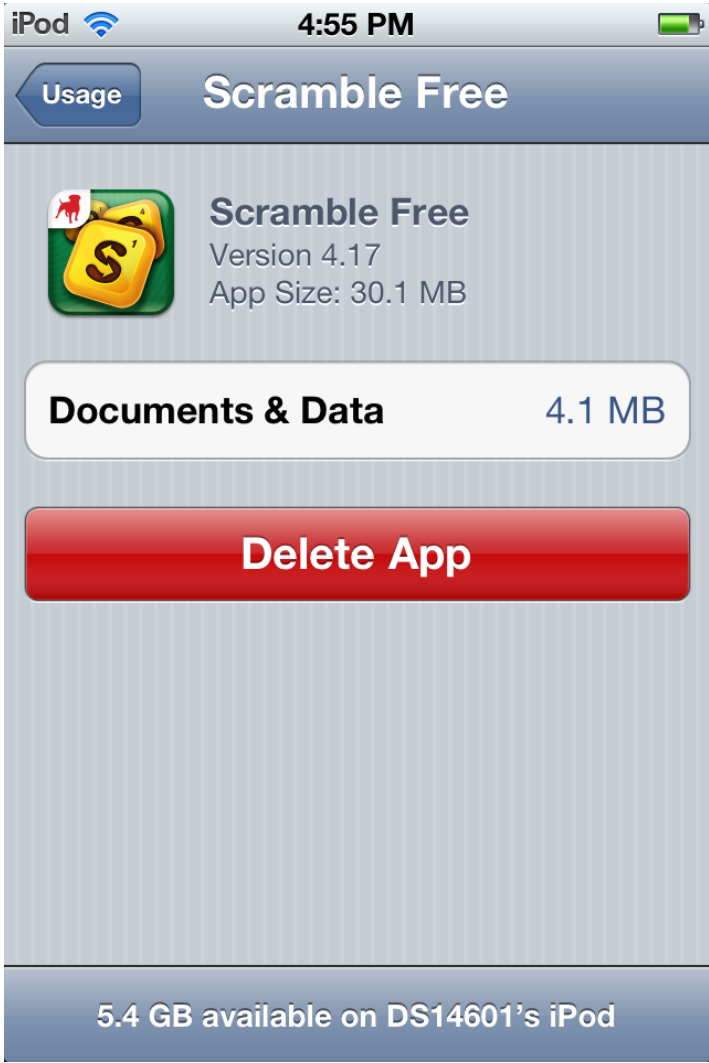



| Claim Language | Evidence of Infringement |
|----------------|---|
| |  <p>The screenshot shows the 'Usage' page for the 'Scramble Free' app on an iPod. The status bar at the top indicates 'iPod', signal strength, Wi-Fi, the time '4:55 PM', and battery level. The app icon is a yellow square with a red horse and a dollar sign. The app name is 'Scramble Free', version 4.17, and size 30.1 MB. A 'Documents & Data' section shows 4.1 MB. A large red 'Delete App' button is visible. The bottom status bar shows '5.4 GB available on DS14601's iPod'.</p> |

Continued on next page

ZYNGA EXHIBIT 1002

| 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 Scramble with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Scramble with Friends 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 Scramble with Friends. 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 Scramble with Friends. 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 shows the 'Scramble with Friends' app interface on an iPod. At the top, it says 'iPod', '4:49 PM', and 'Back'. The main title is 'Scramble with Friends'. Below the title is a 'Select a Token Package' section. There are five options, each with a stack of gold coins icon, the package name, the number of tokens, a percentage badge, and a price button. The 'Medium' package (36 tokens, 12% more value, \$1.99) is highlighted with a red border. The other packages are: Small (16 tokens, \$0.99), Large (95 tokens, 18% more value, \$4.99), X-Large (200 tokens, 25% more value, \$9.99), and Deluxe (550 tokens, 37% more value, \$24.99).</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Tokens</th> <th>Price</th> <th>Value Increase</th> </tr> </thead> <tbody> <tr> <td>Small</td> <td>16</td> <td>\$0.99</td> <td>-</td> </tr> <tr> <td>Medium</td> <td>36</td> <td>\$1.99</td> <td>12%</td> </tr> <tr> <td>Large</td> <td>95</td> <td>\$4.99</td> <td>18%</td> </tr> <tr> <td>X-Large</td> <td>200</td> <td>\$9.99</td> <td>25%</td> </tr> <tr> <td>Deluxe</td> <td>550</td> <td>\$24.99</td> <td>37%</td> </tr> </tbody> </table> | Package | Tokens | Price | Value Increase | Small | 16 | \$0.99 | - | Medium | 36 | \$1.99 | 12% | Large | 95 | \$4.99 | 18% | X-Large | 200 | \$9.99 | 25% | Deluxe | 550 | \$24.99 | 37% |
| Package | Tokens | Price | Value Increase | | | | | | | | | | | | | | | | | | | | | | |
| Small | 16 | \$0.99 | - | | | | | | | | | | | | | | | | | | | | | | |
| Medium | 36 | \$1.99 | 12% | | | | | | | | | | | | | | | | | | | | | | |
| Large | 95 | \$4.99 | 18% | | | | | | | | | | | | | | | | | | | | | | |
| X-Large | 200 | \$9.99 | 25% | | | | | | | | | | | | | | | | | | | | | | |
| Deluxe | 550 | \$24.99 | 37% | | | | | | | | | | | | | | | | | | | | | | |

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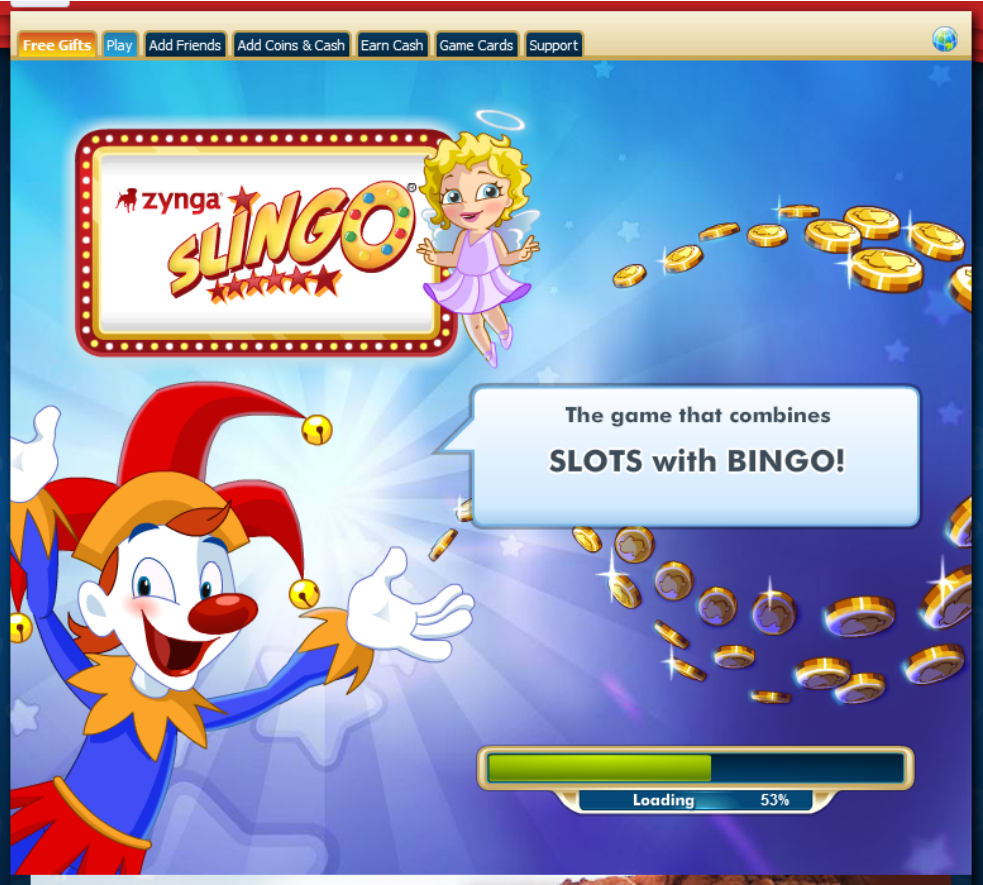
| Claim Language | Evidence of Infringement |
|--|---|
| <p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p> | <p>Zynga provides Scramble with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Scramble with Friends 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 Scramble with Friends. 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 Scramble with Friends. The priority date for Claim 9 is September 11, 1987.</p> <p>Scramble with Friends 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 the 'Scramble with Friends' mobile game interface on an iPod. At the top, the status bar displays 'iPod', signal strength, Wi-Fi, '4:49 PM', and battery level. Below the status bar is a 'Back' button and the game title 'Scramble with Friends'. The main screen is titled 'Select a Token Package' and features five options:</p> <table border="1"><thead><tr><th>Package</th><th>Number of Tokens</th><th>Price</th><th>Discount</th></tr></thead><tbody><tr><td>Small</td><td>16</td><td>\$0.99</td><td>None</td></tr><tr><td>Medium</td><td>36</td><td>\$1.99</td><td>12% MORE VALUE</td></tr><tr><td>Large</td><td>95</td><td>\$4.99</td><td>18% MORE VALUE</td></tr><tr><td>X-Large</td><td>200</td><td>\$9.99</td><td>25% MORE VALUE</td></tr><tr><td>Deluxe</td><td>550</td><td>\$24.99</td><td>37% MORE VALUE</td></tr></tbody></table> | Package | Number of Tokens | Price | Discount | Small | 16 | \$0.99 | None | Medium | 36 | \$1.99 | 12% MORE VALUE | Large | 95 | \$4.99 | 18% MORE VALUE | X-Large | 200 | \$9.99 | 25% MORE VALUE | Deluxe | 550 | \$24.99 | 37% MORE VALUE |
| Package | Number of Tokens | Price | Discount | | | | | | | | | | | | | | | | | | | | | | |
| Small | 16 | \$0.99 | None | | | | | | | | | | | | | | | | | | | | | | |
| Medium | 36 | \$1.99 | 12% MORE VALUE | | | | | | | | | | | | | | | | | | | | | | |
| Large | 95 | \$4.99 | 18% MORE VALUE | | | | | | | | | | | | | | | | | | | | | | |
| X-Large | 200 | \$9.99 | 25% MORE VALUE | | | | | | | | | | | | | | | | | | | | | | |
| Deluxe | 550 | \$24.99 | 37% MORE VALUE | | | | | | | | | | | | | | | | | | | | | | |

| Claim Language | Evidence of Infringement |
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| <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 Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. 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 Slingo. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, Slingo 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>Slingo receives at least one information transmission from a server, such as when additional game components are loading and Slingo 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, Slingo 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 Slingo received a control signal that causes additional game components to load.</p> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the Zynga Slingo game interface. At the top, there is a navigation bar with buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. The main area features a large 'zynga SLINGO' logo with a fairy character next to it. Below the logo, a clown character is shown with his arms outstretched. A speech bubble next to the clown contains the text: 'The game that combines SLOTS with BINGO!'. At the bottom, there is a loading bar that is 53% full, with the text 'Loading 53%' below it. The background is a dark blue space with stars and a trail of gold coins.</p> |

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| Claim Language | Evidence of Infringement |
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| | <p>Slingo 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> |


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| Claim Language | Evidence of Infringement |
|----------------|--|
| |  <p>The screenshot displays the Slingo game interface. At the top, there are navigation buttons: 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. Below these, the player's resources are shown: 10 green gift icons, 11,843 gold coins, and 29/30 lightning bolts. A 'Shop' button and a volume icon are on the right. The main game area features a 5x5 grid of numbers. The current score is 108,500, with a 'x4' multiplier. The grid contains the following numbers: Row 1: 1, 21, 37, 71, 71; Row 2: 8, 42, 42, 71, 71; Row 3: 11, 22, 42, 56, 72. A purple arrow points to the number 42 in the second row, second column. A 'Buy Extra Balls for 2,000 Coins' button is positioned above the bottom row. At the bottom right, there are three buttons: 'BUY! 2,000', 'SPIN! 2', and 'BANK! 108,500 Points'. On the right side, a leaderboard shows the player 'Bob' with a score of 108,500 and four 'INVITE' buttons. The background is a colorful, festive scene with confetti and a cartoon character.</p> |

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| Claim Language | Evidence of Infringement |
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| generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station; | Slingo generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which Slingo is being played. For example, Slingo 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 a game interface with a navigation bar at the top containing buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. A central pop-up window titled 'Out of Cash!' features a cartoon fairy character and the text 'You don't have enough cash for this! Get some more now!'. Below this text is a list of four purchase options, each with a 'BUY' button:</p> <table border="1"><tbody><tr><td>15</td><td>\$2</td><td>BUY</td></tr><tr><td>40</td><td>\$5</td><td>BUY</td></tr><tr><td>85</td><td>\$10</td><td>BUY</td></tr><tr><td>180</td><td>\$20</td><td>BUY</td></tr></tbody></table> | 15 | \$2 | BUY | 40 | \$5 | BUY | 85 | \$10 | BUY | 180 | \$20 | BUY |
| 15 | \$2 | BUY | | | | | | | | | | | |
| 40 | \$5 | BUY | | | | | | | | | | | |
| 85 | \$10 | BUY | | | | | | | | | | | |
| 180 | \$20 | BUY | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement |
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| 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; | Slingo 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, Slingo delivers information content explaining the use of resources. See an example below: |


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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays a game's user interface with a 'Shop' window open. The shop window has a title bar with a close button and three tabs: 'Special Offers' (selected), 'Buy Energy', and 'Buy Power-Ups'. Below the tabs, a blue banner reads 'Energy refills allow you to keep playing'. There are four product cards in a row, each with a 'BUY' button at the bottom. The products and their costs are: 'Energy +30' for 6 coins, 'Energy +50' for 10 coins, '1- Day Unlimited Energy' for 30 coins, and '7- Day Unlimited Energy' for 180 coins. The background shows game stats like '10' and '12,666' and a 'Shop' button.</p> |

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| Claim Language | Evidence of Infringement |
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| 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). Slingo 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 Slingo). Such a display button is shown below: |

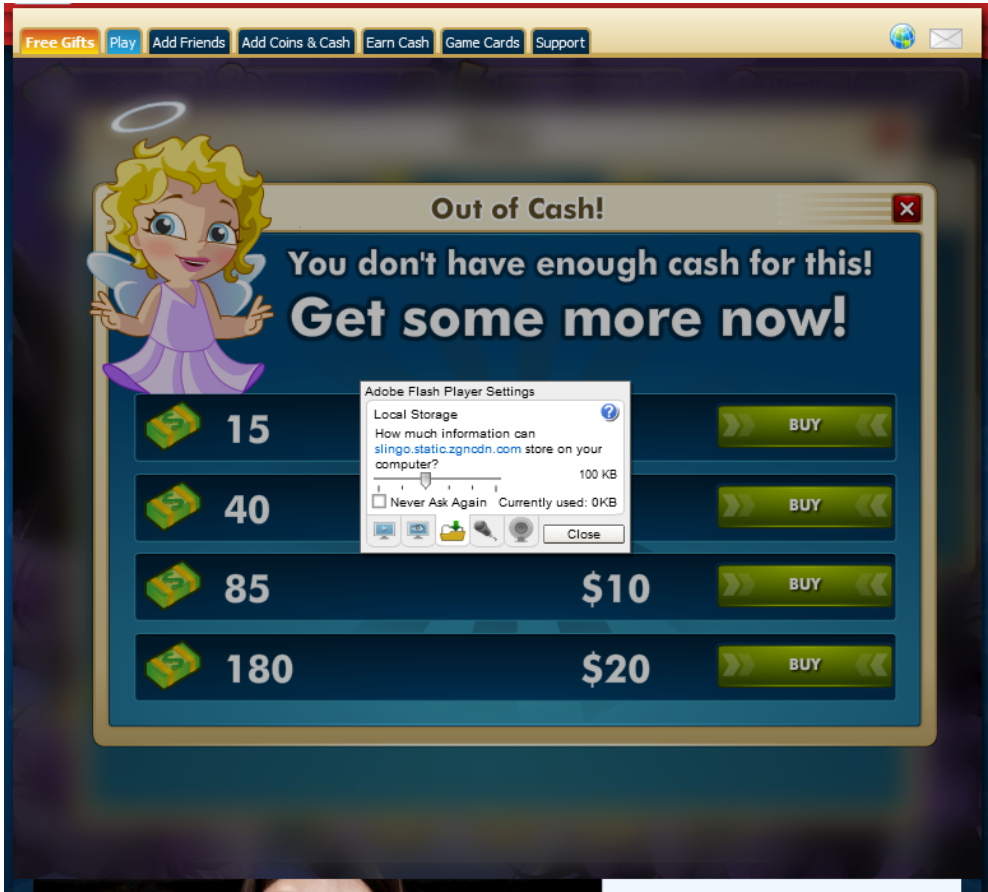
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| Claim Language | Evidence of Infringement | | | | | | | | | | | | |
|--|--|-----|-----|-----|----|-----|-----|----|------|-----|-----|------|-----|
| |  <p>The screenshot shows a browser-based game interface. At the top, there is a navigation bar with buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. A central dialog box titled 'Out of Cash!' features a cartoon angel character and the text 'You don't have enough cash for this! Get some more now!'. Below this, there are four purchase options, each with a 'BUY' button highlighted by a red box:</p> <table border="1"> <tr> <td>15</td> <td>\$2</td> <td>BUY</td> </tr> <tr> <td>40</td> <td>\$5</td> <td>BUY</td> </tr> <tr> <td>85</td> <td>\$10</td> <td>BUY</td> </tr> <tr> <td>180</td> <td>\$20</td> <td>BUY</td> </tr> </table> | 15 | \$2 | BUY | 40 | \$5 | BUY | 85 | \$10 | BUY | 180 | \$20 | BUY |
| 15 | \$2 | BUY | | | | | | | | | | | |
| 40 | \$5 | BUY | | | | | | | | | | | |
| 85 | \$10 | BUY | | | | | | | | | | | |
| 180 | \$20 | BUY | | | | | | | | | | | |
| <p>controlling said receiver station based on said subscriber input.</p> | <p>Slingo controls the receiver station based on the subscriber input. For example, Slingo 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 |
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| |  <p>The screenshot shows a Facebook payment interface. At the top, it says 'Buy 15 Slingo Cash?' with a price of '\$2.10 USD'. Below this, it asks 'How would you like to pay?' and lists several options: '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 Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. 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 Slingo. The priority date for Claim 2 is September 11, 1987.</p> |

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| Claim Language | Evidence of Infringement |
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| | <p>Slingo 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 shows a game window with a navigation bar at the top containing buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. A central pop-up window titled 'Out of Cash!' features a cartoon fairy character and the text 'You don't have enough cash for this! Get some more now!'. Below this, there are four purchase options, each with a green 'S' coin icon, a quantity, and a price: 15 coins, 40 coins, 85 coins for \$10, and 180 coins for \$20. Each option has a 'BUY' button. An 'Adobe Flash Player Settings' window is overlaid on the purchase options, showing 'Local Storage' settings for 'slingo.static.zynga.com' with a slider set to 100 KB and 'Currently used: 0KB'. The settings window includes a 'Never Ask Again' checkbox and a 'Close' button.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p> | <p>Zynga provides Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. 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 Slingo. The priority date for Claim 3 is September 11, 1987.</p> <p>Slingo 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 display shown below illustrates the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the Slingo game interface. At the top, there are navigation buttons: 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. Below these, the player's resources are shown: 10 green gift icons, 11,843 gold coins, and 29/30 lightning bolts. A 'Shop' button and a volume icon are also present. The main game area features a score of 108,500 with a 'x4' multiplier. A 5x5 grid of numbers is shown, with a purple arrow pointing to the number 42. The grid contains the following numbers: Row 1: 1, 21, 37, 71, 71; Row 2: 8, 42, 42, 71, 71; Row 3: 11, 22, 42, 56, 72. Below the grid are buttons for 'BUY! 2,000', 'SPIN! 2', and 'BANK! 108,500 Points'. On the right, a leaderboard shows the player 'Bob' with a score of 108,500 and several 'INVITE' buttons. The background is a colorful, festive scene with a character in a red hat and a dog.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>4. The method of claim 1, wherein said information content comprises a commercial.</p> | <p>Zynga provides Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. The priority date for Claim 4 is September 11, 1987.</p> <p>Slingo receives information content that includes a commercial for the resources.</p> |

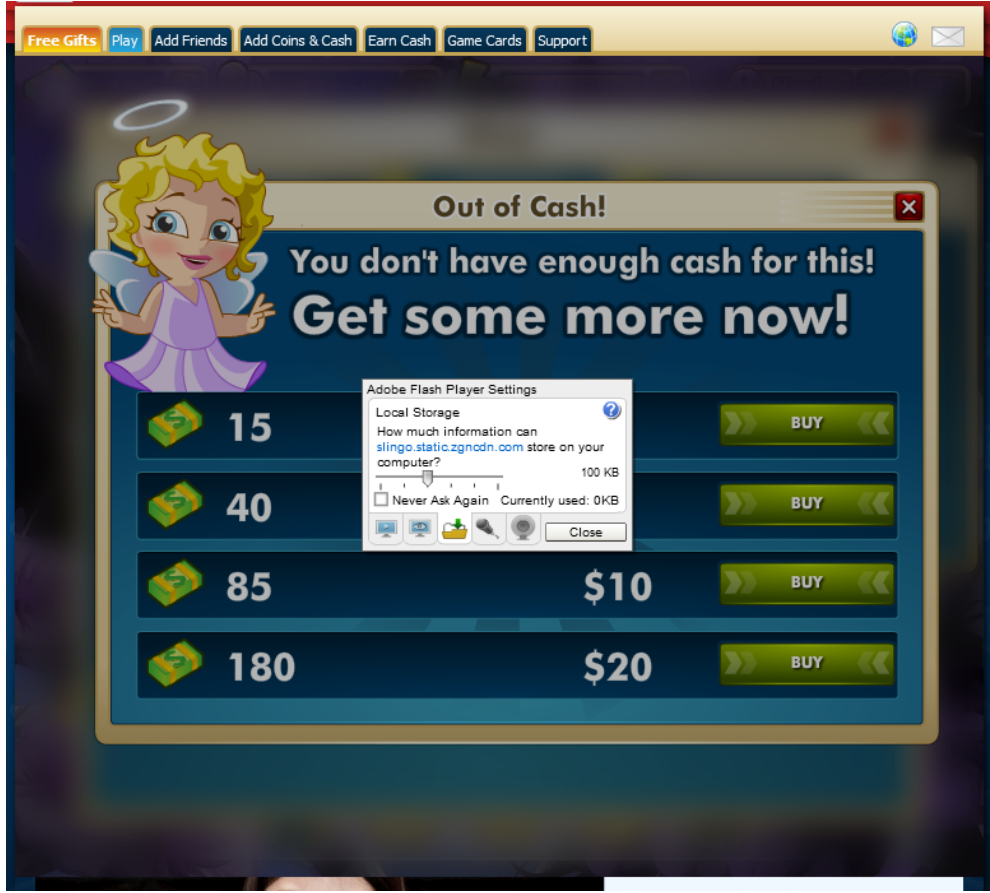
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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------|---|----|---|----|---|---|---|----|----|---|---|---|---|---|---|---|---|---|----|---|----|---|---|---|---|---|
| |  <p>The screenshot displays the Slingo game interface. At the top, there are navigation buttons: 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash' (highlighted with a red box), 'Earn Cash', 'Game Cards', and 'Support'. Below these are resource indicators: 10 green gems, 11,843 coins, and 29/30 lightning bolts. A 'Shop' button and a timer (+01:08) are also visible. The main game area features a score of 108,500 and a grid of numbers. The grid is as follows:</p> <table border="1"><tr><td>1</td><td>★</td><td>★</td><td>★</td><td>★</td></tr><tr><td>★</td><td>21</td><td>37</td><td>★</td><td>★</td></tr><tr><td>8</td><td>★</td><td>↓</td><td>★</td><td>★</td></tr><tr><td>★</td><td>★</td><td>42</td><td>★</td><td>71</td></tr><tr><td>★</td><td>★</td><td>★</td><td>★</td><td>★</td></tr></table> <p>At the bottom, there are buttons for 'BUY! 2,000', 'SPIN! 2', and 'BANK! 108,500 Points'. A 'Buy Extra Balls for 2,000 Coins' tooltip is also present. On the right, a leaderboard shows 'Bob' with a score of 108,500 and several 'INVITE' buttons. The background features a cartoon character and a roulette wheel.</p> | 1 | ★ | ★ | ★ | ★ | ★ | 21 | 37 | ★ | ★ | 8 | ★ | ↓ | ★ | ★ | ★ | ★ | 42 | ★ | 71 | ★ | ★ | ★ | ★ | ★ |
| 1 | ★ | ★ | ★ | ★ | | | | | | | | | | | | | | | | | | | | | | |
| ★ | 21 | 37 | ★ | ★ | | | | | | | | | | | | | | | | | | | | | | |
| 8 | ★ | ↓ | ★ | ★ | | | | | | | | | | | | | | | | | | | | | | |
| ★ | ★ | 42 | ★ | 71 | | | | | | | | | | | | | | | | | | | | | | |
| ★ | ★ | ★ | ★ | ★ | | | | | | | | | | | | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement |
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| <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 Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. 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 Slingo. 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 Slingo prior to delivery of the commercial. See below:</p> |


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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot shows a game interface with a navigation bar at the top containing buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. A central pop-up window titled 'Out of Cash!' features a cartoon fairy character and the text 'You don't have enough cash for this! Get some more now!'. Below this, there are four purchase options, each with a 'BUY' button: 15 coins, 40 coins, 85 coins for \$10, and 180 coins for \$20. An 'Adobe Flash Player Settings' window is overlaid on the purchase options, showing 'Local Storage' settings for 'slingo.static.zyngodn.com' with a slider set to 100 KB and a 'Never Ask Again' checkbox.</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 Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. 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 Slingo. 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 shows a game interface with a navigation bar at the top containing buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. A central pop-up window titled 'Out of Cash!' features a cartoon fairy character and the text 'You don't have enough cash for this! Get some more now!'. Below this, there are four purchase options, each with a 'BUY' button: 15 coins, 40 coins, 85 coins for \$10, and 180 coins for \$20. An 'Adobe Flash Player Settings' window is overlaid on the purchase options, showing 'Local Storage' settings for 'slingo.static.zyngodn.com' with a 100 KB limit and a 'Never Ask Again' checkbox.</p> |

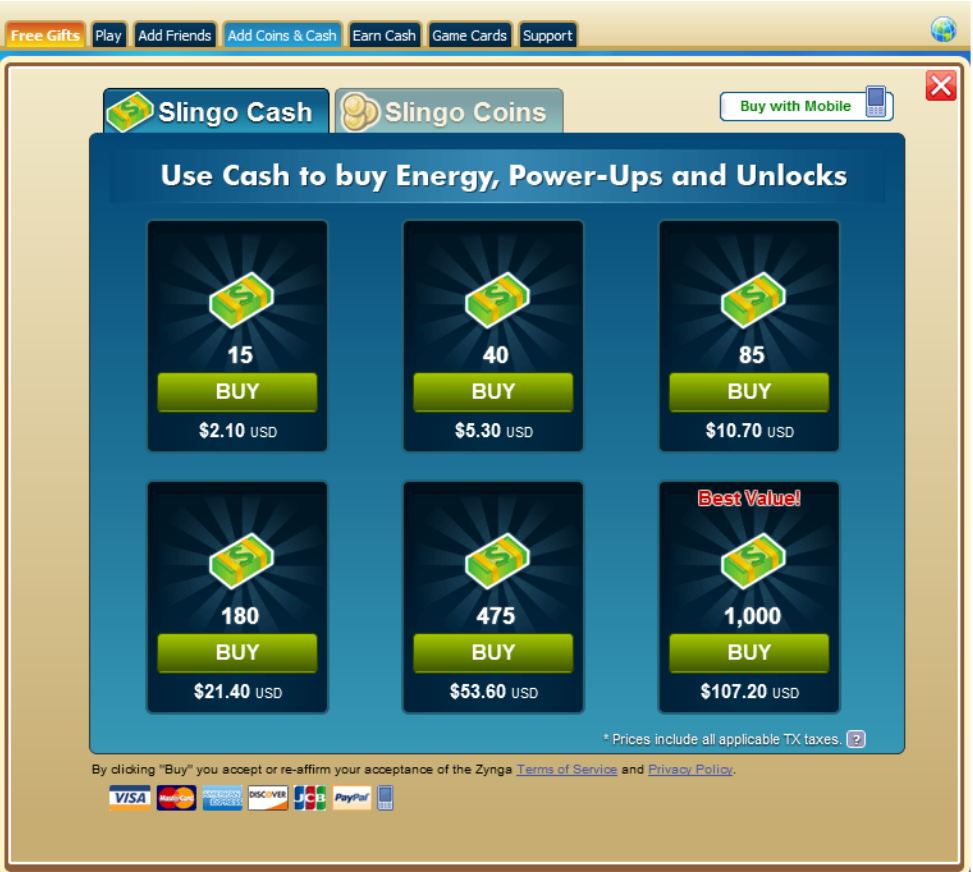
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| Claim Language | Evidence of Infringement |
|---|--|
| <p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p> | <p>Zynga provides Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. 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 Slingo. 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 shown below illustrate two deals offered to a subscriber at different times:</p> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | |
|----------------|--|-----|-----|-----|----|-----|-----|----|------|-----|-----|------|-----|
| |  <p>The screenshot shows a game interface with a navigation bar at the top containing buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. A central pop-up window titled 'Out of Cash!' features a cartoon fairy character and the text 'You don't have enough cash for this! Get some more now!'. Below this text is a list of purchase options:</p> <table border="1"><tbody><tr><td>15</td><td>\$2</td><td>BUY</td></tr><tr><td>40</td><td>\$5</td><td>BUY</td></tr><tr><td>85</td><td>\$10</td><td>BUY</td></tr><tr><td>180</td><td>\$20</td><td>BUY</td></tr></tbody></table> | 15 | \$2 | BUY | 40 | \$5 | BUY | 85 | \$10 | BUY | 180 | \$20 | BUY |
| 15 | \$2 | BUY | | | | | | | | | | | |
| 40 | \$5 | BUY | | | | | | | | | | | |
| 85 | \$10 | BUY | | | | | | | | | | | |
| 180 | \$20 | BUY | | | | | | | | | | | |


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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | |
|---------------------|--|-------------|-------------|----|--------|----|--------|----|---------|-----|---------|-----|---------|---------------------|----------|
| |  <p>The screenshot shows a Zynga game interface for purchasing Slingo Cash. The main heading is "Use Cash to buy Energy, Power-Ups and Unlocks". There are six purchase options arranged in a 2x3 grid:</p> <table border="1"><thead><tr><th>Slingo Cash</th><th>Price (USD)</th></tr></thead><tbody><tr><td>15</td><td>\$2.10</td></tr><tr><td>40</td><td>\$5.30</td></tr><tr><td>85</td><td>\$10.70</td></tr><tr><td>180</td><td>\$21.40</td></tr><tr><td>475</td><td>\$53.60</td></tr><tr><td>1,000 (Best Value!)</td><td>\$107.20</td></tr></tbody></table> <p>Each option has a "BUY" button. The interface also includes a "Buy with Mobile" button, a disclaimer "* Prices include all applicable TX taxes.", and logos for VISA, MasterCard, American Express, Discover, JCB, and PayPal.</p> | Slingo Cash | Price (USD) | 15 | \$2.10 | 40 | \$5.30 | 85 | \$10.70 | 180 | \$21.40 | 475 | \$53.60 | 1,000 (Best Value!) | \$107.20 |
| Slingo Cash | Price (USD) | | | | | | | | | | | | | | |
| 15 | \$2.10 | | | | | | | | | | | | | | |
| 40 | \$5.30 | | | | | | | | | | | | | | |
| 85 | \$10.70 | | | | | | | | | | | | | | |
| 180 | \$21.40 | | | | | | | | | | | | | | |
| 475 | \$53.60 | | | | | | | | | | | | | | |
| 1,000 (Best Value!) | \$107.20 | | | | | | | | | | | | | | |

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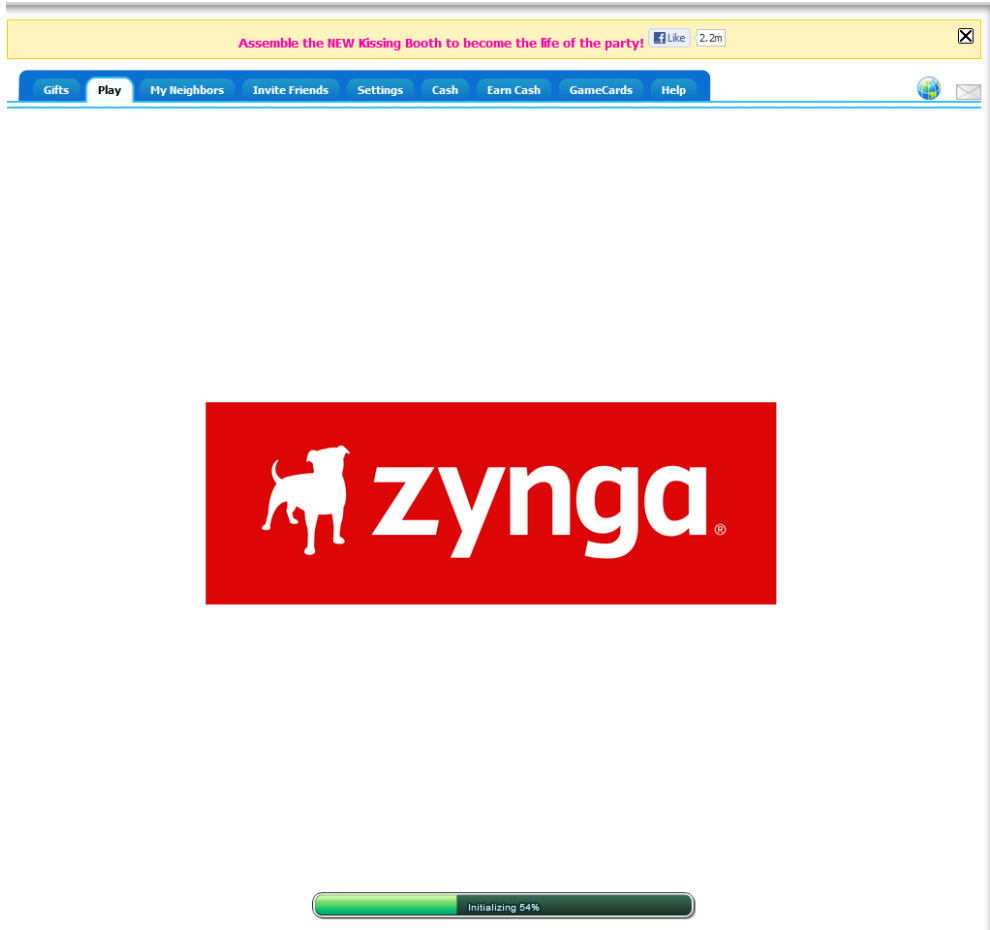
| Claim Language | Evidence of Infringement |
|--|---|
| <p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p> | <p>Zynga provides Slingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Slingo 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 Slingo. 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 Slingo. The priority date for Claim 9 is September 11, 1987.</p> <p>Slingo 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 for additional cash may be displayed when the subscriber specific data indicates the subscriber does not have enough cash to complete an action.</p> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | |
|----------------|---|-----|-----|-----|----|-----|-----|----|------|-----|-----|------|-----|
| |  <p>The screenshot shows a browser-based game interface. At the top, there is a navigation bar with buttons for 'Free Gifts', 'Play', 'Add Friends', 'Add Coins & Cash', 'Earn Cash', 'Game Cards', and 'Support'. A central pop-up window titled 'Out of Cash!' features a cartoon fairy character and the text 'You don't have enough cash for this! Get some more now!'. Below this text is a list of four purchase options, each with a 'BUY' button:</p> <table border="1"><tbody><tr><td>15</td><td>\$2</td><td>BUY</td></tr><tr><td>40</td><td>\$5</td><td>BUY</td></tr><tr><td>85</td><td>\$10</td><td>BUY</td></tr><tr><td>180</td><td>\$20</td><td>BUY</td></tr></tbody></table> | 15 | \$2 | BUY | 40 | \$5 | BUY | 85 | \$10 | BUY | 180 | \$20 | BUY |
| 15 | \$2 | BUY | | | | | | | | | | | |
| 40 | \$5 | BUY | | | | | | | | | | | |
| 85 | \$10 | BUY | | | | | | | | | | | |
| 180 | \$20 | BUY | | | | | | | | | | | |

| 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 TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. 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 TheVille. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, TheVille 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>TheVille receives at least one information transmission from a server, such as when additional game components are loading and TheVille 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, TheVille 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 TheVille received a control signal that causes additional game components to load.</p> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot shows a browser-based game interface. At the top, there is a yellow banner with the text "Assemble the NEW Kissing Booth to become the life of the party!" and a "Like" button with "2.2m" next to it. Below the banner is a blue navigation bar with buttons for "Gifts", "Play", "My Neighbors", "Invite Friends", "Settings", "Cash", "Earn Cash", "GameCards", and "Help". In the center of the screen is a large red rectangle containing the Zynga logo, which consists of a white silhouette of a dog and the word "zynga" in white lowercase letters. At the bottom of the screen, there is a green progress bar with the text "Initializing 54%".</p> |


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| Claim Language | Evidence of Infringement |
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| | <p>TheVille 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., illustration of amount of VilleCash and a button to purchase additional VilleCash) to purchase products or services, such as to purchase additional resources or unlock special features. See below:</p> |

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| Claim Language | Evidence of Infringement |
|----------------|---|
| |  <p>The screenshot displays the game interface for 'TheVille'. At the top, a navigation bar includes 'Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Settings', 'Cash', 'Earn Cash', 'GameCards', and 'Help'. The top status bar shows resources: 1,618 coins, 3 items, 7/14 energy, 77 happiness, and 32 stars. A notification reads 'You have 3 Ville Cash'. The main view is an isometric house interior with a kitchen, bathroom, and living area. A 'My Home Value' of \$26,660 is shown at the bottom left. The bottom right features a social interface with 'Invite Friends' and 'Add Neighbor' buttons for characters like Mary, Michael, Bob, and Casey.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;</p> | <p>TheVille generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which TheVille is being played. For example, TheVille 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 |
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| 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; | TheVille 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, TheVille delivers information content explaining the use of resources. See an example below: |

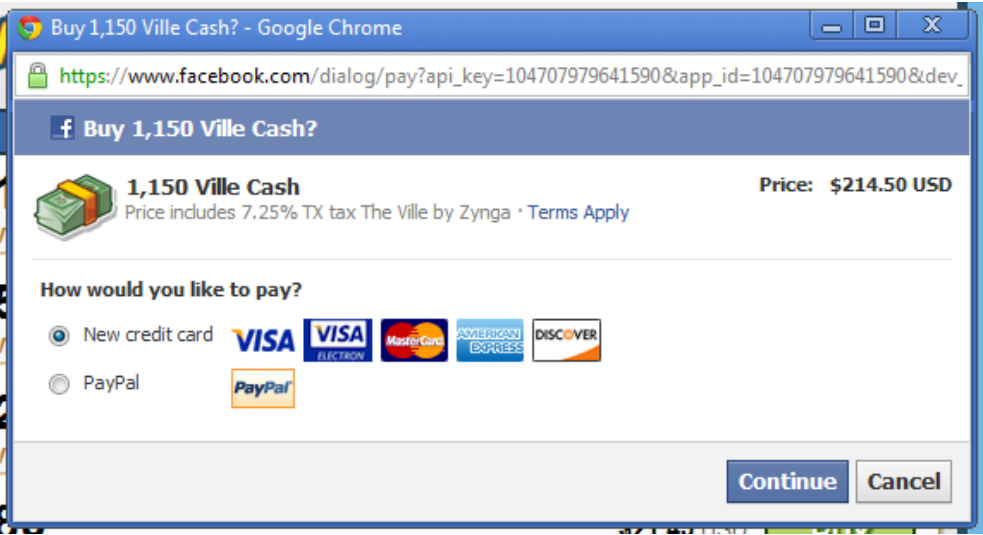
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| Claim Language | Evidence of Infringement |
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| |  |
| <p>receiving a subscriber input at said receiver station after said step of delivering; and</p> | <p>This claim element does not include a “software limitation” under P.R. 3-1(g). TheVille 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 TheVille). Such a display button (e.g., Buy) is shown below:</p> |

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| Claim Language | Evidence of Infringement |
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| |  |
| <p>controlling said receiver station based on said subscriber input.</p> | <p>TheVille controls the receiver station based on the subscriber input. For example, TheVille 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 |
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| |  <p>The screenshot shows a Facebook payment dialog titled "Buy 1,150 Ville Cash?". The price is listed as \$214.50 USD, with a note that it includes a 7.25% TX tax. Payment options include "New credit card" (with logos for VISA, VISA ELECTRON, MasterCard, AMERICAN EXPRESS, and DISCOVER) and "PayPal". 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 TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. 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 TheVille. The priority date for Claim 2 is September 11, 1987.</p> |

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| Claim Language | Evidence of Infringement |
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| | <p>TheVille 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 game's interface for a house. At the top, there is a navigation bar with options: Gifts, Play, My Neighbors, Invite Friends, Settings, Cash, Earn Cash, GameCards, and Help. Below this, various resource icons and counts are shown: 1,618 coins, 3 items, 8/14 energy, 77 happiness, and 32 stars. The main area shows a 3D-rendered house with a kitchen, bathroom, and living area. A character is visible inside the house. A dialog box titled 'Adobe Flash Player Settings' is overlaid on the house, asking 'How much information can zynga1-a.akamaihd.net store on your computer?' with a slider set to 100 KB and a 'Never Ask Again' checkbox. At the bottom, there is a 'My Home Value' of \$26,660 and a social interface with buttons for 'Invite Friends' and 'Add Neighbor' for characters named Mary, Michael, Bob, and Casey.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p> | <p>Zynga provides TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. 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 TheVille. The priority date for Claim 3 is September 11, 1987.</p> <p>TheVille 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 display below illustrates the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the game interface for 'TheVille'. At the top, a navigation bar includes 'Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Settings', 'Cash', 'Earn Cash', 'GameCards', and 'Help'. Below this, a status bar shows resources: 1,618 coins, 3 items, 77/14 energy, 77 happiness, and 32 stars. A central notification reads 'You have 3 Ville Cash'. The main view is an isometric 3D rendering of a house interior with a kitchen, bathroom, and living area. A character is visible in the kitchen. At the bottom, a 'My Home Value' panel shows '\$26,660'. To the right, a social interface lists neighbors: Mary (Playing), Michael (Playing), Bob (Add Neighbor), and Casey (Add Neighbor). The bottom right corner contains icons for 'Invite Friends', 'Add Neighbor', and other social actions.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>4. The method of claim 1, wherein said information content comprises a commercial.</p> | <p>Zynga provides TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. The priority date for Claim 4 is September 11, 1987.</p> <p>TheVille 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 game interface for 'TheVille'. At the top, a navigation bar includes 'Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Settings', 'Cash', 'Earn Cash', 'GameCards', and 'Help'. Below this, a status bar shows '1,618' (with a red box around the plus sign), '3' (with a red box around the plus sign), '7/14', '77', and '32'. A notification bubble reads 'You have 3 Ville Cash'. The main view is an isometric 3D rendering of a house interior with a kitchen, bathroom, and living area. At the bottom, a 'My Home Value' panel shows '\$26,660'. A bottom navigation bar features icons for 'Invite Friends', 'Add Neighbor', and other game actions, with names like 'Mary', 'Michael', 'Bob', and 'Casey' visible.</p> |

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| Claim Language | Evidence of Infringement |
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| <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 TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. 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 TheVille. 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 TheVille prior to delivery of the commercial. See below:</p> |


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| Claim Language | Evidence of Infringement |
|----------------|---|
| |  <p>The screenshot displays the game interface for 'TheVille'. At the top, a navigation bar includes 'Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Settings', 'Cash', 'Earn Cash', 'GameCards', and 'Help'. Below this, a status bar shows various resources: 1,618 coins, 3 items, 8/14 energy, 77 happiness, 32 stars, and 3 levels. The main area shows a 3D-rendered house interior with a kitchen, bathroom, and living area. A character is visible in the living area. A 'My Home Value' indicator at the bottom left shows a value of \$26,660. The bottom interface features a social bar with 'Invite Friends' buttons for three neighbors and a 'Neighbors' section showing 'Mary', 'Michael', 'Bob', and 'Casey' with their respective status and neighbor counts. A 'Local Storage' dialog box is overlaid on the screen, asking for permission to store information on the computer.</p> |

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| Claim Language | Evidence of Infringement |
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| <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 TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. 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 TheVille. 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 game interface for 'TheVille'. At the top, a navigation bar includes 'Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Settings', 'Cash', 'Earn Cash', 'GameCards', and 'Help'. Below this, a status bar shows various resources: 1,618 coins, 3 items, 8/14 energy, 77 happiness, 32 stars, and 3 levels. The main area shows a 3D-rendered house with a kitchen, bathroom, and living area. A character is visible inside the house. A 'My Home Value' indicator at the bottom left shows a value of \$26,660. At the bottom, a social interface shows 'Invite Friends' buttons for three players and 'Add Neighbor' buttons for Mary, Michael, Bob, and Casey. A 'Close' button is visible in the bottom right corner of the social interface. A 'Adobe Flash Player Settings' dialog box is overlaid in the center, asking for local storage permissions.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p> | <p>Zynga provides TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. 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 TheVille. 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 screens below illustrates different deals presented to the subscriber at different times.</p> |

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| Claim Language | Evidence of Infringement |
|----------------|---|
| |  <p>The screenshot displays the 'Buy Ville Cash!' interface from the Zynga game 'The Ville'. The interface is framed by a blue border and features a navigation bar at the top with links for 'Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Settings', 'Cash', 'Earn Cash', 'GameCards', and 'Help'. Below the navigation bar is a banner for 'the Ville' with cartoon characters. The main content area is titled 'Buy Ville Cash!' and includes a 'Buy with Mobile' button. Five purchase options are listed, each with a stack of green bills icon, the amount of Ville Cash, the price in USD, and a 'BUY' button. The 1,150 Ville Cash option is highlighted with a red box around the '50% bonus!' text. Below the purchase options, there is a disclaimer: '* Prices include all applicable TX taxes.' and a link to the Zynga Terms of Service and Privacy Policy. At the bottom, there are logos for various payment methods (VISA, MasterCard, American Express, Discover, PayPal) and the Zynga Secure Payment logo.</p> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | |
|--------------------|--|------------|-------------|--------------------|----------|-----|----------|-----|---------|----|---------|----|--------|
| |  <p>The screenshot displays the 'Buy Ville Cash' interface from the game 'The Ville'. At the top, there is a navigation bar with options: Gifts, Play, My Neighbors, Invite Friends, Settings, Cash, Earn Cash, GameCards, and Help. Below this, the main content area is titled 'Buy Ville Cash!' and includes a 'Buy with Mobile' button. Five purchase options are listed, each with a stack of cash icon, the amount of Ville Cash, a price in USD, and a 'BUY' button. The first option, 1,150 Ville Cash, is highlighted with a '50% bonus!' label. At the bottom, there is a disclaimer: '* Prices include all applicable TX taxes.' and a note: 'By clicking "Buy" you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy.' Payment method logos for Facebook, VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, JCB, and PayPal are shown, along with the Zynga logo and 'Secure Payment' text.</p> <table border="1"> <thead> <tr> <th>Ville Cash</th> <th>Price (USD)</th> </tr> </thead> <tbody> <tr> <td>1,150 (50% bonus!)</td> <td>\$214.50</td> </tr> <tr> <td>500</td> <td>\$107.25</td> </tr> <tr> <td>230</td> <td>\$53.62</td> </tr> <tr> <td>80</td> <td>\$21.45</td> </tr> <tr> <td>20</td> <td>\$5.36</td> </tr> </tbody> </table> | Ville Cash | Price (USD) | 1,150 (50% bonus!) | \$214.50 | 500 | \$107.25 | 230 | \$53.62 | 80 | \$21.45 | 20 | \$5.36 |
| Ville Cash | Price (USD) | | | | | | | | | | | | |
| 1,150 (50% bonus!) | \$214.50 | | | | | | | | | | | | |
| 500 | \$107.25 | | | | | | | | | | | | |
| 230 | \$53.62 | | | | | | | | | | | | |
| 80 | \$21.45 | | | | | | | | | | | | |
| 20 | \$5.36 | | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement |
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| <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 TheVille as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of TheVille 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 TheVille. 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 TheVille. The priority date for Claim 9 is September 11, 1987.</p> <p>TheVille 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 for additional VilleCash may be displayed when the subscriber specific data indicates the subscriber does not have sufficient VilleCash to complete an action.</p> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | |
|----------------|---|---------------|-------------|---------------|-------|----------|------------|-----|----------|--|-----|---------|--|----|---------|--|----|--------|--|
| |  <p>The screenshot displays the 'Buy Ville Cash!' interface within the game. At the top, there is a navigation bar with tabs: Gifts, Play, Fly Neighbors, Invite Friends, Settings, Cash, Earn Cash, GameCards, and Help. Below this is a banner for 'The Ville' with a 'Buy with Mobile' button. The main content area lists five purchase options for 'Ville Cash':</p> <table border="1"> <thead> <tr> <th>Ville Cash</th> <th>Price (USD)</th> <th>Special Offer</th> </tr> </thead> <tbody> <tr> <td>1,150</td> <td>\$200.00</td> <td>50% bonus!</td> </tr> <tr> <td>500</td> <td>\$100.00</td> <td></td> </tr> <tr> <td>230</td> <td>\$50.00</td> <td></td> </tr> <tr> <td>80</td> <td>\$20.00</td> <td></td> </tr> <tr> <td>20</td> <td>\$5.00</td> <td></td> </tr> </tbody> </table> <p>Each option includes a 'BUY' button. At the bottom of the pop-up, there is a disclaimer: 'By clicking "Buy" you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy.' Below this are logos for various payment methods: Facebook, Visa, MasterCard, American Express, Discover, JCB, and PayPal. The Zynga logo and 'Secure Payment' badge are also present.</p> | Ville Cash | Price (USD) | Special Offer | 1,150 | \$200.00 | 50% bonus! | 500 | \$100.00 | | 230 | \$50.00 | | 80 | \$20.00 | | 20 | \$5.00 | |
| Ville Cash | Price (USD) | Special Offer | | | | | | | | | | | | | | | | | |
| 1,150 | \$200.00 | 50% bonus! | | | | | | | | | | | | | | | | | |
| 500 | \$100.00 | | | | | | | | | | | | | | | | | | |
| 230 | \$50.00 | | | | | | | | | | | | | | | | | | |
| 80 | \$20.00 | | | | | | | | | | | | | | | | | | |
| 20 | \$5.00 | | | | | | | | | | | | | | | | | | |

| Claim Language | Evidence of Infringement |
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| <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 Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. 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 Treasure Isle. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, Treasure Isle 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>Treasure Isle receives at least one information transmission from a server, such as when additional game components are loading and Treasure Isle 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, Treasure Isle 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 screen indicates that Treasure Isle received a control signal that causes additional game components to load while the dog in the Zynga logo wags its tail.</p> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the top navigation bar of a Zynga game interface. The navigation bar includes tabs for 'Free Gifts', 'Ask For Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Cash', 'Earn Cash', and 'Game Card'. Below the navigation bar, there is a 'Send Free Gifts!' button with a gift icon, followed by four 'Send' buttons with different gift icons (flowers, a piggy bank, a pencil, and a gift box). A 'See More' button is located to the right of these buttons. The background of the interface is a solid red color with the Zynga logo, which consists of a white dog silhouette and the word 'zynga' in a white, lowercase, sans-serif font with a registered trademark symbol.</p> |

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| Claim Language | Evidence of Infringement |
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| | <p>Treasure Isle 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> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the game's user interface. At the top, there are navigation tabs: 'Free Gifts', 'Ask For Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Cash', 'Earn Cash', and 'Game Card'. Below these is a 'Send Free Gifts!' banner with four 'Send' buttons for different gift items and a 'See More' button. A status bar shows resource levels: 200 gold coins, 5 cash, 100/100 energy, and 0 stars. A notification says 'Add Cash You have 5 Island Cash'. The main area shows a character on a small island with a boat and a shipwreck. The bottom toolbar contains seven 'Add Neighbor' buttons, a 'Bob' neighbor card, and various tool icons like a shovel, pickaxe, and store.</p> |

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| Claim Language | Evidence of Infringement |
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| generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station; | Treasure Isle generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which Treasure Isle is being played. For example, Treasure Isle 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 (e.g., Island Cash) 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 'Treasure Isle' in-game store interface. At the top, the game title 'Treasure Isle' is prominently displayed in a colorful, bubbly font, accompanied by the Zynga logo. Below the title, the main heading reads 'Buy Coins & Island Cash'. The store features eight distinct purchase packages arranged in two rows of four. Each package includes an illustration of a stack of green banknotes, a '50% OFF!' discount banner, the original price (crossed out), and the current sale price. A green 'BUY' button is positioned below each package. The packages are as follows:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Original Price</th> <th>Sale Price</th> </tr> </thead> <tbody> <tr> <td>9 Island Cash</td> <td>\$5.36</td> <td>\$2.68</td> </tr> <tr> <td>25 Island Cash</td> <td>\$10.73</td> <td>\$5.36</td> </tr> <tr> <td>55 Island Cash</td> <td>\$21.45</td> <td>\$10.73</td> </tr> <tr> <td>115 Island Cash</td> <td>\$42.00</td> <td>\$21.45</td> </tr> <tr> <td>240 Island Cash</td> <td>\$53.62</td> <td>\$26.81</td> </tr> <tr> <td>310 Island Cash</td> <td>\$107.25</td> <td>\$53.62</td> </tr> <tr> <td>650 Island Cash</td> <td>\$214.50</td> <td>\$107.25</td> </tr> <tr> <td>1,400 Island Cash</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <p>At the bottom of the interface, there are logos for various payment methods including Facebook, Visa, MasterCard, American Express, Discover, JCB, and PayPal. A 'Secure Payment' icon is also visible. A note at the bottom right states: '* Prices include all applicable TX taxes.' The overall design is bright and colorful, typical of a casual mobile game's interface.</p> | Package | Original Price | Sale Price | 9 Island Cash | \$5.36 | \$2.68 | 25 Island Cash | \$10.73 | \$5.36 | 55 Island Cash | \$21.45 | \$10.73 | 115 Island Cash | \$42.00 | \$21.45 | 240 Island Cash | \$53.62 | \$26.81 | 310 Island Cash | \$107.25 | \$53.62 | 650 Island Cash | \$214.50 | \$107.25 | 1,400 Island Cash | - | - |
| Package | Original Price | Sale Price | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 Island Cash | \$5.36 | \$2.68 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 Island Cash | \$10.73 | \$5.36 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 55 Island Cash | \$21.45 | \$10.73 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 115 Island Cash | \$42.00 | \$21.45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 240 Island Cash | \$53.62 | \$26.81 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 310 Island Cash | \$107.25 | \$53.62 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 650 Island Cash | \$214.50 | \$107.25 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1,400 Island Cash | - | - | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement |
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| 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; | Treasure Isle 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, Treasure Isle delivers information content explaining the use of resources. See an example below: |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the game interface for 'Treasure Isle'. At the top, there are navigation tabs: 'Free Gifts', 'Ask For Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Cash', 'Earn Cash', and 'Game Card'. Below these are four 'Send' buttons with gift icons and a 'See More' button. The player's current status is shown as 360 coins, 6 cash, and 66/100 progress towards a goal, with a 'More in 1:12' timer. A 'Tutorial COMPLETE. Dig for more!' message is visible. The main area features a large yellow pop-up dialog box titled 'Get Island Cash!' with the text 'You don't have enough Island Cash! Want to get some now?' and 'Yes!' and 'No' buttons. The bottom of the screen has a toolbar with 'Add Neighbor' buttons, a neighbor profile for 'Bob', and various game tools like a shovel, pickaxe, and store.</p> |

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| Claim Language | Evidence of Infringement |
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| 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). Treasure Isle 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 Treasure Isle). Such a display button is shown below: |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the 'Treasure Isle' in-game purchase interface. At the top, the Zynga logo is visible in the upper right corner. Below the game title, the text 'Buy Coins & Island Cash' is prominently displayed. A 'Buy with Mobile' button is located in the top right. A search bar contains the text 'Looking for Island Coins?'. The main area features eight purchase cards arranged in two rows of four. Each card shows a stack of green bills, a '50% OFF!' banner, the original price (crossed out), and the sale price. The 'BUY' button on the 115 Island Cash card is highlighted with a red rectangular box. At the bottom, there are logos for various payment methods (Facebook, Visa, MasterCard, American Express, Discover, JCB, PayPal) and a 'Secure Payment' icon.</p> |
| <p>controlling said receiver station based on said subscriber input.</p> | <p>Treasure Isle controls the receiver station based on the subscriber input. For example, Treasure Isle 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 |
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| |  <p>The screenshot shows a payment interface for purchasing 115 Island Cash for \$10.70 USD. It includes a 'Terms Apply' link, a privacy notice stating 'Only Me' (not shared with friends), and a 'How would you like to pay?' section with radio buttons for 'New credit card', 'PayPal', and 'Mobile phone'. The 'New credit card' option is selected, and logos for VISA, VISA Electron, MasterCard, American Express, and Discover are displayed. 'Continue' and 'Cancel' buttons are 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 Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. 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 Treasure Isle. The priority date for Claim 2 is September 11, 1987.</p> |

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| Claim Language | Evidence of Infringement |
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| | <p>Treasure Isle 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 game's user interface. At the top, there are navigation tabs: 'Free Gifts', 'Ask For Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Cash', 'Earn Cash', and 'Game Card'. Below these, a 'Send Free Gifts!' banner is visible. The main area shows a character on a small island with a 'Tutorial Started: Dig!' notification. A pop-up window titled 'Adobe Flash Player Settings' is open, showing 'Local Storage' settings for 'zynga1-a.akamaihd.net' with a slider set to 100 KB and 'Currently used: 2KB'. The bottom of the screen features a row of 'Add Neighbor' buttons and a 'Bob' profile card.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p> | <p>Zynga provides Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. 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 Treasure Isle. The priority date for Claim 3 is September 11, 1987.</p> <p>Treasure Isle 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 display below shows the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p> |

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| Claim Language | Evidence of Infringement |
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| <p>4. The method of claim 1, wherein said information content comprises a commercial.</p> | <p>Zynga provides Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. The priority date for Claim 4 is September 11, 1987.</p> <p>Treasure Isle receives information content that includes a commercial for the resources.</p> |


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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the game's user interface. At the top, there are navigation tabs: 'Free Gifts', 'Ask For Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Cash', 'Earn Cash', and 'Game Card'. Below these is a 'Send Free Gifts!' banner with four 'Send' buttons for different gift items. A status bar shows 200 gold coins, 5 island cash, and 100/100 health. A red box highlights the 'Add Cash' button, which is accompanied by the text 'You have 5 Island Cash'. The main game area shows a character on a small island with a boat and a shipwreck. At the bottom, there is a row of 'Add Neighbor' buttons and a 'Bob' neighbor card.</p> |

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| Claim Language | Evidence of Infringement |
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| <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 Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. 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 Treasure Isle. 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 Treasure Isle prior to delivery of the commercial. See below:</p> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the game interface for 'Treasure Isle'. At the top, there are navigation tabs: 'Free Gifts', 'Ask For Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Cash', 'Earn Cash', and 'Game Card'. Below these are several 'Send' buttons with gift icons. The main area shows a character on a small island with a treasure chest. A notification box says 'Tutorial Started: Dig!'. An 'Adobe Flash Player Settings' dialog box is open, asking for local storage permissions. The bottom toolbar contains 'Add Neighbor' buttons, a character profile for 'Bob' with 158 coins, and various tool icons like a shovel and a pickaxe.</p> |

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| Claim Language | Evidence of Infringement |
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| <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 Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. 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 Treasure Isle. 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 |
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| |  <p>The screenshot displays the game interface for 'Treasure Isle'. At the top, there are navigation tabs: 'Free Gifts', 'Ask For Gifts', 'Play', 'My Neighbors', 'Invite Friends', 'Add Cash', 'Earn Cash', and 'Game Card'. Below these are several 'Send' buttons with gift icons, and a 'See More' button. The main area shows a character on a small island with a treasure chest. A notification box says 'Tutorial Started: Dig!'. An 'Adobe Flash Player Settings' dialog box is open, asking for local storage permissions. The bottom toolbar contains 'Add Neighbor' buttons, a character profile for 'Bob' with a level indicator, and various tool icons like a shovel and a pickaxe.</p> |

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| Claim Language | Evidence of Infringement |
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| <p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p> | <p>Zynga provides Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. 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 Treasure Isle. 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 screens below illustrate two offers made to the subscriber at different times.</p> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|---|----------------|------------|----------------|------------|---------------|------|--------|--------|----------------|----------|--------|--------|----------------|----------|---------|--------|-----------------|----------|---------|---------|-----------------|----------|---------|---------|-----------------|----------|---------|---------|-----------------|----------|----------|---------|-------------------|----------|----------|----------|
| |  <p>The screenshot displays the 'Treasure Isle' in-game store interface. At the top, the game title 'Treasure Isle' is shown in a colorful, bubbly font, with the Zynga logo to the right. Below the title, the text 'Buy Coins & Island Cash' is prominently displayed. A 'Buy with Mobile' button is visible in the top right corner. A search bar contains the text 'Looking for Island Coins?'. The main area features eight purchase options arranged in a 2x4 grid, each represented by a stack of green banknotes. Each option includes the amount of cash, a '50% OFF!' discount, the original price (crossed out), and the sale price. The 115 Island Cash option is highlighted with a red rectangular box, showing a sale price of \$10.73. At the bottom, there are social media icons, payment logos (VISA, MasterCard, American Express, Discover, JCB, PayPal), and a 'Secure Payment' icon. A note at the bottom right states '* Prices include all applicable TX taxes.' and a link to 'Zynga's Terms of Service' is provided.</p> <table border="1"> <thead> <tr> <th>Amount</th> <th>Discount</th> <th>Original Price</th> <th>Sale Price</th> </tr> </thead> <tbody> <tr> <td>9 Island Cash</td> <td>None</td> <td>\$2.14</td> <td>\$2.14</td> </tr> <tr> <td>25 Island Cash</td> <td>50% OFF!</td> <td>\$5.36</td> <td>\$2.68</td> </tr> <tr> <td>55 Island Cash</td> <td>50% OFF!</td> <td>\$10.73</td> <td>\$5.36</td> </tr> <tr> <td>115 Island Cash</td> <td>50% OFF!</td> <td>\$21.45</td> <td>\$10.73</td> </tr> <tr> <td>240 Island Cash</td> <td>50% OFF!</td> <td>\$42.90</td> <td>\$21.45</td> </tr> <tr> <td>310 Island Cash</td> <td>50% OFF!</td> <td>\$53.62</td> <td>\$26.81</td> </tr> <tr> <td>650 Island Cash</td> <td>50% OFF!</td> <td>\$107.25</td> <td>\$53.62</td> </tr> <tr> <td>1,400 Island Cash</td> <td>50% OFF!</td> <td>\$214.50</td> <td>\$107.25</td> </tr> </tbody> </table> | Amount | Discount | Original Price | Sale Price | 9 Island Cash | None | \$2.14 | \$2.14 | 25 Island Cash | 50% OFF! | \$5.36 | \$2.68 | 55 Island Cash | 50% OFF! | \$10.73 | \$5.36 | 115 Island Cash | 50% OFF! | \$21.45 | \$10.73 | 240 Island Cash | 50% OFF! | \$42.90 | \$21.45 | 310 Island Cash | 50% OFF! | \$53.62 | \$26.81 | 650 Island Cash | 50% OFF! | \$107.25 | \$53.62 | 1,400 Island Cash | 50% OFF! | \$214.50 | \$107.25 |
| Amount | Discount | Original Price | Sale Price | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 Island Cash | None | \$2.14 | \$2.14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 Island Cash | 50% OFF! | \$5.36 | \$2.68 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 55 Island Cash | 50% OFF! | \$10.73 | \$5.36 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 115 Island Cash | 50% OFF! | \$21.45 | \$10.73 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 240 Island Cash | 50% OFF! | \$42.90 | \$21.45 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 310 Island Cash | 50% OFF! | \$53.62 | \$26.81 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 650 Island Cash | 50% OFF! | \$107.25 | \$53.62 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1,400 Island Cash | 50% OFF! | \$214.50 | \$107.25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|----------|-------|---------------|--------|----------------|--------|----------------|---------|-----------------|---------|-----------------|---------|-----------------|---------|-----------------|----------|---------------------------------|----------|
| |  <p>The screenshot displays the 'Treasure Isle' in-game purchase interface for 'Island Cash'. At the top, the Zynga logo is visible. Below the title, there are options to 'Buy with Mobile' and a link for 'Looking for Island Coins?'. The main area features eight purchase cards arranged in two rows of four. Each card shows a stack of green bills, the quantity of 'Island Cash' being purchased, the price in dollars, and a green 'BUY' button. The prices are: 9 Island Cash for \$2.14, 25 for \$5.36, 55 for \$10.73, 115 for \$21.45, 240 for \$42.90, 310 for \$53.62, 650 for \$107.25, and 1,400 for \$214.50 (labeled 'Best Value!'). A note at the bottom states '* Prices include all applicable TX taxes.' Below the purchase options, there are logos for various payment methods: Facebook, VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, JCB, and PayPal. A 'Secure Payment' icon is also present.</p> <table border="1"> <thead> <tr> <th>Quantity</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>9 Island Cash</td> <td>\$2.14</td> </tr> <tr> <td>25 Island Cash</td> <td>\$5.36</td> </tr> <tr> <td>55 Island Cash</td> <td>\$10.73</td> </tr> <tr> <td>115 Island Cash</td> <td>\$21.45</td> </tr> <tr> <td>240 Island Cash</td> <td>\$42.90</td> </tr> <tr> <td>310 Island Cash</td> <td>\$53.62</td> </tr> <tr> <td>650 Island Cash</td> <td>\$107.25</td> </tr> <tr> <td>1,400 Island Cash (Best Value!)</td> <td>\$214.50</td> </tr> </tbody> </table> | Quantity | Price | 9 Island Cash | \$2.14 | 25 Island Cash | \$5.36 | 55 Island Cash | \$10.73 | 115 Island Cash | \$21.45 | 240 Island Cash | \$42.90 | 310 Island Cash | \$53.62 | 650 Island Cash | \$107.25 | 1,400 Island Cash (Best Value!) | \$214.50 |
| Quantity | Price | | | | | | | | | | | | | | | | | | |
| 9 Island Cash | \$2.14 | | | | | | | | | | | | | | | | | | |
| 25 Island Cash | \$5.36 | | | | | | | | | | | | | | | | | | |
| 55 Island Cash | \$10.73 | | | | | | | | | | | | | | | | | | |
| 115 Island Cash | \$21.45 | | | | | | | | | | | | | | | | | | |
| 240 Island Cash | \$42.90 | | | | | | | | | | | | | | | | | | |
| 310 Island Cash | \$53.62 | | | | | | | | | | | | | | | | | | |
| 650 Island Cash | \$107.25 | | | | | | | | | | | | | | | | | | |
| 1,400 Island Cash (Best Value!) | \$214.50 | | | | | | | | | | | | | | | | | | |

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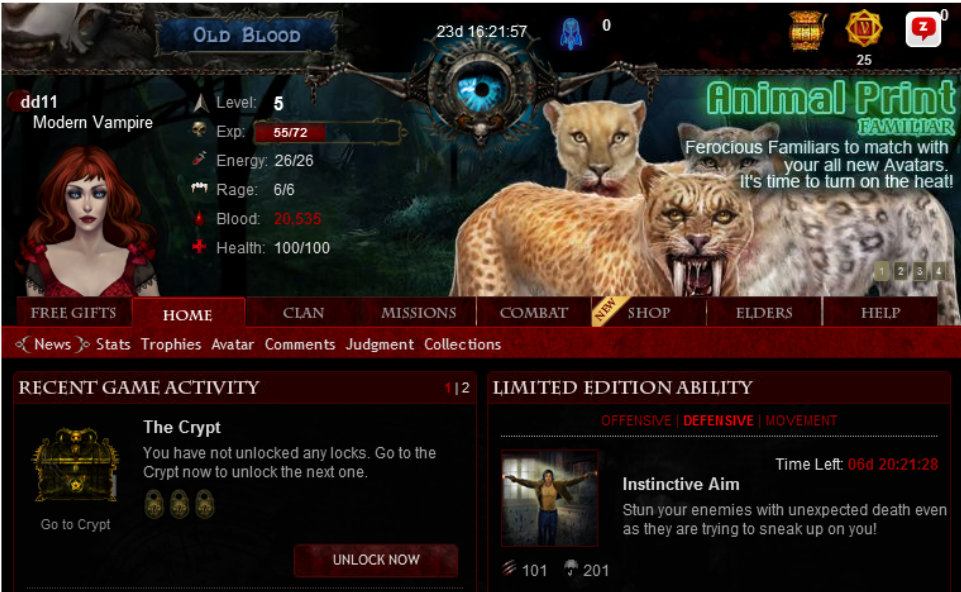
| Claim Language | Evidence of Infringement |
|--|---|
| <p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p> | <p>Zynga provides Treasure Isle as a browser-based game to its users via social networking websites. A user of Treasure Isle 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 Treasure Isle. 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 Treasure Isle. The priority date for Claim 9 is September 11, 1987.</p> <p>Treasure Isle 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 displays the 'Treasure Isle' in-game store interface. At the top, the game title 'Treasure Isle' is prominently displayed in a colorful, bubbly font, accompanied by the Zynga logo. Below the title, the main heading reads 'Buy Coins & Island Cash'. The store features eight distinct purchase packages arranged in two rows of four. Each package includes an illustration of a stack of green banknotes, a '50% OFF!' discount banner, the original price (crossed out), and the current sale price. A green 'BUY' button is positioned at the bottom of each package. The packages are as follows:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Original Price</th> <th>Sale Price</th> </tr> </thead> <tbody> <tr> <td>9 Island Cash</td> <td>\$2.14</td> <td>\$2.68</td> </tr> <tr> <td>25 Island Cash</td> <td>\$5.36</td> <td>\$5.36</td> </tr> <tr> <td>55 Island Cash</td> <td>\$10.73</td> <td>\$5.36</td> </tr> <tr> <td>115 Island Cash</td> <td>\$21.45</td> <td>\$10.73</td> </tr> <tr> <td>240 Island Cash</td> <td>\$42.90</td> <td>\$21.45</td> </tr> <tr> <td>310 Island Cash</td> <td>\$53.62</td> <td>\$26.81</td> </tr> <tr> <td>650 Island Cash</td> <td>\$107.25</td> <td>\$53.62</td> </tr> <tr> <td>1,400 Island Cash</td> <td>\$214.50</td> <td>\$107.25</td> </tr> </tbody> </table> <p>At the bottom of the interface, there are logos for various payment methods including Facebook, Visa, MasterCard, American Express, Discover, JCB, and PayPal. A 'Secure Payment' icon is also visible. A note at the bottom right states: '* Prices include all applicable TX taxes.' The overall design is bright and colorful, typical of a casual mobile game's interface.</p> | Package | Original Price | Sale Price | 9 Island Cash | \$2.14 | \$2.68 | 25 Island Cash | \$5.36 | \$5.36 | 55 Island Cash | \$10.73 | \$5.36 | 115 Island Cash | \$21.45 | \$10.73 | 240 Island Cash | \$42.90 | \$21.45 | 310 Island Cash | \$53.62 | \$26.81 | 650 Island Cash | \$107.25 | \$53.62 | 1,400 Island Cash | \$214.50 | \$107.25 |
| Package | Original Price | Sale Price | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 Island Cash | \$2.14 | \$2.68 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 Island Cash | \$5.36 | \$5.36 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 55 Island Cash | \$10.73 | \$5.36 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 115 Island Cash | \$21.45 | \$10.73 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 240 Island Cash | \$42.90 | \$21.45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 310 Island Cash | \$53.62 | \$26.81 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 650 Island Cash | \$107.25 | \$53.62 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1,400 Island Cash | \$214.50 | \$107.25 | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Claim Language | Evidence of Infringement |
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| <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 Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. 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 Vampire Wars. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, Vampire Wars 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>Vampire Wars receives at least one information transmission from a server, such as when additional game components are loading and Vampire Wars 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, Vampire Wars 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, an initial screen indicates that Vampire Wars received a control signal that causes additional game components to load.</p> |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot displays the game's main interface. At the top, it shows the player's name 'dd11', level '5', and various stats: Energy (26/26), Rage (6/6), Blood (20,535), and Health (100/100). A navigation menu includes options like HOME, CLAN, MISSIONS, COMBAT, SHOP, ELDERS, and HELP. Two promotional banners are visible: one for 'Animal Print Familiar' featuring leopard-like creatures, and another for 'The Crypt' which is locked. The 'The Crypt' banner includes an 'UNLOCK NOW' button.</p> <p>Vampire Wars 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> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | |
|------------------|--|---------|-------|-----------------|--------|-----------------|---------|------------------|---------|------------------|---------|------------------|----------|
| |  <p>The screenshot displays a game interface with a 'BUY FAVOR POINTS' pop-up window. The window lists the following packages:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>42 Favor Points</td> <td>\$6.43</td> </tr> <tr> <td>85 Favor Points</td> <td>\$12.87</td> </tr> <tr> <td>215 Favor Points</td> <td>\$32.17</td> </tr> <tr> <td>440 Favor Points</td> <td>\$64.35</td> </tr> <tr> <td>900 Favor Points</td> <td>\$128.70</td> </tr> </tbody> </table> <p>The background interface shows a player profile for 'dd11' (Modern Vampire) with the following stats: Level 5, Exp 55/72, Energy 26/26, Rage 6/6, and Blood 20,535. There is also an advertisement for 'Animal Print AVATAR' with the text 'Flaunt your fondness for Animal Prints with these Avatars!'.</p> | Package | Price | 42 Favor Points | \$6.43 | 85 Favor Points | \$12.87 | 215 Favor Points | \$32.17 | 440 Favor Points | \$64.35 | 900 Favor Points | \$128.70 |
| Package | Price | | | | | | | | | | | | |
| 42 Favor Points | \$6.43 | | | | | | | | | | | | |
| 85 Favor Points | \$12.87 | | | | | | | | | | | | |
| 215 Favor Points | \$32.17 | | | | | | | | | | | | |
| 440 Favor Points | \$64.35 | | | | | | | | | | | | |
| 900 Favor Points | \$128.70 | | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement |
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| generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station; | Vampire Wars generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which Vampire Wars is being played. For example, Vampire Wars 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. |

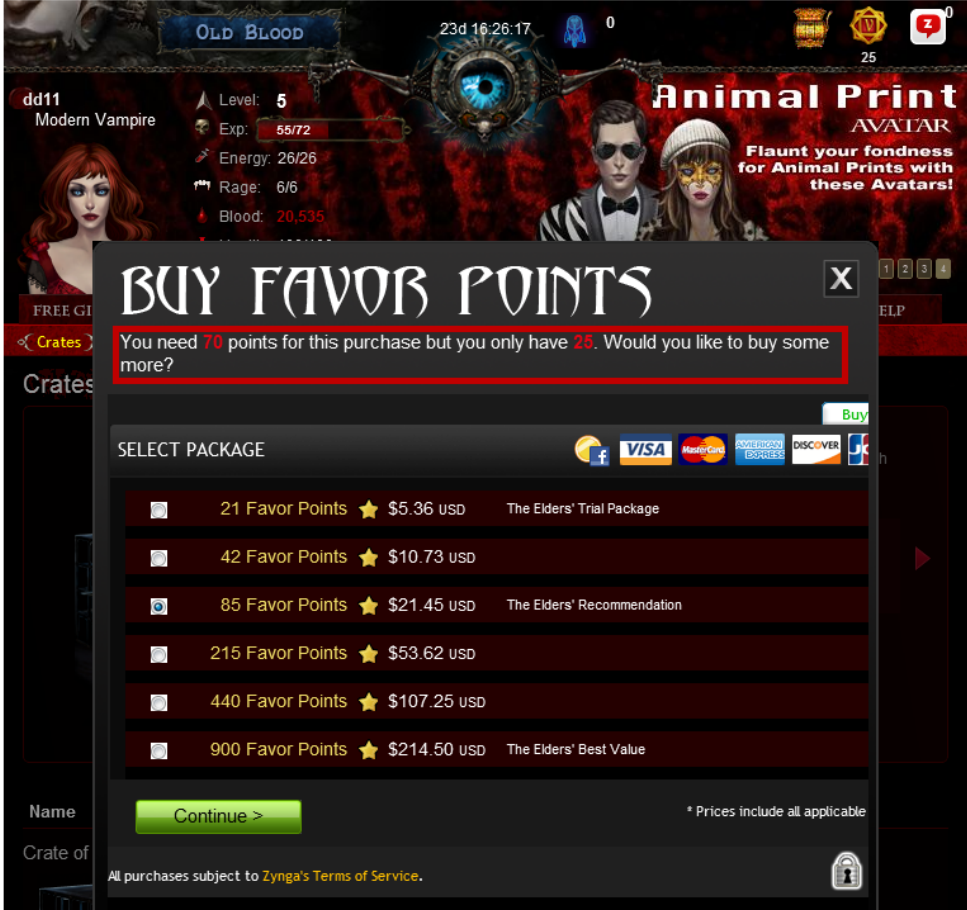
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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | | | | |
|------------------|--|----------------------------|-------|-------|-----------------|------------|---------------------------|-----------------|-------------|--|-----------------|-------------|----------------------------|------------------|-------------|--|------------------|--------------|--|------------------|--------------|------------------------|
| | <p>The screenshot shows a game interface for 'Vampire Wars'. At the top, it says 'OLD BLOOD' and '23d 16:26:17'. The player's name is 'dd11' and their class is 'Modern Vampire'. Their stats are: Level: 5, Exp: 55/72, Energy: 26/26, Rage: 6/6, and Blood: 20,535. A pop-up window titled 'BUY FAVOR POINTS' is displayed, asking the player to purchase 70 points because they only have 25. The window lists several packages for purchase:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Price</th> <th>Notes</th> </tr> </thead> <tbody> <tr> <td>21 Favor Points</td> <td>\$5.36 USD</td> <td>The Elders' Trial Package</td> </tr> <tr> <td>42 Favor Points</td> <td>\$10.73 USD</td> <td></td> </tr> <tr> <td>85 Favor Points</td> <td>\$21.45 USD</td> <td>The Elders' Recommendation</td> </tr> <tr> <td>215 Favor Points</td> <td>\$53.62 USD</td> <td></td> </tr> <tr> <td>440 Favor Points</td> <td>\$107.25 USD</td> <td></td> </tr> <tr> <td>900 Favor Points</td> <td>\$214.50 USD</td> <td>The Elders' Best Value</td> </tr> </tbody> </table> <p>At the bottom of the pop-up, there is a 'Continue >' button and a note: '* Prices include all applicable'. Below the pop-up, there is a 'Name' field and a 'Crate of' field. The background of the game interface shows a character and a banner for 'Animal Print AVATAR' with the text 'Flaunt your fondness for Animal Prints with these Avatars!'.</p> | Package | Price | Notes | 21 Favor Points | \$5.36 USD | The Elders' Trial Package | 42 Favor Points | \$10.73 USD | | 85 Favor Points | \$21.45 USD | The Elders' Recommendation | 215 Favor Points | \$53.62 USD | | 440 Favor Points | \$107.25 USD | | 900 Favor Points | \$214.50 USD | The Elders' Best Value |
| Package | Price | Notes | | | | | | | | | | | | | | | | | | | | |
| 21 Favor Points | \$5.36 USD | The Elders' Trial Package | | | | | | | | | | | | | | | | | | | | |
| 42 Favor Points | \$10.73 USD | | | | | | | | | | | | | | | | | | | | | |
| 85 Favor Points | \$21.45 USD | The Elders' Recommendation | | | | | | | | | | | | | | | | | | | | |
| 215 Favor Points | \$53.62 USD | | | | | | | | | | | | | | | | | | | | | |
| 440 Favor Points | \$107.25 USD | | | | | | | | | | | | | | | | | | | | | |
| 900 Favor Points | \$214.50 USD | The Elders' Best Value | | | | | | | | | | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement |
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| 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; | Vampire Wars 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, Vampire Wars delivers information content explaining the use of resources. See an example below: |

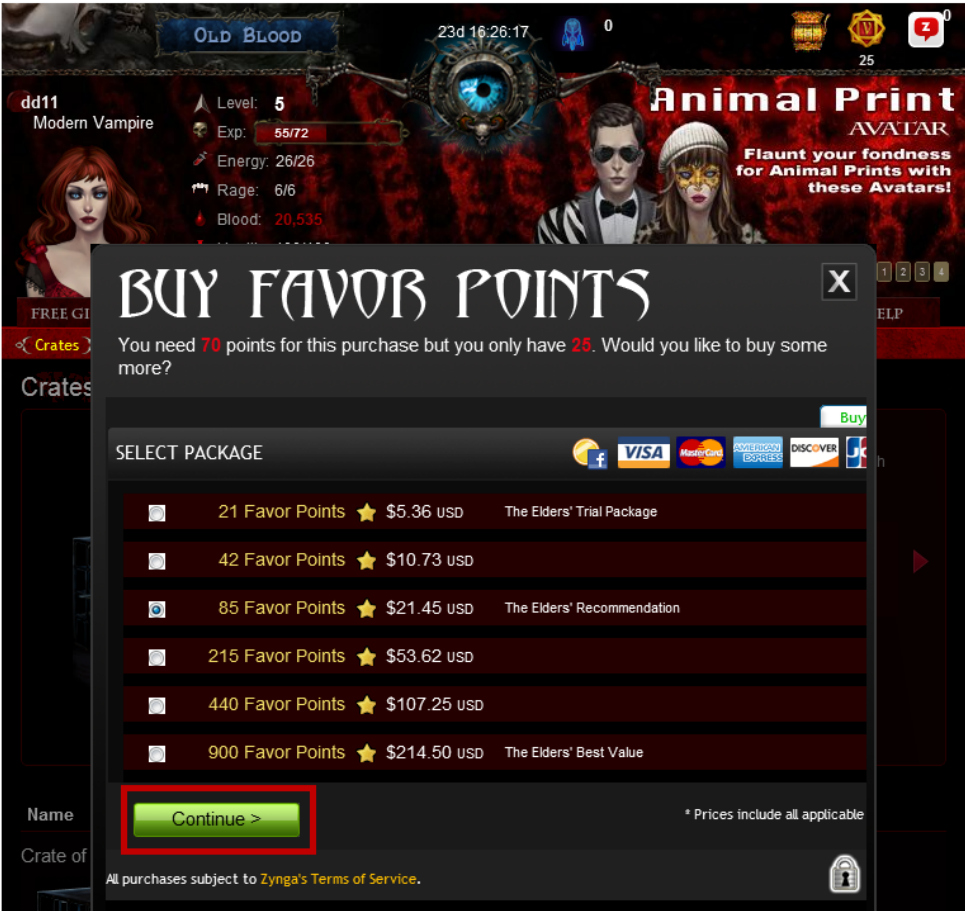
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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | | | | |
|------------------|--|----------------------------|-------|-------|-----------------|------------|---------------------------|-----------------|-------------|--|-----------------|-------------|----------------------------|------------------|-------------|--|------------------|--------------|--|------------------|--------------|------------------------|
| |  <p>The screenshot displays a game interface for 'Vampire Wars'. At the top, it shows 'OLD BLOOD' and a timer '23d 16:26:17'. A player's profile for 'dd11' (Modern Vampire) is visible, showing Level 5, Experience 55/72, Energy 26/26, Rage 6/6, and Blood 20,535. A prominent 'Animal Print AVATAR' advertisement is shown with the text 'Flaunt your fondness for Animal Prints with these Avatars!'. A 'BUY FAVOR POINTS' pop-up window is overlaid, containing the text: 'You need 70 points for this purchase but you only have 25. Would you like to buy some more?'. Below this text is a 'SELECT PACKAGE' section with the following options:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Price</th> <th>Notes</th> </tr> </thead> <tbody> <tr> <td>21 Favor Points</td> <td>\$5.36 USD</td> <td>The Elders' Trial Package</td> </tr> <tr> <td>42 Favor Points</td> <td>\$10.73 USD</td> <td></td> </tr> <tr> <td>85 Favor Points</td> <td>\$21.45 USD</td> <td>The Elders' Recommendation</td> </tr> <tr> <td>215 Favor Points</td> <td>\$53.62 USD</td> <td></td> </tr> <tr> <td>440 Favor Points</td> <td>\$107.25 USD</td> <td></td> </tr> <tr> <td>900 Favor Points</td> <td>\$214.50 USD</td> <td>The Elders' Best Value</td> </tr> </tbody> </table> <p>The pop-up also includes a 'Continue >' button and a note: '* Prices include all applicable'. At the bottom, it states 'All purchases subject to Zynga's Terms of Service.' The background interface includes a 'Crates' button and a 'Buy' button.</p> | Package | Price | Notes | 21 Favor Points | \$5.36 USD | The Elders' Trial Package | 42 Favor Points | \$10.73 USD | | 85 Favor Points | \$21.45 USD | The Elders' Recommendation | 215 Favor Points | \$53.62 USD | | 440 Favor Points | \$107.25 USD | | 900 Favor Points | \$214.50 USD | The Elders' Best Value |
| Package | Price | Notes | | | | | | | | | | | | | | | | | | | | |
| 21 Favor Points | \$5.36 USD | The Elders' Trial Package | | | | | | | | | | | | | | | | | | | | |
| 42 Favor Points | \$10.73 USD | | | | | | | | | | | | | | | | | | | | | |
| 85 Favor Points | \$21.45 USD | The Elders' Recommendation | | | | | | | | | | | | | | | | | | | | |
| 215 Favor Points | \$53.62 USD | | | | | | | | | | | | | | | | | | | | | |
| 440 Favor Points | \$107.25 USD | | | | | | | | | | | | | | | | | | | | | |
| 900 Favor Points | \$214.50 USD | The Elders' Best Value | | | | | | | | | | | | | | | | | | | | |

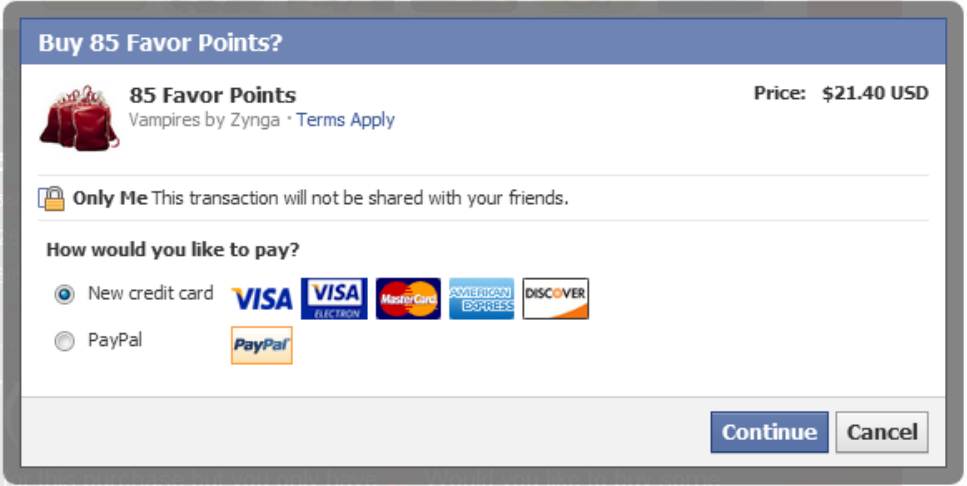
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| Claim Language | Evidence of Infringement |
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| receiving a subscriber input at said receiver station after said step of delivering; and | This claim element does not include a “software limitation” under P.R. 3-1(g). Vampire Wars 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 Vampire Wars). Such a display button is shown below: |

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| Claim Language | Evidence of Infringement |
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| |  <p>The screenshot shows a game interface for 'Vampire Wars'. At the top, it says 'OLD BLOOD' and '23d 16:26:17'. The player's name is 'dd11', a 'Modern Vampire' at Level 5. A 'BUY FAVOR POINTS' dialog box is open, asking for 70 points but the user has 25. The dialog lists several packages with their costs and features. A green 'Continue >' button is highlighted with a red box. The background shows a character and an 'Animal Print AVATAR' advertisement.</p> |
| <p>controlling said receiver station based on said subscriber input.</p> | <p>Vampire Wars controls the receiver station based on the subscriber input. For example, Vampire Wars 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 |
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| |  |
| <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 Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. 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 Vampire Wars. The priority date for Claim 2 is September 11, 1987.</p> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------------|---|--------------------------|-----------|--------------|-----------|--------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|---|-----------|--------|---------------|---|--------------------------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|---------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|--------|--------------------------------------|--|-----------|-------|-------------------------------------|---|-----------|-------|-------------------------------------|--|-----------|-------|--------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|---------------------------|--|-----------|-----|---------------------------|--|-----------|-----|-------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|------------|-------|
| | <p>Vampire Wars 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>Chrome Cache</p> <p>Created by using ChromeCacheView</p> <table border="1" data-bbox="779 516 1753 1190"> <thead> <tr> <th>Filename</th> <th>URL</th> <th>Content Type</th> <th>File Size</th> </tr> </thead> <tbody> <tr> <td>8c83b4dc85e72262ff650c3b88f52cf7.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png</td> <td>image/png</td> <td>2,819</td> </tr> <tr> <td>cdeda89a6494efe8b1f1b3015ace3e33.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1f1b3015ace3e33.png</td> <td>image/png</td> <td>8,053</td> </tr> <tr> <td>9c9f9196ddc413e317128745a481757e.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f9196ddc413e317128745a481757e.png</td> <td>image/png</td> <td>20,915</td> </tr> <tr> <td>1347219557143</td> <td>http://zynga1-a.akamaihd.net/zlive/zoom/latest-prod.js?zoomapi.js?_=1347219557143</td> <td>application/x-javascript</td> <td>2,149</td> </tr> <tr> <td>91e0e4634ace504efe47d1bf18e7f881.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png</td> <td>image/png</td> <td>5,191</td> </tr> <tr> <td>10b6759227632508bdd2b98befd130f1.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png</td> <td>image/png</td> <td>8,792</td> </tr> <tr> <td>74dd560a352a4e6aa677f66bb75670c5.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png</td> <td>image/png</td> <td>8,535</td> </tr> <tr> <td>bb6ff6d1e1231d8850b3e7f3a2627cb22.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bb6ff6d1e1231d8850b3e7f3a2627cb22.png</td> <td>image/png</td> <td>8,577</td> </tr> <tr> <td>d39c29cbcc5cd5430d2225f000bdb128.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29cbcc5cd5430d2225f000bdb128.png</td> <td>image/png</td> <td>7,232</td> </tr> <tr> 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<td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/b0e9112ff3caf83e99e7b67f0819a819.png</td> <td>image/png</td> <td>8,224</td> </tr> <tr> <td>e6af2515c36767f1815a3456d5e0a78b.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/e6af2515c36767f1815a3456d5e0a78b.png</td> <td>image/png</td> <td>6,430</td> </tr> <tr> <td>817dacc8627cc175f47e6e103fafea7c.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/817dacc8627cc175f47e6e103fafea7c.png</td> <td>image/png</td> <td>8,960</td> </tr> <tr> <td>admarker-full-tr-gray.png</td> <td>http://choices.truste.com/get?name=admarker-full-tr-gray.png</td> <td>image/png</td> <td>729</td> </tr> <tr> <td>admarker-icon-tr-gray.png</td> <td>http://choices.truste.com/get?name=admarker-icon-tr-gray.png</td> <td>image/png</td> <td>285</td> </tr> <tr> <td>3639078c332edaf035d468e03c282fc.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/3639078c332edaf035d468e03c282fc.png</td> <td>image/png</td> <td>4,524</td> </tr> <tr> <td>428037aefa9afca605bf9c3c00e941fc.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png</td> <td>image/png</td> <td>6,608</td> </tr> <tr> <td>aefb8325123ed229c31d2f07af3cd3de.png</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png</td> <td>image/png</td> <td>9,790</td> </tr> <tr> <td>bd61f4828d3599030a34d8e998c1b016.jpg</td> <td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg</td> <td>image/jpeg</td> <td>2,911</td> </tr> </tbody> </table> <p>Additionally, Zynga stores information on a subscriber’s receiver station in cookies.</p> | Filename | URL | Content Type | File Size | 8c83b4dc85e72262ff650c3b88f52cf7.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png | image/png | 2,819 | cdeda89a6494efe8b1f1b3015ace3e33.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1f1b3015ace3e33.png | image/png | 8,053 | 9c9f9196ddc413e317128745a481757e.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f9196ddc413e317128745a481757e.png | image/png | 20,915 | 1347219557143 | http://zynga1-a.akamaihd.net/zlive/zoom/latest-prod.js?zoomapi.js?_=1347219557143 | application/x-javascript | 2,149 | 91e0e4634ace504efe47d1bf18e7f881.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png | image/png | 5,191 | 10b6759227632508bdd2b98befd130f1.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png | image/png | 8,792 | 74dd560a352a4e6aa677f66bb75670c5.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png | image/png | 8,535 | bb6ff6d1e1231d8850b3e7f3a2627cb22.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bb6ff6d1e1231d8850b3e7f3a2627cb22.png | image/png | 8,577 | d39c29cbcc5cd5430d2225f000bdb128.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29cbcc5cd5430d2225f000bdb128.png | image/png | 7,232 | 6c9b6032c17ca2228b0c70dd785dea66.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png | image/png | 10,214 | 998106a1bbd26702b4b3f75231f0060b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/998106a1bbd26702b4b3f75231f0060b.png | image/png | 7,725 | 25af2d984aa7c471b0e511233bd9d55.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/25af2d984aa7c471b0e511233bd9d55.png | image/png | 8,822 | a26587a16cfaae156d76fd205088aca.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png | image/png | 2,574 | 2505c78755941a892ea3f1c1744e1334.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png | image/png | 3,000 | b0e9112ff3caf83e99e7b67f0819a819.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/b0e9112ff3caf83e99e7b67f0819a819.png | image/png | 8,224 | e6af2515c36767f1815a3456d5e0a78b.png | 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| Filename | URL | Content Type | File Size | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| cdeda89a6494efe8b1f1b3015ace3e33.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1f1b3015ace3e33.png | image/png | 8,053 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9c9f9196ddc413e317128745a481757e.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f9196ddc413e317128745a481757e.png | image/png | 20,915 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 91e0e4634ace504efe47d1bf18e7f881.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png | image/png | 5,191 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| d39c29cbcc5cd5430d2225f000bdb128.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29cbcc5cd5430d2225f000bdb128.png | image/png | 7,232 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6c9b6032c17ca2228b0c70dd785dea66.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png | image/png | 10,214 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| a26587a16cfaae156d76fd205088aca.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png | image/png | 2,574 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2505c78755941a892ea3f1c1744e1334.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png | image/png | 3,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| e6af2515c36767f1815a3456d5e0a78b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/e6af2515c36767f1815a3456d5e0a78b.png | image/png | 6,430 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 817dacc8627cc175f47e6e103fafea7c.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/817dacc8627cc175f47e6e103fafea7c.png | image/png | 8,960 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| admarker-full-tr-gray.png | http://choices.truste.com/get?name=admarker-full-tr-gray.png | image/png | 729 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| admarker-icon-tr-gray.png | http://choices.truste.com/get?name=admarker-icon-tr-gray.png | image/png | 285 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 428037aefa9afca605bf9c3c00e941fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png | image/png | 6,608 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| aefb8325123ed229c31d2f07af3cd3de.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png | image/png | 9,790 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| bd61f4828d3599030a34d8e998c1b016.jpg | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg | image/jpeg | 2,911 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

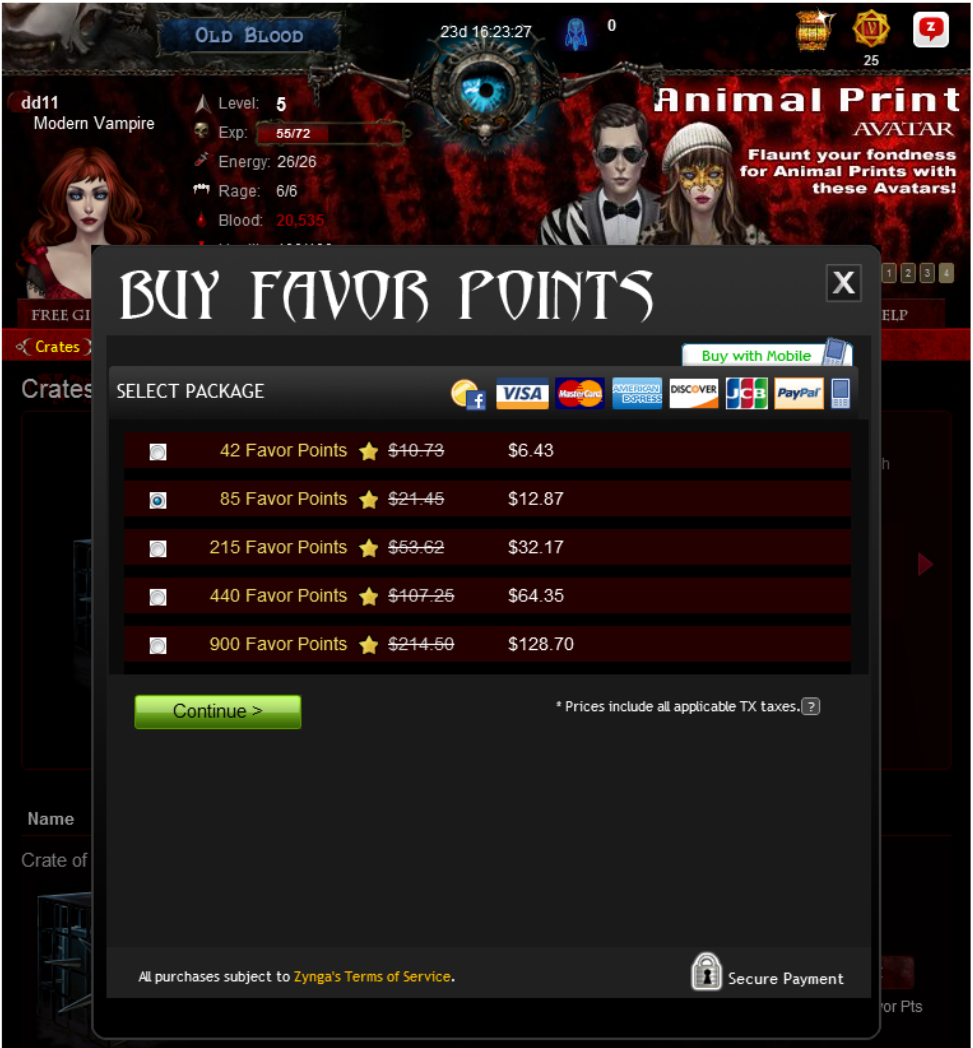
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| Claim Language | Evidence of Infringement |
|---|---|
| | <p>Browser Cookies are used by Zynga primarily to</p> <ul style="list-style-type: none"> • Identify specific users and track whether they are logged in (Authentication) • Customize site content and remember site preferences <p>There are a number of ways to manage browser cookies on your device. Most major browsers offer choices for whether and how you might receive future cookies and for deleting cookies already on your machine. Here are links for some of the larger browsers:</p> <p>Chrome Firefox Safari Internet Explorer</p> <p>Html eTags is a technology that allows a web service to validate the temporary storage (cache) of web documents like html pages and images. They are used by Zynga or service providers working on Zynga’s behalf to optimize web caching for each user.</p> <p>You may be able to remove eTags from your browser by following your browser instructions for clearing cache.</p> <p>Beacons, pixel tags, clear gifs are all terms for similar technology that often works in the same way. Small strings of (software) code that track events such as when a web user visits a page or opens an email. They are used by Zynga to measure the effectiveness of our email campaigns, deliver more relevant content and manage advertising for Zynga’s games.</p> |
| <p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p> | <p>Zynga provides Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. 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 Vampire Wars. The priority date for Claim 3 is September 11, 1987.</p> |

Continued on next page

| Claim Language | Evidence of Infringement |
|-----------------------|---|
| | Vampire Wars 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 display below illustrates the amount of resources available to the subscriber, which changes based on purchases made by the subscriber. |

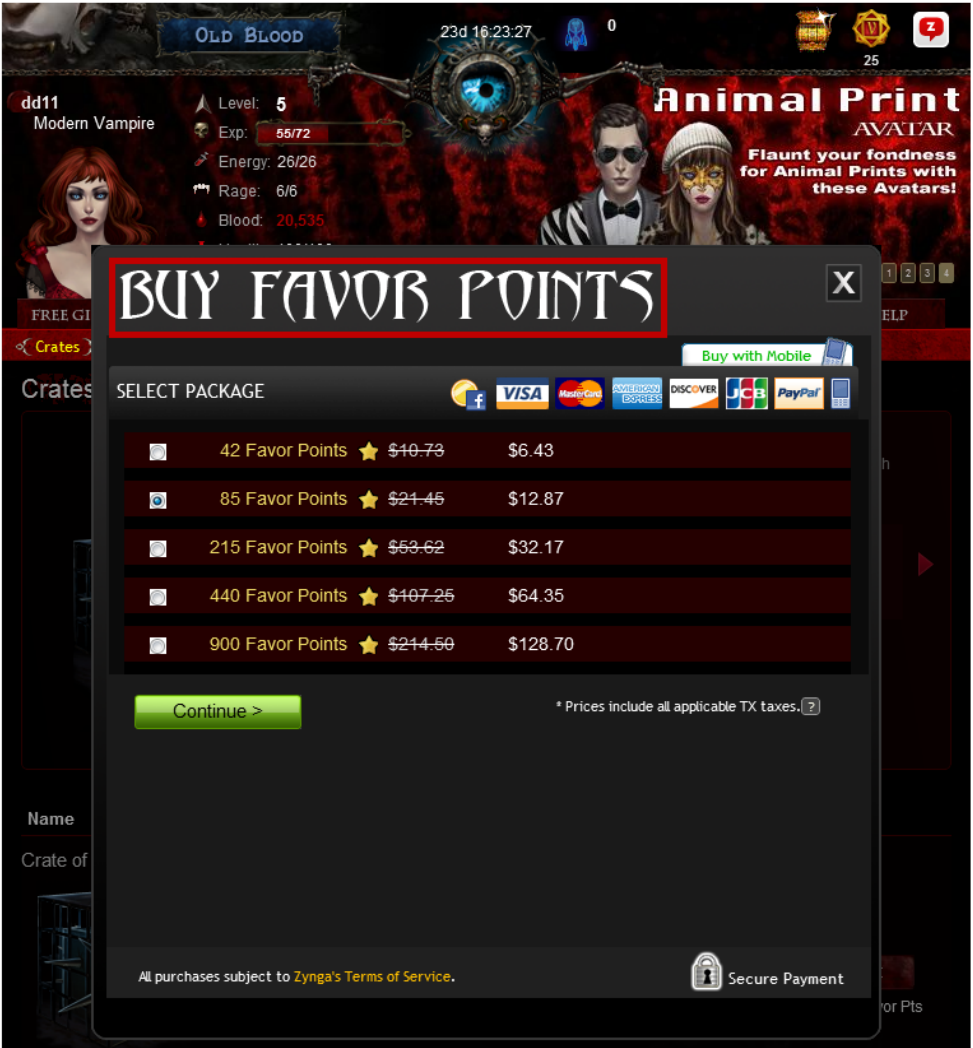
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| Claim Language | Evidence of Infringement | | | | | | | | | | | | |
|------------------|---|---------|-------------------------|-----------------|--------|-----------------|---------|------------------|---------|------------------|---------|------------------|----------|
| |  <p>The screenshot displays a game interface for 'Vampire Wars'. At the top, it shows 'OLD BLOOD' and a timer '23d 16:23:27'. A player profile for 'dd11' (Modern Vampire) is visible with the following stats: Level: 5, Exp: 55/72, Energy: 26/26, Rage: 6/6, and Blood: 20,535. A large 'BUY FAVOR POINTS' pop-up window is centered on the screen. The pop-up has a title bar with an 'X' icon and a 'Buy with Mobile' button. Below the title, it says 'SELECT PACKAGE' and lists five packages of favor points for sale:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Price (including taxes)</th> </tr> </thead> <tbody> <tr> <td>42 Favor Points</td> <td>\$6.43</td> </tr> <tr> <td>85 Favor Points</td> <td>\$12.87</td> </tr> <tr> <td>215 Favor Points</td> <td>\$32.17</td> </tr> <tr> <td>440 Favor Points</td> <td>\$64.35</td> </tr> <tr> <td>900 Favor Points</td> <td>\$128.70</td> </tr> </tbody> </table> <p>Below the packages is a green 'Continue >' button and a note: '* Prices include all applicable TX taxes.' Payment methods shown include VISA, MasterCard, American Express, DISCOVER, JCB, and PayPal. At the bottom of the pop-up, it says 'All purchases subject to Zynga's Terms of Service.' and 'Secure Payment'.</p> | Package | Price (including taxes) | 42 Favor Points | \$6.43 | 85 Favor Points | \$12.87 | 215 Favor Points | \$32.17 | 440 Favor Points | \$64.35 | 900 Favor Points | \$128.70 |
| Package | Price (including taxes) | | | | | | | | | | | | |
| 42 Favor Points | \$6.43 | | | | | | | | | | | | |
| 85 Favor Points | \$12.87 | | | | | | | | | | | | |
| 215 Favor Points | \$32.17 | | | | | | | | | | | | |
| 440 Favor Points | \$64.35 | | | | | | | | | | | | |
| 900 Favor Points | \$128.70 | | | | | | | | | | | | |

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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 Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. The priority date for Claim 4 is September 11, 1987.</p> <p>Vampire Wars 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 game interface with a 'BUY FAVOR POINTS' pop-up window. The window title is 'BUY FAVOR POINTS' and it features a 'Buy with Mobile' button. Below the title, there are payment logos for Facebook, VISA, MasterCard, American Express, DISCOVER, JCB, and PayPal. The 'SELECT PACKAGE' section lists the following options:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Price (with tax)</th> <th>Price (without tax)</th> </tr> </thead> <tbody> <tr> <td>42 Favor Points</td> <td>\$6.43</td> <td>\$40.73</td> </tr> <tr> <td>85 Favor Points</td> <td>\$12.87</td> <td>\$21.45</td> </tr> <tr> <td>215 Favor Points</td> <td>\$32.17</td> <td>\$53.62</td> </tr> <tr> <td>440 Favor Points</td> <td>\$64.35</td> <td>\$107.25</td> </tr> <tr> <td>900 Favor Points</td> <td>\$128.70</td> <td>\$214.50</td> </tr> </tbody> </table> <p>A 'Continue >' button is located at the bottom left of the pop-up. A note at the bottom right states: '* Prices include all applicable TX taxes.' At the very bottom of the pop-up, it says 'All purchases subject to Zynga's Terms of Service.' and 'Secure Payment' with a lock icon.</p> <p>The background interface shows a player profile for 'dd11' (Modern Vampire) with Level 5, Exp: 55/72, Energy: 26/26, Rage: 6/6, and Blood: 20,535. There is also an advertisement for 'Animal Print AVATAR' with the text 'Flaunt your fondness for Animal Prints with these Avatars!'.</p> | Package | Price (with tax) | Price (without tax) | 42 Favor Points | \$6.43 | \$40.73 | 85 Favor Points | \$12.87 | \$21.45 | 215 Favor Points | \$32.17 | \$53.62 | 440 Favor Points | \$64.35 | \$107.25 | 900 Favor Points | \$128.70 | \$214.50 |
| Package | Price (with tax) | Price (without tax) | | | | | | | | | | | | | | | | | |
| 42 Favor Points | \$6.43 | \$40.73 | | | | | | | | | | | | | | | | | |
| 85 Favor Points | \$12.87 | \$21.45 | | | | | | | | | | | | | | | | | |
| 215 Favor Points | \$32.17 | \$53.62 | | | | | | | | | | | | | | | | | |
| 440 Favor Points | \$64.35 | \$107.25 | | | | | | | | | | | | | | | | | |
| 900 Favor Points | \$128.70 | \$214.50 | | | | | | | | | | | | | | | | | |

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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 Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. 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 Vampire Wars. 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 Vampire Wars prior to delivery of the commercial. See below:</p> |

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| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|--|--------------------------|-----------|--------------|-----------|--------------------------------------|---|-----------|-------|-------------------------------------|---|-----------|-------|--------------------------------------|---|-----------|--------|---------------|--|--------------------------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|--------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|-------------------------------------|--|-----------|-------|--------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|---------------------------|--|-----------|-----|---------------------------|--|-----------|-----|-------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|------------|-------|
| | <p data-bbox="779 256 884 272">Chrome Cache</p> <p data-bbox="779 329 999 345">Created by using ChromeCacheView</p> <table border="1" data-bbox="779 363 1751 1036"> <thead> <tr> <th>Filename</th> <th>URL</th> <th>Content Type</th> <th>File Size</th> </tr> </thead> <tbody> <tr><td>8c83b4dc85e72262ff650c3b88f52cf7.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png</td><td>image/png</td><td>2,819</td></tr> <tr><td>cdeda89a6494efe8b1fb3015ace3e33.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1fb3015ace3e33.png</td><td>image/png</td><td>8,053</td></tr> <tr><td>9c9f9196ddc413e317128745a481757e.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f9196ddc413e317128745a481757e.png</td><td>image/png</td><td>20,915</td></tr> <tr><td>1347219557143</td><td>http://zynga1-a.akamaihd.net/zlive/zoom/latest-prod/js/zoomapi.js?_ =1347219557143</td><td>application/x-javascript</td><td>2,149</td></tr> <tr><td>91e0e4634ace504efe47d1bf18e7f881.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png</td><td>image/png</td><td>5,191</td></tr> <tr><td>10b6759227632508bdd2b98befd130f1.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png</td><td>image/png</td><td>8,792</td></tr> <tr><td>74dd560a352a4e6aa677f66bb75670c5.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png</td><td>image/png</td><td>8,535</td></tr> <tr><td>bbf66d1e1231d8850b3e7f3a2627cb22.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bbf66d1e1231d8850b3e7f3a2627cb22.png</td><td>image/png</td><td>8,577</td></tr> <tr><td>d39c29ebcc5cd5430d2225f000bdb128.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29ebcc5cd5430d2225f000bdb128.png</td><td>image/png</td><td>7,232</td></tr> <tr><td>6c9b6032c17ca2228b0c70dd785dea66.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png</td><td>image/png</td><td>10,214</td></tr> <tr><td>998106a1bbd26702b4b3f75231f0060b.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/998106a1bbd26702b4b3f75231f0060b.png</td><td>image/png</td><td>7,725</td></tr> <tr><td>25af2d98d4aa7c471b0e511233bd9d55.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/25af2d98d4aa7c471b0e511233bd9d55.png</td><td>image/png</td><td>8,822</td></tr> <tr><td>a26587a16cfaae156d76fd205088aca.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png</td><td>image/png</td><td>2,574</td></tr> <tr><td>2505c78755941a892ea3f1c1744e1334.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png</td><td>image/png</td><td>3,000</td></tr> <tr><td>b0e9112ff3caf83e99e7b67f0819a819.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/b0e9112ff3caf83e99e7b67f0819a819.png</td><td>image/png</td><td>8,224</td></tr> <tr><td>e6af2515c36767f1815a3456d5e0a78b.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/e6af2515c36767f1815a3456d5e0a78b.png</td><td>image/png</td><td>6,430</td></tr> <tr><td>817dacc8627cc175f47e6e103fafea7c.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/817dacc8627cc175f47e6e103fafea7c.png</td><td>image/png</td><td>8,960</td></tr> <tr><td>admarker-full-tr-gray.png</td><td>http://choices.truste.com/get?name=admarker-full-tr-gray.png</td><td>image/png</td><td>729</td></tr> <tr><td>admarker-icon-tr-gray.png</td><td>http://choices.truste.com/get?name=admarker-icon-tr-gray.png</td><td>image/png</td><td>285</td></tr> <tr><td>3639078c332edaf035d468e03c282fc.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/3639078c332edaf035d468e03c282fc.png</td><td>image/png</td><td>4,524</td></tr> <tr><td>428037aefa9afca605bf9c3c00e941fc.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png</td><td>image/png</td><td>6,608</td></tr> <tr><td>aefb8325123ed229c31d2f07af3cd3de.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png</td><td>image/png</td><td>9,790</td></tr> <tr><td>bd61f4828d3599030a34d8e998c1b016.jpg</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg</td><td>image/jpeg</td><td>2,911</td></tr> </tbody> </table> <p data-bbox="762 1094 1793 1162">Additionally, Zynga stores information on a subscriber’s receiver station in cookies.</p> | Filename | URL | Content Type | File Size | 8c83b4dc85e72262ff650c3b88f52cf7.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png | image/png | 2,819 | cdeda89a6494efe8b1fb3015ace3e33.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1fb3015ace3e33.png | image/png | 8,053 | 9c9f9196ddc413e317128745a481757e.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f9196ddc413e317128745a481757e.png | image/png | 20,915 | 1347219557143 | http://zynga1-a.akamaihd.net/zlive/zoom/latest-prod/js/zoomapi.js?_ =1347219557143 | application/x-javascript | 2,149 | 91e0e4634ace504efe47d1bf18e7f881.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png | image/png | 5,191 | 10b6759227632508bdd2b98befd130f1.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png | image/png | 8,792 | 74dd560a352a4e6aa677f66bb75670c5.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png | image/png | 8,535 | bbf66d1e1231d8850b3e7f3a2627cb22.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bbf66d1e1231d8850b3e7f3a2627cb22.png | image/png | 8,577 | d39c29ebcc5cd5430d2225f000bdb128.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29ebcc5cd5430d2225f000bdb128.png | image/png | 7,232 | 6c9b6032c17ca2228b0c70dd785dea66.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png | image/png | 10,214 | 998106a1bbd26702b4b3f75231f0060b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/998106a1bbd26702b4b3f75231f0060b.png | image/png | 7,725 | 25af2d98d4aa7c471b0e511233bd9d55.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/25af2d98d4aa7c471b0e511233bd9d55.png | image/png | 8,822 | a26587a16cfaae156d76fd205088aca.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png | image/png | 2,574 | 2505c78755941a892ea3f1c1744e1334.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png | image/png | 3,000 | b0e9112ff3caf83e99e7b67f0819a819.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/b0e9112ff3caf83e99e7b67f0819a819.png | image/png | 8,224 | e6af2515c36767f1815a3456d5e0a78b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/e6af2515c36767f1815a3456d5e0a78b.png | image/png | 6,430 | 817dacc8627cc175f47e6e103fafea7c.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/817dacc8627cc175f47e6e103fafea7c.png | image/png | 8,960 | admarker-full-tr-gray.png | http://choices.truste.com/get?name=admarker-full-tr-gray.png | image/png | 729 | admarker-icon-tr-gray.png | http://choices.truste.com/get?name=admarker-icon-tr-gray.png | image/png | 285 | 3639078c332edaf035d468e03c282fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/3639078c332edaf035d468e03c282fc.png | image/png | 4,524 | 428037aefa9afca605bf9c3c00e941fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png | image/png | 6,608 | aefb8325123ed229c31d2f07af3cd3de.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png | image/png | 9,790 | bd61f4828d3599030a34d8e998c1b016.jpg | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg | image/jpeg | 2,911 |
| Filename | URL | Content Type | File Size | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8c83b4dc85e72262ff650c3b88f52cf7.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png | image/png | 2,819 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| cdeda89a6494efe8b1fb3015ace3e33.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1fb3015ace3e33.png | image/png | 8,053 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9c9f9196ddc413e317128745a481757e.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f9196ddc413e317128745a481757e.png | image/png | 20,915 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1347219557143 | http://zynga1-a.akamaihd.net/zlive/zoom/latest-prod/js/zoomapi.js?_ =1347219557143 | application/x-javascript | 2,149 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 91e0e4634ace504efe47d1bf18e7f881.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png | image/png | 5,191 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10b6759227632508bdd2b98befd130f1.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png | image/png | 8,792 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 74dd560a352a4e6aa677f66bb75670c5.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png | image/png | 8,535 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| bbf66d1e1231d8850b3e7f3a2627cb22.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bbf66d1e1231d8850b3e7f3a2627cb22.png | image/png | 8,577 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| d39c29ebcc5cd5430d2225f000bdb128.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29ebcc5cd5430d2225f000bdb128.png | image/png | 7,232 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6c9b6032c17ca2228b0c70dd785dea66.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png | image/png | 10,214 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 998106a1bbd26702b4b3f75231f0060b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/998106a1bbd26702b4b3f75231f0060b.png | image/png | 7,725 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25af2d98d4aa7c471b0e511233bd9d55.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/25af2d98d4aa7c471b0e511233bd9d55.png | image/png | 8,822 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a26587a16cfaae156d76fd205088aca.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png | image/png | 2,574 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2505c78755941a892ea3f1c1744e1334.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png | image/png | 3,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| b0e9112ff3caf83e99e7b67f0819a819.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/b0e9112ff3caf83e99e7b67f0819a819.png | image/png | 8,224 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| e6af2515c36767f1815a3456d5e0a78b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/e6af2515c36767f1815a3456d5e0a78b.png | image/png | 6,430 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 817dacc8627cc175f47e6e103fafea7c.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/817dacc8627cc175f47e6e103fafea7c.png | image/png | 8,960 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| admarker-full-tr-gray.png | http://choices.truste.com/get?name=admarker-full-tr-gray.png | image/png | 729 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| admarker-icon-tr-gray.png | http://choices.truste.com/get?name=admarker-icon-tr-gray.png | image/png | 285 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3639078c332edaf035d468e03c282fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/3639078c332edaf035d468e03c282fc.png | image/png | 4,524 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 428037aefa9afca605bf9c3c00e941fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png | image/png | 6,608 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| aefb8325123ed229c31d2f07af3cd3de.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png | image/png | 9,790 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| bd61f4828d3599030a34d8e998c1b016.jpg | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg | image/jpeg | 2,911 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| Claim Language | Evidence of Infringement |
|--|---|
| | <p>Browser Cookies are used by Zynga primarily to</p> <ul style="list-style-type: none"> • Identify specific users and track whether they are logged in (Authentication) • Customize site content and remember site preferences <p>There are a number of ways to manage browser cookies on your device. Most major browsers offer choices for whether and how you might receive future cookies and for deleting cookies already on your machine. Here are links for some of the larger browsers:</p> <p>Chrome Firefox Safari Internet Explorer</p> <p>Html eTags is a technology that allows a web service to validate the temporary storage (cache) of web documents like html pages and images. They are used by Zynga or service providers working on Zynga’s behalf to optimize web caching for each user.</p> <p>You may be able to remove eTags from your browser by following your browser instructions for clearing cache.</p> <p>Beacons, pixel tags, clear gifs are all terms for similar technology that often works in the same way. Small strings of (software) code that track events such as when a web user visits a page or opens an email. They are used by Zynga to measure the effectiveness of our email campaigns, deliver more relevant content and manage advertising for Zynga’s games.</p> |
| <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 Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. 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 Vampire Wars. The priority date for Claim 6 is September 11, 1987.</p> |

Continued on next page

| Claim Language | Evidence of Infringement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|---|--------------------------|-----------|--------------|-----------|--------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|---|-----------|--------|---------------|---|--------------------------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|--------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|-------------------------------------|--|-----------|-------|--------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|-------------------------------------|---|-----------|-------|---------------------------|--|-----------|-----|---------------------------|--|-----------|-----|-------------------------------------|---|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|-----------|-------|--------------------------------------|--|------------|-------|
| | <p>The commercial in Claim 5 is delivered from storage at the receiver station. See below:</p> <p>Chrome Cache</p> <p>Created by using ChromeCacheView</p> <table border="1" data-bbox="781 480 1755 1149"> <thead> <tr> <th>Filename</th> <th>URL</th> <th>Content Type</th> <th>File Size</th> </tr> </thead> <tbody> <tr><td>8c83b4dc85e72262ff650c3b88f52cf7.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png</td><td>image/png</td><td>2,819</td></tr> <tr><td>cdeda89a6494efe8b1f1b3015ace3e33.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1f1b3015ace3e33.png</td><td>image/png</td><td>8,053</td></tr> <tr><td>9c9f91966de413e317128745a481757e.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f91966de413e317128745a481757e.png</td><td>image/png</td><td>20,915</td></tr> <tr><td>1347219557143</td><td>http://zynga1-a.akamaihd.net/live/zoom/latest-prod/js/zoomapi.js?_1347219557143</td><td>application/x-javascript</td><td>2,149</td></tr> <tr><td>91e0e4634ace504efe47d1bf18e7f881.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png</td><td>image/png</td><td>5,191</td></tr> <tr><td>10b6759227632508bdd2b98befd130f1.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png</td><td>image/png</td><td>8,792</td></tr> <tr><td>74dd560a352a4e6aa677f66bb75670c5.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png</td><td>image/png</td><td>8,535</td></tr> <tr><td>bb6f6d1e1231d8850b3e7f3a2627cb22.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bb6f6d1e1231d8850b3e7f3a2627cb22.png</td><td>image/png</td><td>8,577</td></tr> <tr><td>d39c29ebcc5cd5430d2225f000bdb128.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29ebcc5cd5430d2225f000bdb128.png</td><td>image/png</td><td>7,232</td></tr> <tr><td>6c9b6032c17ca2228b0c70dd785dea66.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png</td><td>image/png</td><td>10,214</td></tr> <tr><td>998106a1bbd26702b4b3f75231f0060b.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/998106a1bbd26702b4b3f75231f0060b.png</td><td>image/png</td><td>7,725</td></tr> <tr><td>25af2d98d4aa7c471b0e511233bd9d55.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/25af2d98d4aa7c471b0e511233bd9d55.png</td><td>image/png</td><td>8,822</td></tr> <tr><td>a26587a16cfaae156d76fd205088aca.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png</td><td>image/png</td><td>2,574</td></tr> <tr><td>2505c78755941a892ea3f1c1744e1334.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png</td><td>image/png</td><td>3,000</td></tr> 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<tr><td>3639078c332edaf035d468e03c282fc.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/3639078c332edaf035d468e03c282fc.png</td><td>image/png</td><td>4,524</td></tr> <tr><td>428037aefa9afca605bf9c3c00e941fc.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png</td><td>image/png</td><td>6,608</td></tr> <tr><td>aefb8325123ed229c31d2f07af3cd3de.png</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png</td><td>image/png</td><td>9,790</td></tr> <tr><td>bd61f4828d3599030a34d8e998c1b016.jpg</td><td>http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg</td><td>image/jpeg</td><td>2,911</td></tr> </tbody> </table> <p>Additionally, Zynga stores information on a subscriber's receiver station in cookies.</p> | Filename | URL | Content Type | File Size | 8c83b4dc85e72262ff650c3b88f52cf7.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png | image/png | 2,819 | cdeda89a6494efe8b1f1b3015ace3e33.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1f1b3015ace3e33.png | image/png | 8,053 | 9c9f91966de413e317128745a481757e.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f91966de413e317128745a481757e.png | image/png | 20,915 | 1347219557143 | http://zynga1-a.akamaihd.net/live/zoom/latest-prod/js/zoomapi.js?_1347219557143 | application/x-javascript | 2,149 | 91e0e4634ace504efe47d1bf18e7f881.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png | image/png | 5,191 | 10b6759227632508bdd2b98befd130f1.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png | image/png | 8,792 | 74dd560a352a4e6aa677f66bb75670c5.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png | image/png | 8,535 | bb6f6d1e1231d8850b3e7f3a2627cb22.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bb6f6d1e1231d8850b3e7f3a2627cb22.png | image/png | 8,577 | d39c29ebcc5cd5430d2225f000bdb128.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29ebcc5cd5430d2225f000bdb128.png | image/png | 7,232 | 6c9b6032c17ca2228b0c70dd785dea66.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png | image/png | 10,214 | 998106a1bbd26702b4b3f75231f0060b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/998106a1bbd26702b4b3f75231f0060b.png | image/png | 7,725 | 25af2d98d4aa7c471b0e511233bd9d55.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/25af2d98d4aa7c471b0e511233bd9d55.png | image/png | 8,822 | a26587a16cfaae156d76fd205088aca.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png | image/png | 2,574 | 2505c78755941a892ea3f1c1744e1334.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png | image/png | 3,000 | b0e9112ff3caf83e99e7b67f0819a819.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/b0e9112ff3caf83e99e7b67f0819a819.png | image/png | 8,224 | e6af2515c36767f1815a3456d5e0a78b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/e6af2515c36767f1815a3456d5e0a78b.png | image/png | 6,430 | 817dacc8627cc175f47e6e103fafa7c.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/817dacc8627cc175f47e6e103fafa7c.png | image/png | 8,960 | admarker-full-tr-gray.png | http://choices.truste.com/get?name=admarker-full-tr-gray.png | image/png | 729 | admarker-icon-tr-gray.png | http://choices.truste.com/get?name=admarker-icon-tr-gray.png | image/png | 285 | 3639078c332edaf035d468e03c282fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/3639078c332edaf035d468e03c282fc.png | image/png | 4,524 | 428037aefa9afca605bf9c3c00e941fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png | image/png | 6,608 | aefb8325123ed229c31d2f07af3cd3de.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png | image/png | 9,790 | bd61f4828d3599030a34d8e998c1b016.jpg | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg | image/jpeg | 2,911 |
| Filename | URL | Content Type | File Size | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8c83b4dc85e72262ff650c3b88f52cf7.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/8c83b4dc85e72262ff650c3b88f52cf7.png | image/png | 2,819 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| cdeda89a6494efe8b1f1b3015ace3e33.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/cdeda89a6494efe8b1f1b3015ace3e33.png | image/png | 8,053 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9c9f91966de413e317128745a481757e.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/9c9f91966de413e317128745a481757e.png | image/png | 20,915 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1347219557143 | http://zynga1-a.akamaihd.net/live/zoom/latest-prod/js/zoomapi.js?_1347219557143 | application/x-javascript | 2,149 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 91e0e4634ace504efe47d1bf18e7f881.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/91e0e4634ace504efe47d1bf18e7f881.png | image/png | 5,191 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10b6759227632508bdd2b98befd130f1.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/10b6759227632508bdd2b98befd130f1.png | image/png | 8,792 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 74dd560a352a4e6aa677f66bb75670c5.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/74dd560a352a4e6aa677f66bb75670c5.png | image/png | 8,535 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| bb6f6d1e1231d8850b3e7f3a2627cb22.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bb6f6d1e1231d8850b3e7f3a2627cb22.png | image/png | 8,577 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| d39c29ebcc5cd5430d2225f000bdb128.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/d39c29ebcc5cd5430d2225f000bdb128.png | image/png | 7,232 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6c9b6032c17ca2228b0c70dd785dea66.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/6c9b6032c17ca2228b0c70dd785dea66.png | image/png | 10,214 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 998106a1bbd26702b4b3f75231f0060b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/998106a1bbd26702b4b3f75231f0060b.png | image/png | 7,725 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25af2d98d4aa7c471b0e511233bd9d55.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/25af2d98d4aa7c471b0e511233bd9d55.png | image/png | 8,822 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| a26587a16cfaae156d76fd205088aca.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/a26587a16cfaae156d76fd205088aca.png | image/png | 2,574 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2505c78755941a892ea3f1c1744e1334.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/game/2505c78755941a892ea3f1c1744e1334.png | image/png | 3,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| b0e9112ff3caf83e99e7b67f0819a819.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/b0e9112ff3caf83e99e7b67f0819a819.png | image/png | 8,224 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| e6af2515c36767f1815a3456d5e0a78b.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/e6af2515c36767f1815a3456d5e0a78b.png | image/png | 6,430 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 817dacc8627cc175f47e6e103fafa7c.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/817dacc8627cc175f47e6e103fafa7c.png | image/png | 8,960 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| admarker-full-tr-gray.png | http://choices.truste.com/get?name=admarker-full-tr-gray.png | image/png | 729 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| admarker-icon-tr-gray.png | http://choices.truste.com/get?name=admarker-icon-tr-gray.png | image/png | 285 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3639078c332edaf035d468e03c282fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/3639078c332edaf035d468e03c282fc.png | image/png | 4,524 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 428037aefa9afca605bf9c3c00e941fc.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/428037aefa9afca605bf9c3c00e941fc.png | image/png | 6,608 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| aefb8325123ed229c31d2f07af3cd3de.png | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/aefb8325123ed229c31d2f07af3cd3de.png | image/png | 9,790 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| bd61f4828d3599030a34d8e998c1b016.jpg | http://zynga2-a.akamaihd.net/zbar/v2/prod/promo/bd61f4828d3599030a34d8e998c1b016.jpg | image/jpeg | 2,911 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Continued on next page

| Claim Language | Evidence of Infringement |
|---|---|
| | <p>Browser Cookies are used by Zynga primarily to</p> <ul style="list-style-type: none"> • Identify specific users and track whether they are logged in (Authentication) • Customize site content and remember site preferences <p>There are a number of ways to manage browser cookies on your device. Most major browsers offer choices for whether and how you might receive future cookies and for deleting cookies already on your machine. Here are links for some of the larger browsers:</p> <p>Chrome Firefox Safari Internet Explorer</p> <p>Html eTags is a technology that allows a web service to validate the temporary storage (cache) of web documents like html pages and images. They are used by Zynga or service providers working on Zynga’s behalf to optimize web caching for each user.</p> <p>You may be able to remove eTags from your browser by following your browser instructions for clearing cache.</p> <p>Beacons, pixel tags, clear gifs are all terms for similar technology that often works in the same way. Small strings of (software) code that track events such as when a web user visits a page or opens an email. They are used by Zynga to measure the effectiveness of our email campaigns, deliver more relevant content and manage advertising for Zynga’s games.</p> |
| <p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p> | <p>Zynga provides Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. 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 Vampire Wars. The priority date for Claim 7 is September 11, 1987.</p> |

Continued on next page

| Claim Language | Evidence of Infringement |
|----------------|---|
| | 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 screens below illustrate two different commercials displayed to a subscriber at different times. |

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