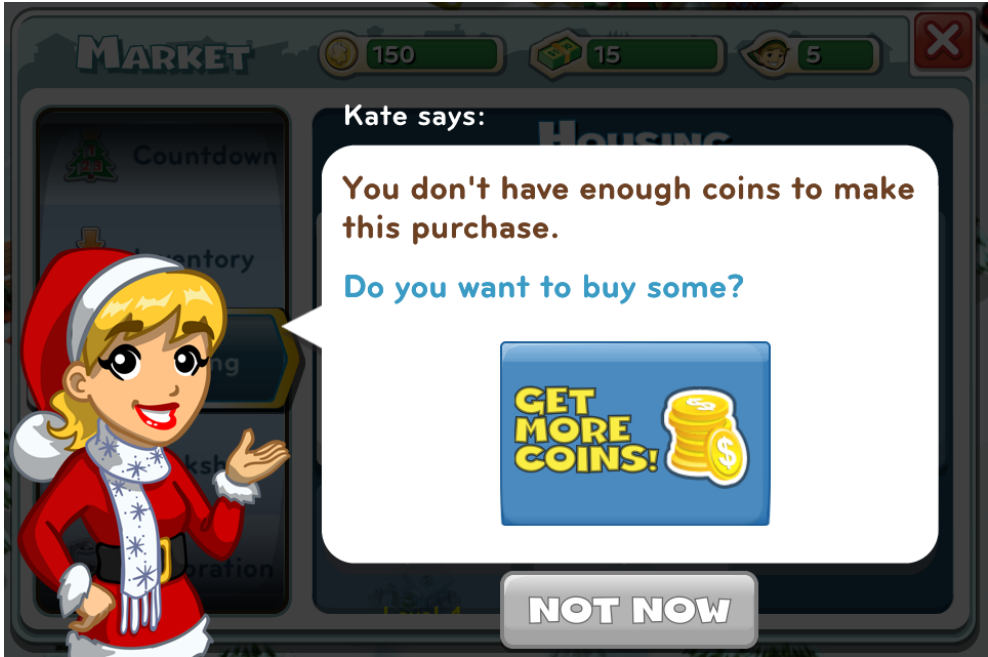


Claim Language	Evidence of Infringement
	
<p>generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;</p>	<p>HolidayTown generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which HolidayTown is being played. For example, HolidayTown processes subscriber specific data (such as a game state stored at the receiver station, which includes an amount of various resources the subscriber has accumulated) at the receiver station to generate a benefit datum. An example of such a benefit datum is an offer to purchase additional resources when the user does not have enough resources to complete a certain activity.</p>


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Claim Language	Evidence of Infringement
	
<p>delivering said information content and said benefit datum at an output device at said receiver station, wherein said information content and said benefit datum explain a benefit of acquiring said product or service specific to said subscriber;</p>	<p>HolidayTown delivers the information content and the benefit datum at an output device at the receiver station. The information content and the benefit datum explain a benefit of acquiring the product or service specific to the subscriber. For example, HolidayTown delivers information content explaining the use of resources. See an example below:</p>

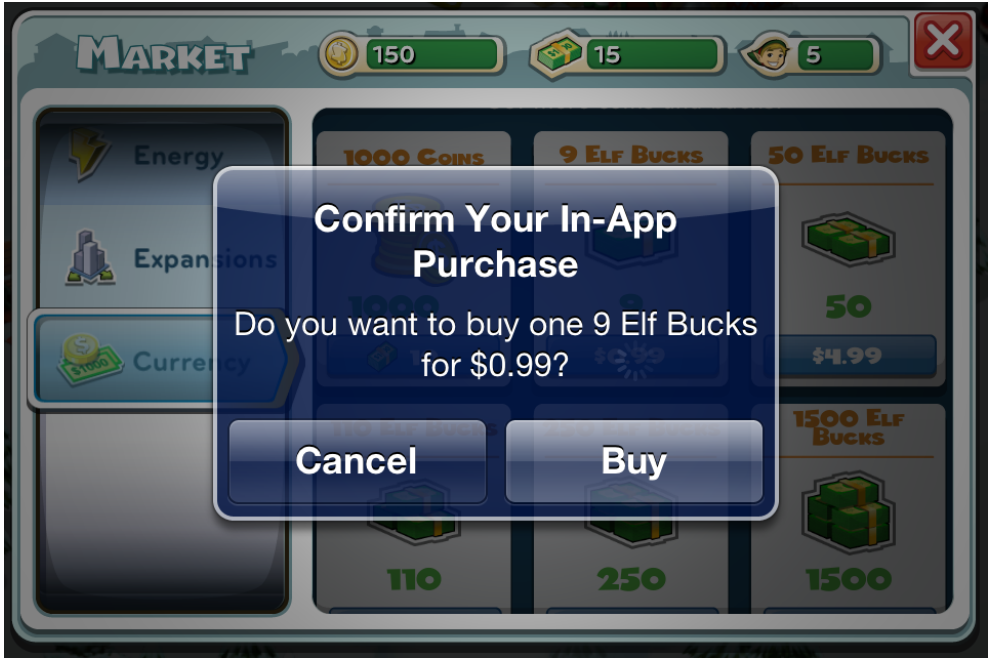
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows a game interface with a character named Kate. A speech bubble from her says: "Kate says: You don't have enough coins to make this purchase. Do you want to buy some?". Below the speech bubble is a blue button that says "GET MORE COINS!" with an icon of a stack of gold coins. At the bottom of the dialog is a grey button that says "NOT NOW". The background shows a "MARKET" screen with various items and a coin counter showing 150 coins.</p>
<p>receiving a subscriber input at said receiver station after said step of delivering; and</p>	<p>This claim element does not include a “software limitation” under P.R. 3-1(g). HolidayTown receives a subscriber input at the receiver station after the delivering step. Such an input includes, for example, a click or clicks detected on display buttons such as Buy, Skip, Okay, Accept, Continue, Proceed to Send, Place Now, Play, or Share (and other similar buttons on the display while playing HolidayTown). Such a display button is shown below:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	
<p>controlling said receiver station based on said subscriber input.</p>	<p>HolidayTown controls the receiver station based on the subscriber input. For example, HolidayTown may present a payment screen to allow the subscriber to pay for the benefit datum.</p>

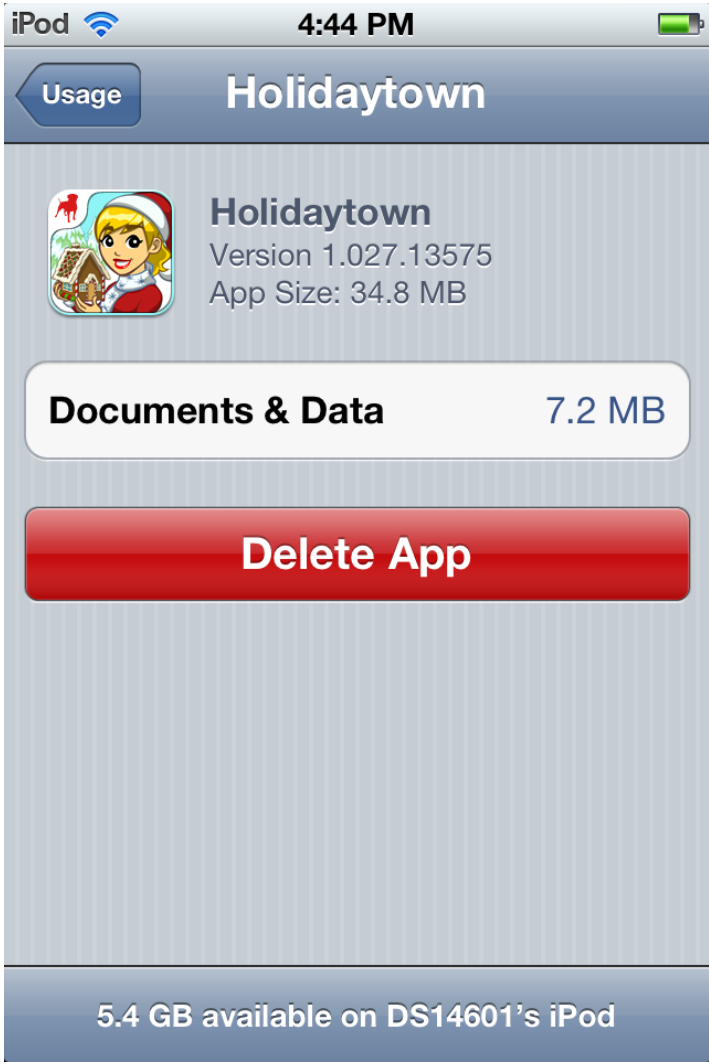
*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows a 'MARKET' interface with a top bar containing resource counters: 150 coins, 15 Elf Bucks, and 5 lives. The main area displays various items for sale, including 'Energy', 'Expansions', and 'Currency'. A central dialog box is overlaid, asking 'Do you want to buy one 9 Elf Bucks for \$0.99?' with 'Cancel' and 'Buy' buttons. The background shows items like '1000 COINS' for 110 coins, '9 ELF BUCKS' for 250 coins, and '50 ELF BUCKS' for 1500 coins.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
<p>2. The method of claim 1, further comprising the step of storing said subscriber specific data at a computer at said receiver station.</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 2 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 2 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 2 by testing and demonstrating HolidayTown. Unless indicated otherwise, each element in Claim 2 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for HolidayTown. The priority date for Claim 2 is September 11, 1987.</p> <p>HolidayTown stores subscriber specific data at a computer at the receiver station. See, for example, the local storage (e.g., device memory) shown below containing subscriber specific data:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' page for the 'Holidaytown' app on an iPod. The status bar at the top indicates 'iPod', signal strength, Wi-Fi, the time '4:44 PM', and battery level. The app title 'Holidaytown' is displayed in a blue header. Below the title is a back arrow labeled 'Usage'. The app icon, which depicts a girl in a red winter hat, is shown next to the app name 'Holidaytown', its version '1.027.13575', and its size '34.8 MB'. A white box displays 'Documents &amp; Data' with '7.2 MB' to its right. A prominent red button with white text says 'Delete App'. At the bottom, a blue bar indicates '5.4 GB available on DS14601's iPod'.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 3 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 3 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 3 by testing and demonstrating HolidayTown. Unless indicated otherwise, each element in Claim 3 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for HolidayTown. The priority date for Claim 3 is September 11, 1987.</p> <p>HolidayTown modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below illustrates the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p>

*Continued on next page*



Claim Language	Evidence of Infringement
	
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 4 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 4 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 4 by testing and demonstrating HolidayTown. The priority date for Claim 4 is September 11, 1987.</p> <p>HolidayTown receives information content that includes a commercial for the resources.</p>

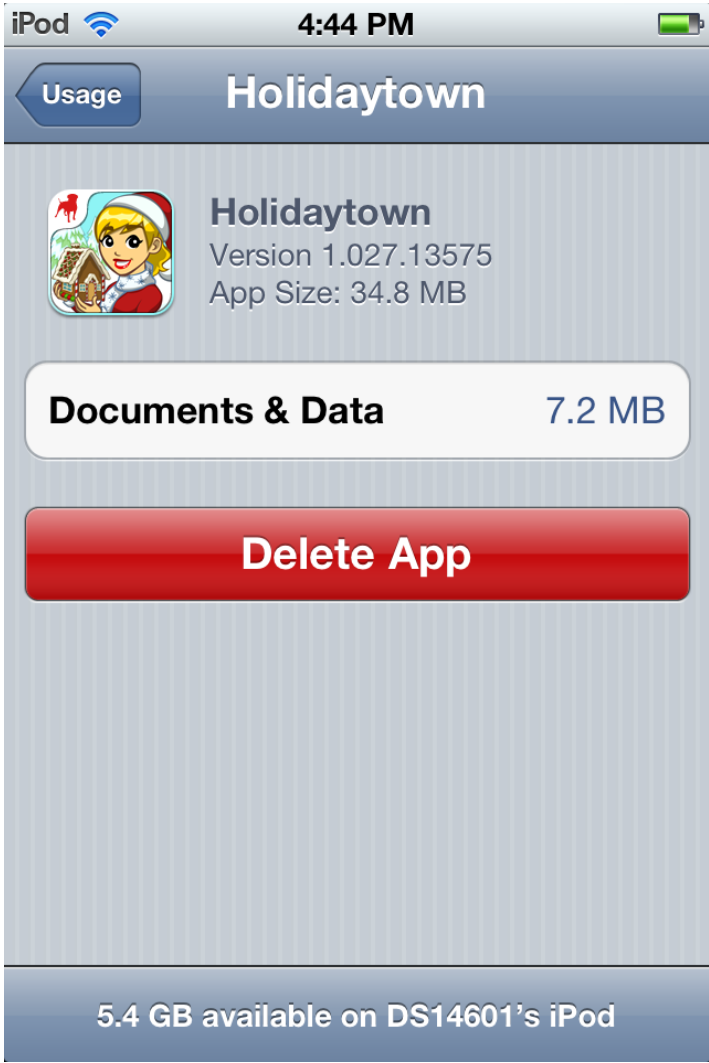
*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot displays a 3D-rendered winter town scene. In the foreground, there are several yellow houses with snow-covered roofs. A large red arrow points left, and a green checkmark icon is visible. The UI at the bottom includes a 'GOALS' button with a '1' notification, a 'YOUR TOWN' section with a coin icon and the number '150' (highlighted with a red box), and an 'Elf Population: 5' indicator. A vertical menu on the right contains icons for a dog, a speech bubble with 'Z', a character portrait, a gift box, and a directional pad, with a 'MENU' button at the bottom.</p>

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Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 5 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 5 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 5 by testing and demonstrating HolidayTown. Unless indicated otherwise, each element in Claim 5 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for HolidayTown. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally by HolidayTown prior to delivery of the commercial. See below:</p>

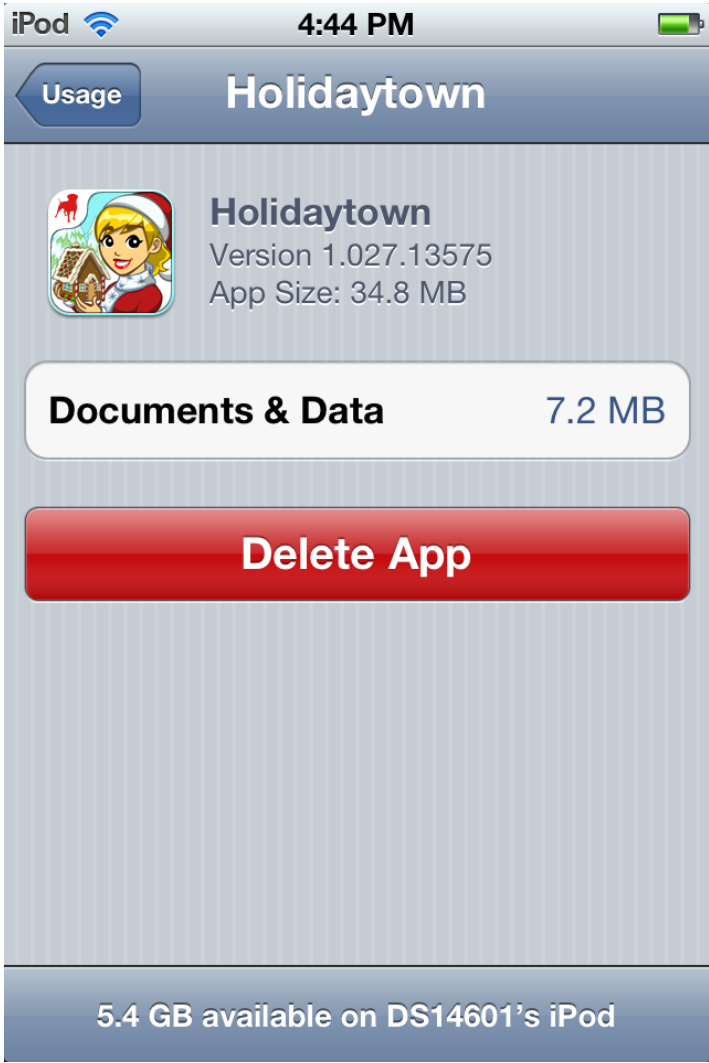
*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the 'Holidaytown' app on an iPod. The status bar at the top indicates 'iPod', signal strength, Wi-Fi, the time '4:44 PM', and battery level. The app title 'Holidaytown' is displayed in a blue header bar. Below the header, the app icon is shown next to the text 'Holidaytown', 'Version 1.027.13575', and 'App Size: 34.8 MB'. A white box displays 'Documents &amp; Data' with '7.2 MB' to its right. A large red button labeled 'Delete App' is centered below. At the bottom, a blue bar indicates '5.4 GB available on DS14601's iPod'.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 6 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 6 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 6 by testing and demonstrating HolidayTown. Unless indicated otherwise, each element in Claim 6 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for HolidayTown. The priority date for Claim 6 is September 11, 1987.</p> <p>The commercial in Claim 5 is delivered from storage at the receiver station. See below:</p>


*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the 'Holidaytown' app on an iPod. The status bar at the top indicates 'iPod', signal strength, Wi-Fi, the time '4:44 PM', and battery level. The app title 'Holidaytown' is displayed in a blue header bar. Below the header, the app icon is shown next to the text 'Holidaytown', 'Version 1.027.13575', and 'App Size: 34.8 MB'. A white box displays 'Documents &amp; Data' with '7.2 MB' to its right. A large red button labeled 'Delete App' is centered below. At the bottom, a blue bar indicates '5.4 GB available on DS14601's iPod'.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 7 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 7 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 7 by testing and demonstrating HolidayTown. Unless indicated otherwise, each element in Claim 7 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for HolidayTown. The priority date for Claim 7 is September 11, 1987.</p> <p>Zynga delivers commercials based on a schedule. For example, certain purchase options for resources may include sale or bonus items if a purchase is made at a certain time.</p>

*Continued on next page*


Claim Language	Evidence of Infringement																					
	 <p>The screenshot shows the 'MARKET' interface with the following items and prices:</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Quantity</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>1000 COINS</td> <td>1000</td> <td>10</td> </tr> <tr> <td>9 ELF BUCKS</td> <td>9</td> <td>\$0.99</td> </tr> <tr> <td>50 ELF BUCKS</td> <td>50</td> <td>\$4.99</td> </tr> <tr> <td>110 ELF BUCKS</td> <td>110</td> <td>-</td> </tr> <tr> <td>250 ELF BUCKS</td> <td>250</td> <td>-</td> </tr> <tr> <td>1500 ELF BUCKS</td> <td>1500</td> <td>-</td> </tr> </tbody> </table>	Item	Quantity	Price	1000 COINS	1000	10	9 ELF BUCKS	9	\$0.99	50 ELF BUCKS	50	\$4.99	110 ELF BUCKS	110	-	250 ELF BUCKS	250	-	1500 ELF BUCKS	1500	-
Item	Quantity	Price																				
1000 COINS	1000	10																				
9 ELF BUCKS	9	\$0.99																				
50 ELF BUCKS	50	\$4.99																				
110 ELF BUCKS	110	-																				
250 ELF BUCKS	250	-																				
1500 ELF BUCKS	1500	-																				

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Claim Language	Evidence of Infringement
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides HolidayTown as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of HolidayTown directly infringes Claim 9 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 9 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 9 by testing and demonstrating HolidayTown. Unless indicated otherwise, each element in Claim 9 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for HolidayTown. The priority date for Claim 9 is September 11, 1987.</p> <p>HolidayTown selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber.</p>

*Continued on next page*

Claim Language	Evidence of Infringement																					
	 <p>The screenshot shows the 'MARKET' interface. At the top, the player has 150 coins, 15 Elf Bucks, and 5 lives. The sidebar on the left includes 'Energy', 'Expansions', and 'Currency'. The main area displays six purchasable items:</p> <table border="1"><thead><tr><th>Item</th><th>Quantity</th><th>Price</th></tr></thead><tbody><tr><td>1000 COINS</td><td>1000</td><td>10</td></tr><tr><td>9 ELF BUCKS</td><td>9</td><td>\$0.99</td></tr><tr><td>50 ELF BUCKS</td><td>50</td><td>\$4.99</td></tr><tr><td>110 ELF BUCKS</td><td>110</td><td></td></tr><tr><td>250 ELF BUCKS</td><td>250</td><td></td></tr><tr><td>1500 ELF BUCKS</td><td>1500</td><td></td></tr></tbody></table>	Item	Quantity	Price	1000 COINS	1000	10	9 ELF BUCKS	9	\$0.99	50 ELF BUCKS	50	\$4.99	110 ELF BUCKS	110		250 ELF BUCKS	250		1500 ELF BUCKS	1500	
Item	Quantity	Price																				
1000 COINS	1000	10																				
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50 ELF BUCKS	50	\$4.99																				
110 ELF BUCKS	110																					
250 ELF BUCKS	250																					
1500 ELF BUCKS	1500																					

Claim Language	Evidence of Infringement
<p>1. A method of processing video signals at a receiver station based on at least one information transmission, the method comprising the steps of:</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 1 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 1 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 1 by testing and demonstrating DreamZoo. Unless indicated otherwise, each element in Claim 1 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for DreamZoo. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, DreamZoo processes video signals at a receiver station based on at least one information transmission.</p>
<p>receiving information content and a first control signal in said at least one information transmission at said receiver station, said information content describing at least one of a product and a service;</p>	<p>DreamZoo receives at least one information transmission from a server, such as when additional game components are loading and DreamZoo receives information content such as advertisements, game graphics, animations, and user information and statistics (such as points/levels earned, resources accumulated, prizes earned, purchases, and/or preferences). The information content describes a product or a service.</p> <p>The information transmission also includes a first control signal. For example, DreamZoo receives a first control signal that causes additional game components to load and to compute the user statistics to be displayed on the game interface. For example, as shown below, a loading bar indicates that DreamZoo received a control signal that causes additional game components to load.</p>


*Continued on next page*

Claim Language	Evidence of Infringement
	 <p data-bbox="758 954 1797 1328">DreamZoo also receives information content and control signals to provide messages to the game user, such as the availability of various resources (energy, coins, chips, for example) available during game play, to remind the user to play other games, to respond to requests from other users, and to accept or give gifts to other game users. The information content is the content of the message, and the first control signal is the signal that causes the message to be displayed. The information content may include advertisements to purchase products or services (e.g., a plus button next to a resource display), such as to purchase additional resources or unlock special features. See below:</p>


*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows a vibrant, cartoonish virtual zoo environment. In the foreground, there is a giraffe on the left and a white goat on the right. In the center, there are two wooden animal enclosures, each with a red heart icon and a green plus sign next to it. The background features rolling green hills, several trees, and a small pond. At the bottom of the screen, there is a dark brown UI overlay with the following elements: a clipboard icon with a green plus sign, the number '2' next to a green star, the text 'Summit Ranch', 'Zoo Grade A' next to a gold coin icon and the number '4458', a green plus sign icon next to a green coin icon and the number '10', and a red 'Menu' button.</p>
<p>generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;</p>	<p>DreamZoo generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which DreamZoo is being played. For example, DreamZoo processes subscriber specific data (such as a game state stored at the receiver station, which includes an amount of various resources the subscriber has accumulated) at the receiver station to generate a benefit datum. An example of such a benefit datum is an offer to purchase additional resources when the user does not have enough resources to complete a certain activity.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	
<p>delivering said information content and said benefit datum at an output device at said receiver station, wherein said information content and said benefit datum explain a benefit of acquiring said product or service specific to said subscriber;</p>	<p>DreamZoo delivers the information content and the benefit datum at an output device at the receiver station. The information content and the benefit datum explain a benefit of acquiring the product or service specific to the subscriber. For example, DreamZoo delivers information content explaining the use of resources. See an example below:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	
<p>receiving a subscriber input at said receiver station after said step of delivering; and</p>	<p>This claim element does not include a “software limitation” under P.R. 3-1(g). DreamZoo receives a subscriber input at the receiver station after the delivering step. Such an input includes, for example, a click or clicks detected on display buttons such as Buy, Skip, Okay, Accept, Continue, Proceed to Send, Place Now, Play, or Share (and other similar buttons on the display while playing DreamZoo). Such a display button is shown below:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	
<p>controlling said receiver station based on said subscriber input.</p>	<p>DreamZoo controls the receiver station based on the subscriber input. For example, DreamZoo may present a payment screen to allow the subscriber to pay for the benefit datum.</p>

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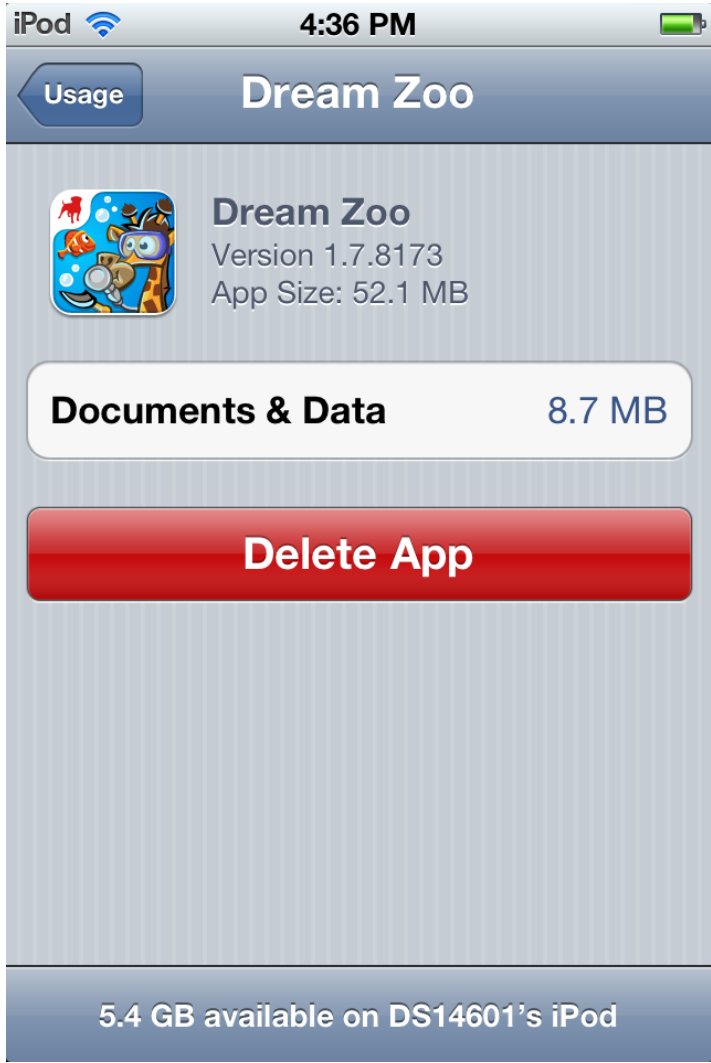


Claim Language	Evidence of Infringement
	 <p>The screenshot displays a mobile game store interface. At the top, the word "Store" is visible, along with resource counts: 4458 coins, 10 gems, and 19 hearts. A central dialog box titled "Confirm Your In-App Purchase" is overlaid, asking "Do you want to buy one Mountain of Cash for \$99.99?" with "Cancel" and "Buy" buttons. The background shows a "Buy Zoo Cash!" section with various cash items like "Current", "Coins", and "Hearts".</p>

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Claim Language	Evidence of Infringement
<p>2. The method of claim 1, further comprising the step of storing said subscriber specific data at a computer at said receiver station.</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 2 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 2 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 2 by testing and demonstrating DreamZoo. Unless indicated otherwise, each element in Claim 2 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for DreamZoo. The priority date for Claim 2 is September 11, 1987.</p> <p>DreamZoo stores subscriber specific data at a computer at the receiver station. See, for example, the local storage (e.g., device memory) shown below containing subscriber specific data:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the 'Dream Zoo' app on an iPod. The app's icon, which features a cartoon animal, is displayed next to the app name 'Dream Zoo', its version '1.7.8173', and its size '52.1 MB'. Below the app information, a white box shows 'Documents &amp; Data' with a size of '8.7 MB'. A large red button with the text 'Delete App' is centered on the screen. The status bar at the top indicates the device is an iPod, has Wi-Fi and signal strength, and the time is 4:36 PM. The bottom status bar shows '5.4 GB available on DS14601's iPod'.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 3 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 3 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 3 by testing and demonstrating DreamZoo. Unless indicated otherwise, each element in Claim 3 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for DreamZoo. The priority date for Claim 3 is September 11, 1987.</p> <p>DreamZoo modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below displays the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 4 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 4 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 4 by testing and demonstrating DreamZoo. The priority date for Claim 4 is September 11, 1987.</p> <p>DreamZoo receives information content that includes a commercial for the resources.</p>

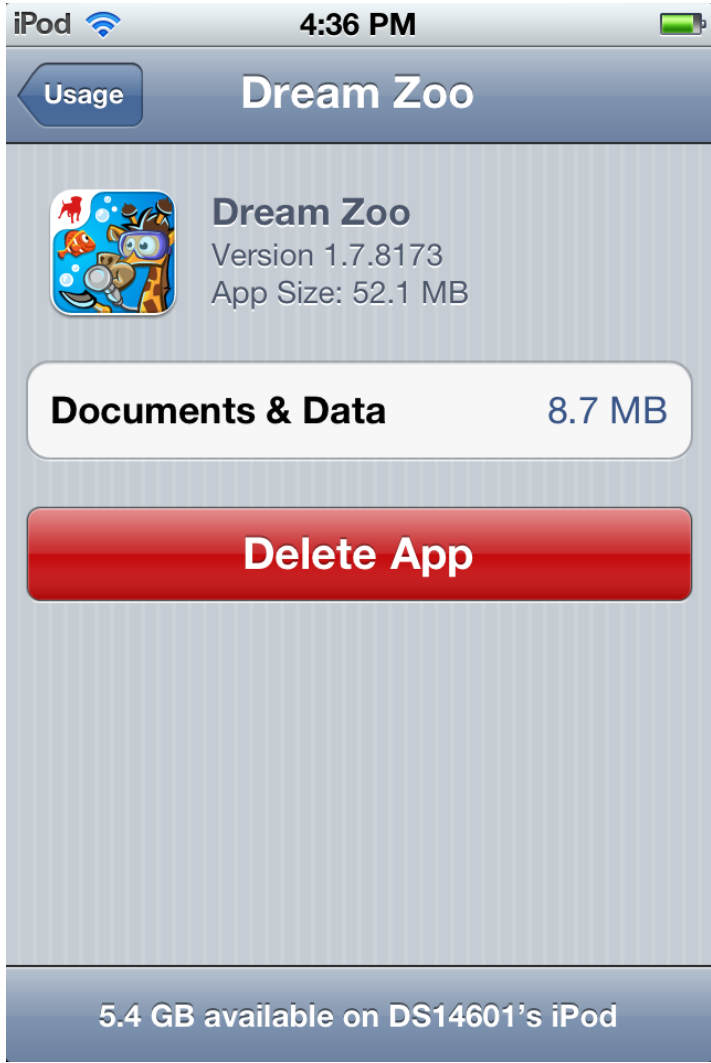
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Claim Language	Evidence of Infringement
	 <p>The screenshot displays a vibrant, cartoonish virtual zoo environment. In the center, a giraffe and a white goat are visible. There are several trees and a dirt path. A UI overlay at the bottom shows a clipboard icon, a level indicator '2' with a star, the name 'Summit Ranch', a 'Zoo Grade A' badge, a coin icon with the number '4458', a plus sign icon, a gem icon with the number '10', and a red 'Menu' button.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 5 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 5 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 5 by testing and demonstrating DreamZoo. Unless indicated otherwise, each element in Claim 5 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for DreamZoo. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally by DreamZoo prior to delivery of the commercial. See below:</p>

*Continued on next page*

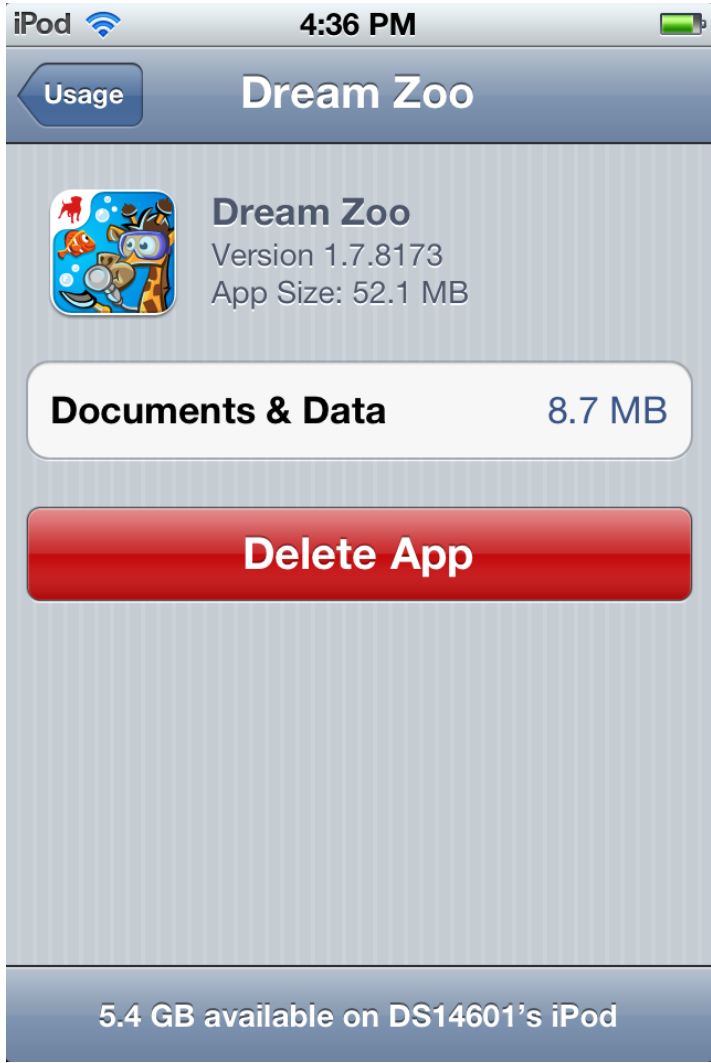
Claim Language	Evidence of Infringement
	

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Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 6 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 6 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 6 by testing and demonstrating DreamZoo. Unless indicated otherwise, each element in Claim 6 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for DreamZoo. The priority date for Claim 6 is September 11, 1987.</p> <p>The commercial in Claim 5 is delivered from storage at the receiver station. See below:</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the Dream Zoo app on an iPod. The app's icon, which features a cartoon animal, is displayed next to the text 'Dream Zoo', 'Version 1.7.8173', and 'App Size: 52.1 MB'. Below the app information, there is a section for 'Documents &amp; Data' showing a size of '8.7 MB'. A prominent red button labeled 'Delete App' is centered on the screen. The status bar at the top indicates the device is an iPod, has Wi-Fi and signal strength, and the time is 4:36 PM. The bottom status bar shows '5.4 GB available on DS14601's iPod'.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 7 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 7 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 7 by testing and demonstrating DreamZoo. Unless indicated otherwise, each element in Claim 7 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for DreamZoo. The priority date for Claim 7 is September 11, 1987.</p> <p>Zynga delivers commercials based on a schedule. For example, certain purchase options for resources may include sale or bonus items if a purchase is made at a certain time.</p>

*Continued on next page*

Claim Language	Evidence of Infringement
	 <p>The screenshot shows a 'Store' interface with a top bar displaying 4458 coins, 10 gems, and 19 hearts. A 'Buy Zoo Cash!' section is highlighted with a red box, containing six items: 'Mountain of Cash' (1600 Zoo Cash, \$99.99, 'Best Value!' badge), 'Truckload of Cash' (600 Zoo Cash, \$39.99), 'Heap of Cash' (275 Zoo Cash, \$19.99), 'Bundle of Cash', 'Chunk of Cash', and 'Handful of Cash'. A 'Currency' button is also visible.</p>

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Claim Language	Evidence of Infringement
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides DreamZoo as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of DreamZoo directly infringes Claim 9 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 9 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 9 by testing and demonstrating DreamZoo. Unless indicated otherwise, each element in Claim 9 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for DreamZoo. The priority date for Claim 9 is September 11, 1987.</p> <p>DreamZoo selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber.</p>

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Claim Language	Evidence of Infringement																					
	 <p>The screenshot shows a 'Store' interface with a top bar displaying 4458 coins, 10 gems, and 19 hearts. A 'Buy Zoo Cash!' section offers six different cash purchase options:</p> <table border="1"><thead><tr><th>Item Name</th><th>Quantity</th><th>Price</th></tr></thead><tbody><tr><td>Mountain of Cash (Best Value!)</td><td>1600</td><td>\$99.99</td></tr><tr><td>Truckload of Cash</td><td>600</td><td>\$39.99</td></tr><tr><td>Heap of Cash</td><td>275</td><td>\$19.99</td></tr><tr><td>Bundle of Cash</td><td></td><td></td></tr><tr><td>Chunk of Cash</td><td></td><td></td></tr><tr><td>Handful of Cash</td><td></td><td></td></tr></tbody></table> <p>On the left side of the store, there are navigation options: 'Featured' (with a 'New' badge), 'Currency' (highlighted in green), 'Coins', and 'Hearts'.</p>	Item Name	Quantity	Price	Mountain of Cash (Best Value!)	1600	\$99.99	Truckload of Cash	600	\$39.99	Heap of Cash	275	\$19.99	Bundle of Cash			Chunk of Cash			Handful of Cash		
Item Name	Quantity	Price																				
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Claim Language	Evidence of Infringement
<p>1. A method of processing video signals at a receiver station based on at least one information transmission, the method comprising the steps of:</p>	<p>Zynga provides Empires and Allies as a browser-based game to its users via social networking websites. A user of Empires and Allies directly infringes Claim 1 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 1 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 1 by testing and demonstrating Empires and Allies. Unless indicated otherwise, each element in Claim 1 includes a “software limitation” under P.R. 3-1(g). Additional evidence of infringement may be supplied as needed in accordance with the Local Rules and the Docket Control Order following the production of source code, source code documentation, flowcharts, and/or other source code related documents or testimony for Empires and Allies. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, Empires and Allies processes video signals at a receiver station based on at least one information transmission.</p>
<p>receiving information content and a first control signal in said at least one information transmission at said receiver station, said information content describing at least one of a product and a service;</p>	<p>Empires and Allies receives at least one information transmission from a server, such as when additional game components are loading and Empires and Allies receives information content such as advertisements, game graphics, animations, and user information and statistics (such as points/levels earned, resources accumulated, prizes earned, purchases, and/or preferences). The information content describes a product or a service.</p> <p>The information transmission also includes a first control signal. For example, Empires and Allies receives a first control signal that causes additional game components to load and to compute the user statistics to be displayed on the game interface. For example, as shown below, a loading bar indicates that Empires and Allies received a control signal that causes additional game components to load.</p>

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the game's main interface. At the top, there is a navigation bar with buttons for 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Help', 'Get Empire Points', 'Earn Empire Points', and 'GameCards'. The game title 'Empires &amp; Allies' is prominently displayed in a stylized font, with the Zynga logo below it. A character wearing sunglasses and a uniform is shown on the left. In the center, a large alien structure is highlighted with a 'x1' multiplier. To the right, another alien structure is shown with a 'x3' multiplier. A text box at the bottom reads: 'Your world could be on the brink of extinction! They're back; bigger, bolder and far stronger. Live out your worst alien nightmares in Extraterrestrial Encounters!'. A 'Press Here' button is visible in the top right corner of the game area.</p>

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<b>Claim Language</b>	<b>Evidence of Infringement</b>
	Empires and Allies also receives information content and control signals to provide messages to the game user, such as the availability of various resources (energy, coins, chips, for example) available during game play, to remind the user to play other games, to respond to requests from other users, and to accept or give gifts to other game users. The information content is the content of the message, and the first control signal is the signal that causes the message to be displayed. The information content may include advertisements (e.g., get Empire Points) to purchase products or services, such as to purchase additional resources or unlock special features. See below:

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the game interface for 'Empires and Allies'. At the top, there are navigation buttons: 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Help', 'Get Empire Points', 'Earn Empire Points', and 'GameCards'. The player's resources are shown as 4900 gold coins, 15 stars, and 26 yellow arrows. A 'NEW TASK' notification is visible. The main view shows a 3D isometric view of a player's empire with various buildings and a central red square labeled 'The Enemy' with a skull icon. The bottom interface shows 'Bob's Empire' with a population of 20/100, a list of 'Invite Friend' buttons, and a 'Steals' section with a character icon and a 'NEW' button.</p>

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<b>Claim Language</b>	<b>Evidence of Infringement</b>
generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;	Empires and Allies generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which Empires and Allies is being played. For example, Empires and Allies processes subscriber specific data (such as a game state stored at the receiver station, which includes an amount of various resources the subscriber has accumulated) at the receiver station to generate a benefit datum. An example of such a benefit datum is an offer to purchase additional resources when the user does not have enough resources to complete a certain activity.

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Claim Language	Evidence of Infringement																								
	 <p>The screenshot shows the 'Empires &amp; Allies' website interface. At the top, there are navigation buttons: 'Free Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Help', 'Get Empire Points', 'Earn Empire Points', and 'GameCards'. Below this is a banner for 'Empires &amp; Allies' featuring a character and aircraft. The main section is titled 'Buy Empire Points!' and includes a 'Buy with Mobile' option. A 'Select Package' section lists the following options:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Price (USD)</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>15 Empire Points</td> <td>\$2.14 USD</td> <td>BUY</td> </tr> <tr> <td>40 Empire Points</td> <td>\$5.36 USD</td> <td>BUY</td> </tr> <tr> <td>85 Empire Points</td> <td>\$10.72 USD</td> <td>BUY</td> </tr> <tr> <td>180 Empire Points</td> <td>\$21.45 USD</td> <td>BUY</td> </tr> <tr> <td>475 Empire Points</td> <td>\$53.62 USD</td> <td>BUY</td> </tr> <tr> <td>1,000 Empire Points</td> <td>\$107.25 USD</td> <td>BUY</td> </tr> <tr> <td>2,100 Empire Points</td> <td>\$214.50 USD (Best Value!)</td> <td>BUY</td> </tr> </tbody> </table> <p>Below the packages, there is a note: '* Prices include all applicable TX taxes.' and a disclaimer: 'By clicking "Buy" you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy.' At the bottom, there are logos for various payment methods: Facebook, VISA, MasterCard, American Express, Discover, JCB, and PayPal, along with a 'Secure Payment' icon.</p>	Package	Price (USD)	Action	15 Empire Points	\$2.14 USD	BUY	40 Empire Points	\$5.36 USD	BUY	85 Empire Points	\$10.72 USD	BUY	180 Empire Points	\$21.45 USD	BUY	475 Empire Points	\$53.62 USD	BUY	1,000 Empire Points	\$107.25 USD	BUY	2,100 Empire Points	\$214.50 USD (Best Value!)	BUY
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