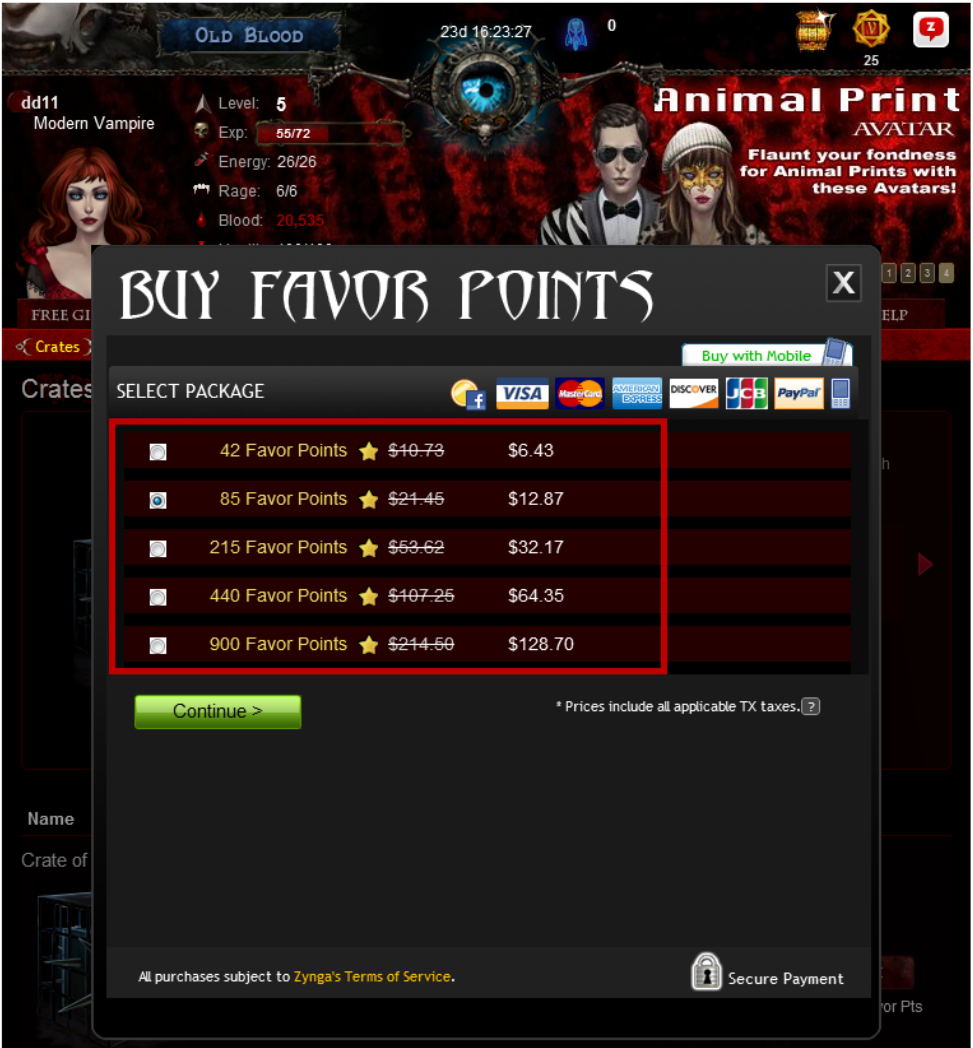



Claim Language	Evidence of Infringement																		
	 <p>The screenshot shows a game interface for 'Vampire Wars'. A pop-up window titled 'BUY FAVOR POINTS' is displayed over the game. The window lists five packages of favor points for sale:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Original Price</th> <th>Current Price</th> </tr> </thead> <tbody> <tr> <td>42 Favor Points</td> <td>\$40.73</td> <td>\$6.43</td> </tr> <tr> <td>85 Favor Points</td> <td>\$21.45</td> <td>\$12.87</td> </tr> <tr> <td>215 Favor Points</td> <td>\$53.62</td> <td>\$32.17</td> </tr> <tr> <td>440 Favor Points</td> <td>\$107.25</td> <td>\$64.35</td> </tr> <tr> <td>900 Favor Points</td> <td>\$214.50</td> <td>\$128.70</td> </tr> </tbody> </table> <p>The 42 Favor Points package is highlighted with a red box. The pop-up also includes a 'Continue >' button, a 'Buy with Mobile' option, and a 'Secure Payment' icon. The background game interface shows a player named 'dd11' with a level of 5 and various stats.</p>	Package	Original Price	Current Price	42 Favor Points	\$40.73	\$6.43	85 Favor Points	\$21.45	\$12.87	215 Favor Points	\$53.62	\$32.17	440 Favor Points	\$107.25	\$64.35	900 Favor Points	\$214.50	\$128.70
Package	Original Price	Current Price																	
42 Favor Points	\$40.73	\$6.43																	
85 Favor Points	\$21.45	\$12.87																	
215 Favor Points	\$53.62	\$32.17																	
440 Favor Points	\$107.25	\$64.35																	
900 Favor Points	\$214.50	\$128.70																	

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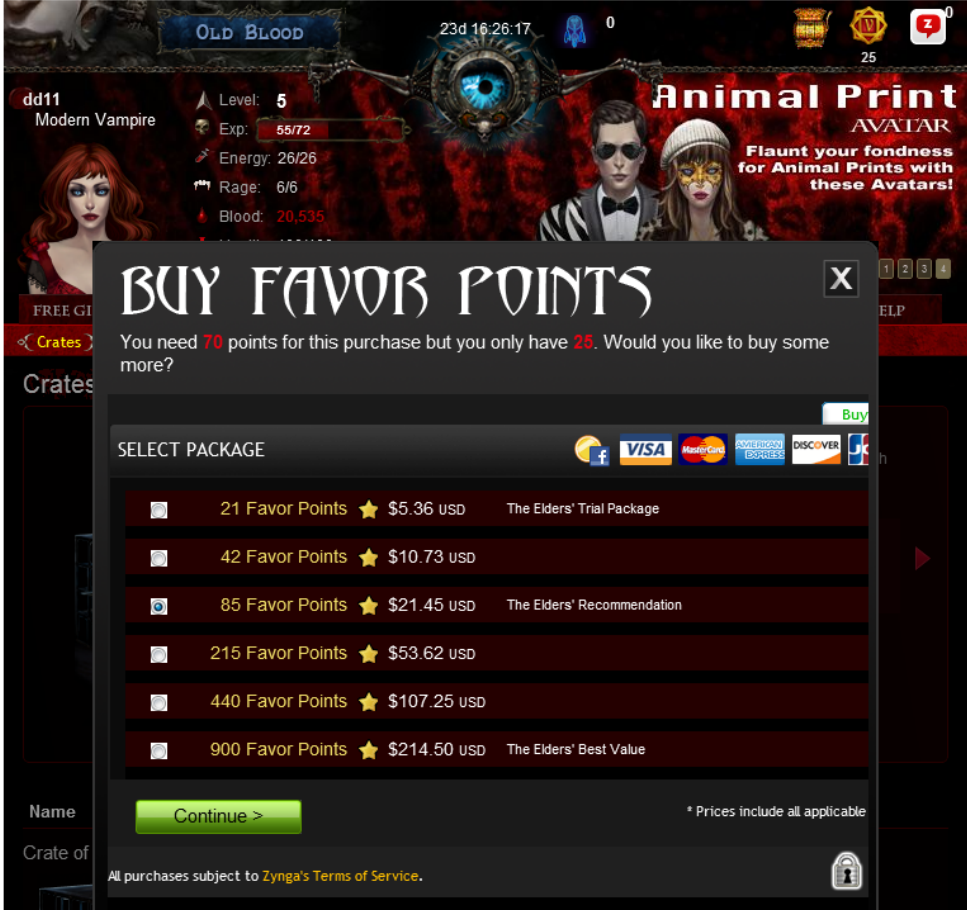
ZYNGA EXHIBIT 1002

Claim Language	Evidence of Infringement																		
	 <p>BUY FAVOR POINTS</p> <table border="1"><thead><tr><th>Favor Points</th><th>Description</th><th>Price</th></tr></thead><tbody><tr><td>440</td><td>The Elders' Best Value</td><td>\$107.25</td></tr><tr><td>215</td><td></td><td>\$53.62</td></tr><tr><td>85</td><td>The Elders' Recommendation</td><td>\$21.45</td></tr><tr><td>42</td><td></td><td>\$10.73</td></tr><tr><td>21</td><td>The Elders' Trial Package</td><td>\$5.36</td></tr></tbody></table> <p>* Prices include all applicable TX taxes.</p> <p>All purchases subject to Zynga's Terms of Service. Secure Payment</p>	Favor Points	Description	Price	440	The Elders' Best Value	\$107.25	215		\$53.62	85	The Elders' Recommendation	\$21.45	42		\$10.73	21	The Elders' Trial Package	\$5.36
Favor Points	Description	Price																	
440	The Elders' Best Value	\$107.25																	
215		\$53.62																	
85	The Elders' Recommendation	\$21.45																	
42		\$10.73																	
21	The Elders' Trial Package	\$5.36																	

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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 Vampire Wars as a browser-based game to its users via social networking websites. A user of Vampire Wars 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 Vampire Wars. 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 Vampire Wars. The priority date for Claim 9 is September 11, 1987.</p> <p>Vampire Wars 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, the commercials may be displayed to purchase more resources based on the subscriber having insufficient resources to complete an action.</p>

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Claim Language	Evidence of Infringement																					
	 <p>The screenshot displays a game interface for 'Vampire Wars'. A central dialog box titled 'BUY FAVOR POINTS' is open, asking the user to purchase more points because they need 70 but only have 25. The dialog lists several purchase packages with their respective costs and features:</p> <table border="1"> <thead> <tr> <th>Package</th> <th>Cost</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 background interface shows a player profile for 'dd11' (Modern Vampire) with Level 5, 55/72 experience, 26/26 energy, 6/6 rage, and 20,535 blood. There is also an advertisement for 'Animal Print AVATAR'.</p>	Package	Cost	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	Cost	Notes																				
21 Favor Points	\$5.36 USD	The Elders' Trial Package																				
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440 Favor Points	\$107.25 USD																					
900 Favor Points	\$214.50 USD	The Elders' Best Value																				

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 Words with Friends as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, Words with Friends 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>Words with Friends receives at least one information transmission from a server, such as when additional game components are loading and Words with Friends 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, Words with Friends 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 Words with Friends 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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Claim Language	Evidence of Infringement
	<p>Words with Friends also receives information content and control signals to provide messages to the game user, such as the availability of various resources (energy, coins, chips, for example) available during game play, to remind the user to play other games, to respond to requests from other users, and to accept or give gifts to other game users. The information content is the content of the message, and the first control signal is the signal that causes the message to be displayed. The information content may include advertisements to purchase products or services, such as to purchase additional resources or unlock special features. See below:</p>


Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'Words With Friends store' interface. At the top, there is a 'Start a Game' button, a 'close' button, the 'WORDS with friends store' logo, and a currency display showing '0' with a 'Buy' button. Below the top bar, there is a 'Suggested Friends' section with two entries: 'Start a game with Mary Smith' and 'Send a challenge to Michael Mckenzie'. The main content area features two items for sale. The first item is 'The Ville Themeboard', which is marked as 'FREE!' and has a quantity of '0'. It includes a description: 'Words With Friends is celebrating the launch of Zynga's new game!' and a preview image of the themeboard. The second item is 'Word-O-Meter', which has a quantity of '32'. Its description reads: 'How strong is your word? Let the Word-O-Meter help push your vocabulary to better words.' Below the description is a preview image of the Word-O-Meter game board.</p>

Continued on next page

Claim Language	Evidence of Infringement
generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;	Words with Friends generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which Words with Friends is being played. For example, Words with Friends 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., Words Tokens) when the user does not have enough resources to complete a certain activity.

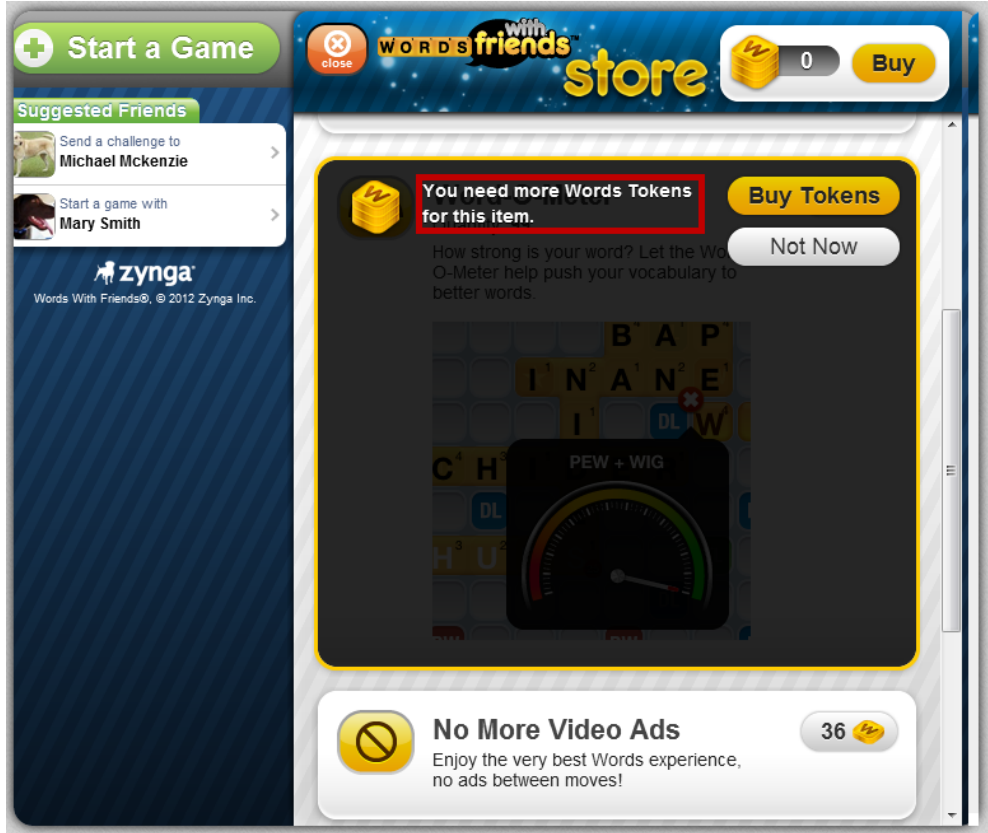
Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'Words with Friends' game interface. On the left, there is a 'Start a Game' button and a 'Suggested Friends' list with options to 'Send a challenge to Michael Mckenzie' and 'Start a game with Mary Smith'. The Zynga logo and 'Words With Friends® © 2012 Zynga Inc.' are visible. On the right, a 'store' overlay is active, featuring a 'close' button, a 'Words Tokens' counter at 0, and a 'Buy' button. A central message reads 'You need more Words Tokens for this item.' with 'Buy Tokens' and 'Not Now' buttons. Below this is a 'No More Video Ads' section with a '36' token counter and a 'Buy' button. The background shows a game board with letters and a 'PEW + WIG' score display.</p>

Continued on next page

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


Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'Words with Friends' game interface. On the left, there is a sidebar with a 'Start a Game' button, a 'Suggested Friends' list (including Michael Mckenzie and Mary Smith), and the Zynga logo. The main area features a 'store' overlay with a 'Buy Tokens' button and a 'Not Now' button. A red box highlights the text 'You need more Words Tokens for this item.' Below this, there is a 'No More Video Ads' section with a '36' indicator. The background shows a game board with letters and a 'PEW + WIG' score display.</p>

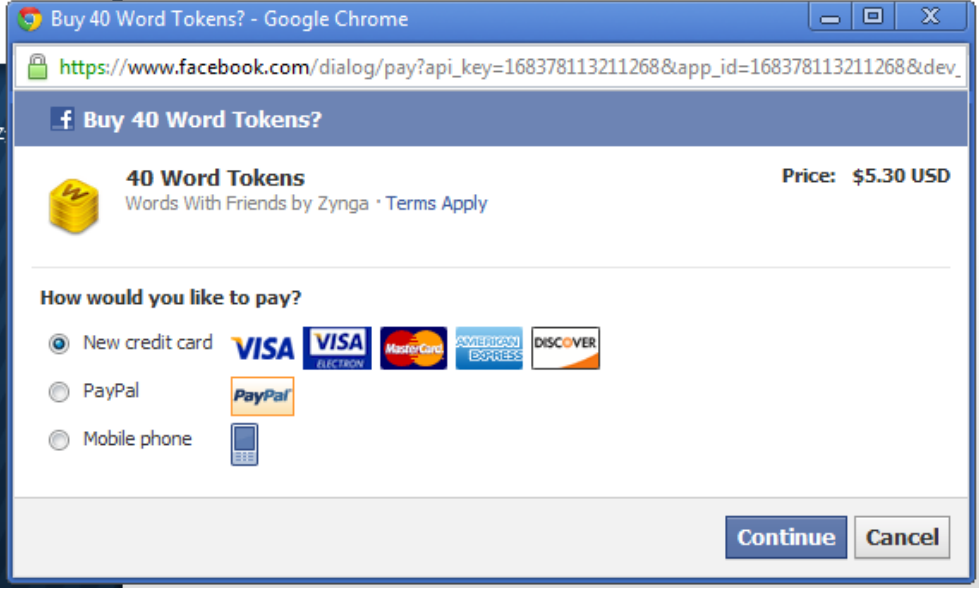
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Claim Language	Evidence of Infringement
receiving a subscriber input at said receiver station after said step of delivering; and	This claim element does not include a “software limitation” under P.R. 3-1(g). Words with Friends receives a subscriber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

Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Words with Friends store' interface. At the top, there is a 'Start a Game' button and a 'Buy' button next to a token counter showing '0'. Below the 'Start a Game' button is a 'Suggested Friends' section with two entries: 'Send a challenge to Michael Mckenzie' and 'Start a game with Mary Smith'. The Zynga logo and 'Words With Friends ©, © 2012 Zynga Inc.' are visible. The main content area is titled 'Select Token Package' and lists five options with radio buttons: 940 tokens for \$107.25 USD, 465 tokens for \$53.62 USD, 170 tokens for \$21.45 USD, 80 tokens for \$10.73 USD, and 40 tokens for \$5.36 USD (which is selected). There is also a 15 token package for \$2.14 USD. A note states '* Prices include all applicable TX taxes.' Below the list are 'Cancel >' and 'Continue >' buttons. At the bottom, it says 'All purchases subject to Zynga's Terms of Service.' and shows logos for VISA, MasterCard, American Express, Discover, JCB, and PayPal, along with a 'Secure Payment' icon.</p>
<p>controlling said receiver station based on said subscriber input.</p>	<p>Words with Friends controls the receiver station based on the subscriber input. For example, Words with Friends may present a payment screen to allow the subscriber to pay for the benefit datum.</p>

Continued on next page

Claim Language	Evidence of Infringement
	
<p>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 Words with Friends as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 2 is September 11, 1987.</p>

Continued on next page

Claim Language	Evidence of Infringement
	<p>Words with Friends 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>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>

Continued on next page

Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides Words with Friends as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 3 is September 11, 1987.</p> <p>Words with Friends modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below illustrates the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p>

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Claim Language	Evidence of Infringement
	

Continued on next page

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

Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'Words With Friends' game interface. At the top left, there is a green 'Start a Game' button. Below it, a 'Suggested Friends' section lists 'Mary Smith' and 'Michael Mckenzie'. The Zynga logo and 'Words With Friends © 2012 Zynga Inc.' are visible. The main area features a 'store' section with 'The Ville Themeboard' (marked 'FREE!') and 'Word-O-Meter' (Quantity: 99). The 'Word-O-Meter' section shows a keyboard with letters B, A, P, I, N, A, N, E, I, DL, W.</p>

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Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides Words with Friends as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally by Words with Friends prior to delivery of the commercial. See below:</p>

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>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 Words with Friends as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 6 is September 11, 1987.</p>


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Claim Language	Evidence of Infringement
	<p>The commercial in Claim 5 is delivered from storage at the receiver station. See below:</p> <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>

Continued on next page

Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides Words with Friends as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Words 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 Words 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 Words 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>

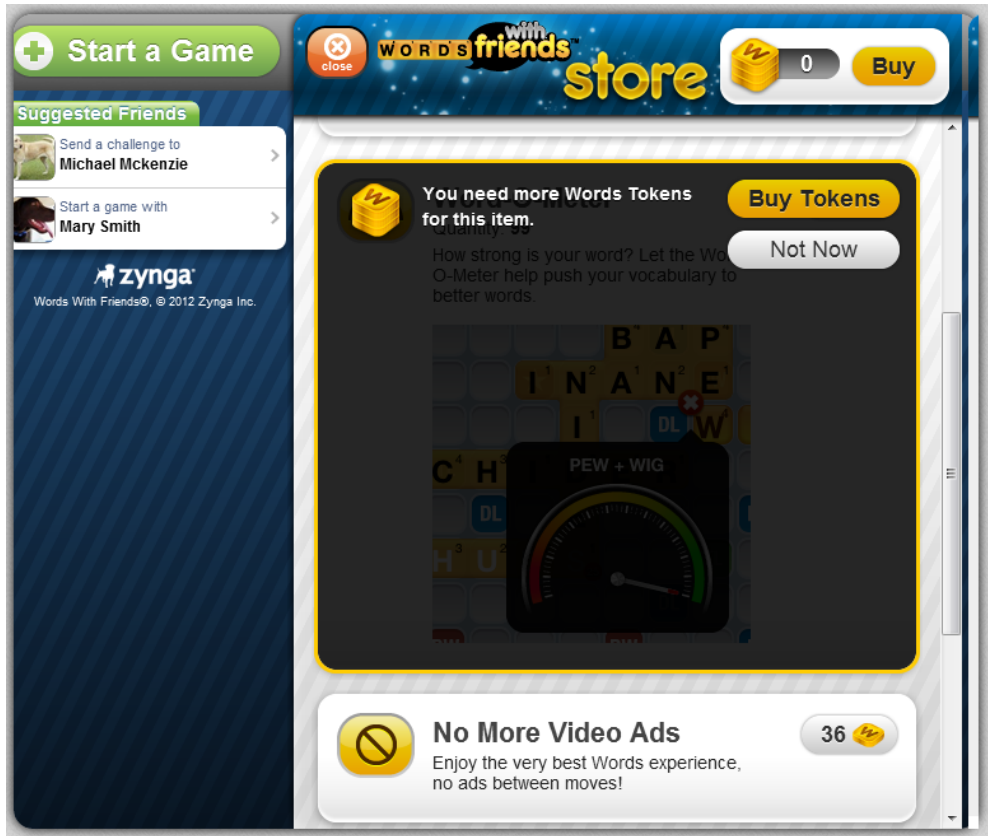
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Claim Language	Evidence of Infringement														
	 <p>The screenshot displays the 'Words with Friends store' interface. At the top, there is a 'Start a Game' button and a 'close' button. Below this, a 'Suggested Friends' section lists 'Michael Mckenzie' and 'Mary Smith'. The main content area is titled 'Select Token Package' and lists five options with their respective prices in USD:</p> <table border="1"><thead><tr><th>Package Size</th><th>Price (USD)</th></tr></thead><tbody><tr><td>940</td><td>\$107.25</td></tr><tr><td>465</td><td>\$53.62</td></tr><tr><td>170</td><td>\$21.45</td></tr><tr><td>80</td><td>\$10.73</td></tr><tr><td>40</td><td>\$5.36</td></tr><tr><td>15</td><td>\$2.14</td></tr></tbody></table> <p>At the bottom, there are 'Cancel >' and 'Continue >' buttons, along with payment logos for VISA, MasterCard, American Express, Discover, JCB, and PayPal. A 'Secure Payment' icon is also present.</p>	Package Size	Price (USD)	940	\$107.25	465	\$53.62	170	\$21.45	80	\$10.73	40	\$5.36	15	\$2.14
Package Size	Price (USD)														
940	\$107.25														
465	\$53.62														
170	\$21.45														
80	\$10.73														
40	\$5.36														
15	\$2.14														

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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 Words with Friends as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of Words 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 Words 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 Words with Friends. The priority date for Claim 9 is September 11, 1987.</p> <p>Words 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 (e.g., number of resources available).</p>

Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'Words with Friends' game interface. On the left, there is a 'Start a Game' button and a 'Suggested Friends' list with options to 'Send a challenge to Michael Mckenzie' and 'Start a game with Mary Smith'. The Zynga logo and 'Words With Friends® © 2012 Zynga Inc.' are visible below. On the right, a 'store' overlay is active, featuring a 'close' button, a 'Words Tokens' counter at 0, and a 'Buy' button. A central message reads 'You need more Words Tokens for this item.' with 'Buy Tokens' and 'Not Now' buttons. Below this is a 'No More Video Ads' section with a '36' token counter and a 'Buy' button. The background shows a game board with letters and a 'PEW + WIG' score display.</p>

Claim Language	Evidence of Infringement
<p>1. A method of processing video signals at a receiver station based on at least one information transmission, the method comprising the steps of:</p>	<p>Zynga provides Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, Words with Friends 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>Words with Friends receives at least one information transmission from a server, such as when additional game components are loading and Words with Friends 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, Words with Friends 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 Words with Friends received a control signal that causes additional game components to load.</p>

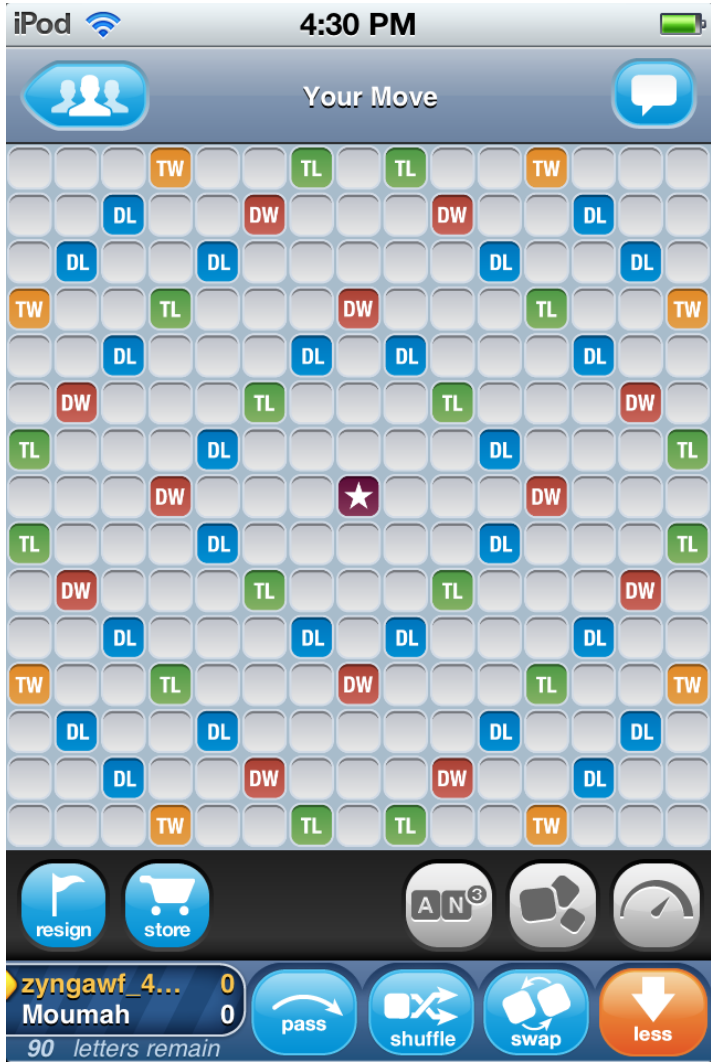
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Claim Language	Evidence of Infringement
	

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Claim Language	Evidence of Infringement
	<p>Words with Friends 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., store button) to purchase products or services, such as to purchase additional resources or unlock special features. See below:</p>

Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the 'Your Move' screen of the Words with Friends mobile game. The interface features a 10x10 grid of letter tiles. The tiles are color-coded: blue for 'DL', red for 'DW', green for 'TL', and orange for 'TW'. A central star icon is visible. The top status bar indicates the device is an iPod, the time is 4:30 PM, and the battery is full. The bottom interface includes buttons for 'resign', 'store', 'pass', 'shuffle', 'swap', and 'less', along with a score display for 'zyngawf 4...' and 'Moumah'.</p>

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Claim Language	Evidence of Infringement
generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;	Words with Friends generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which Words with Friends is being played. For example, Words with Friends 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 a description of the benefit of purchasing a particular product or service (e.g., purchasing additional Word-O-Meters).

Continued on next page

Claim Language	Evidence of Infringement
	<p>The screenshot shows the 'Words with Friends Store' interface on an iPod. At the top, the status bar displays 'iPod', signal strength, Wi-Fi, and the time '4:26 PM'. Below the status bar is a blue header with a 'back' button and the store title 'WORDS with friends store'. The main content area features two product cards. The first card is for 'Word-O-Meter', priced at \$2.99, with a quantity of 99. It includes a gauge icon and a description: 'How strong is your word? Let the Word-O-Meter help push your vocabulary to better words.' Below the text is a preview image of a game board with a gauge overlay. The second card is for 'Tile Pile', priced at \$0.99, with a quantity of 10. It includes a tile icon and a description: 'Are there any S's left? When used, Tile Pile tells you which letters remain.'</p>

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

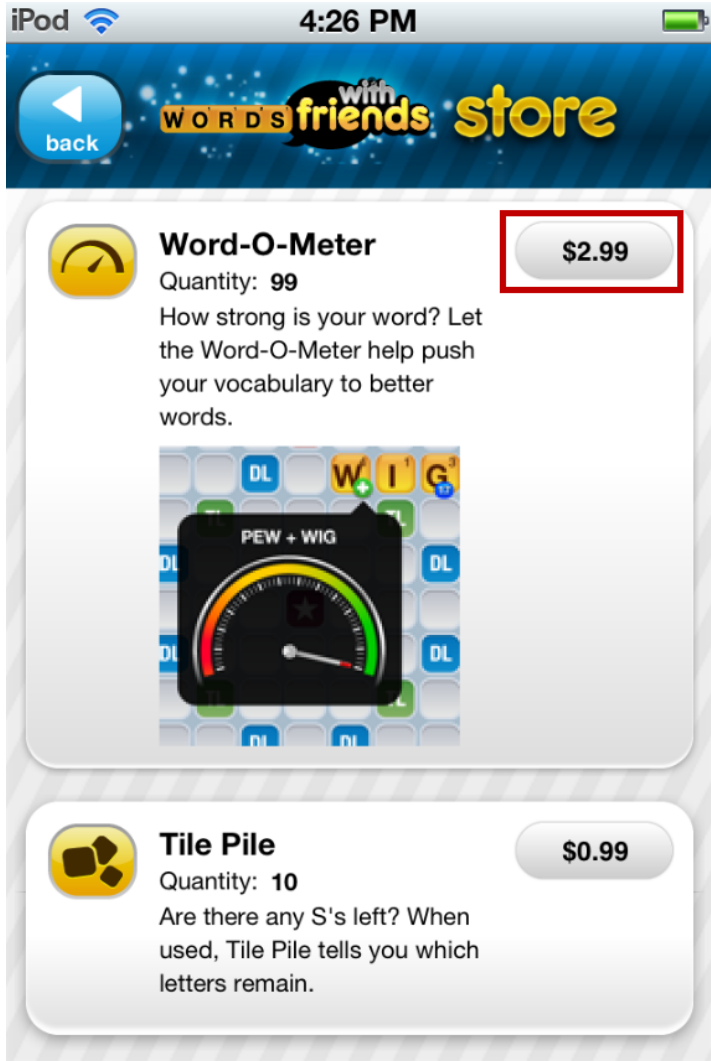
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Claim Language	Evidence of Infringement
	 <p>iPod 4:26 PM</p> <p>Words with Friends Store</p> <p>Word-O-Meter \$2.99 Quantity: 99 How strong is your word? Let the Word-O-Meter help push your vocabulary to better words.</p> <p>Tile Pile \$0.99 Quantity: 10 Are there any S's left? When used, Tile Pile tells you which letters remain.</p>

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Claim Language	Evidence of Infringement
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). Words with Friends 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 Words with Friends). Such a display button is shown below:

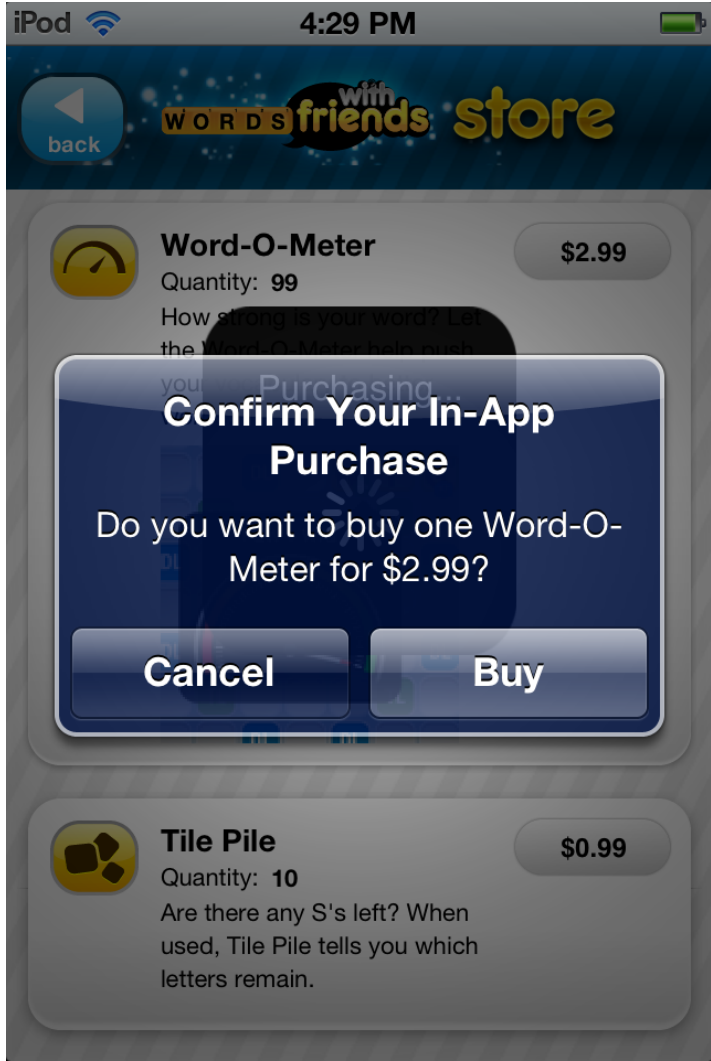
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Claim Language	Evidence of Infringement
	 <p>iPod 4:26 PM</p> <p>back WORDS with friends store</p> <p>Word-O-Meter \$2.99 Quantity: 99 How strong is your word? Let the Word-O-Meter help push your vocabulary to better words.</p> <p>Tile Pile \$0.99 Quantity: 10 Are there any S's left? When used, Tile Pile tells you which letters remain.</p>

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Claim Language	Evidence of Infringement
controlling said receiver station based on said subscriber input.	Words with Friends controls the receiver station based on the subscriber input. For example, Words with Friends may present a payment screen to allow the subscriber to pay for the benefit datum.

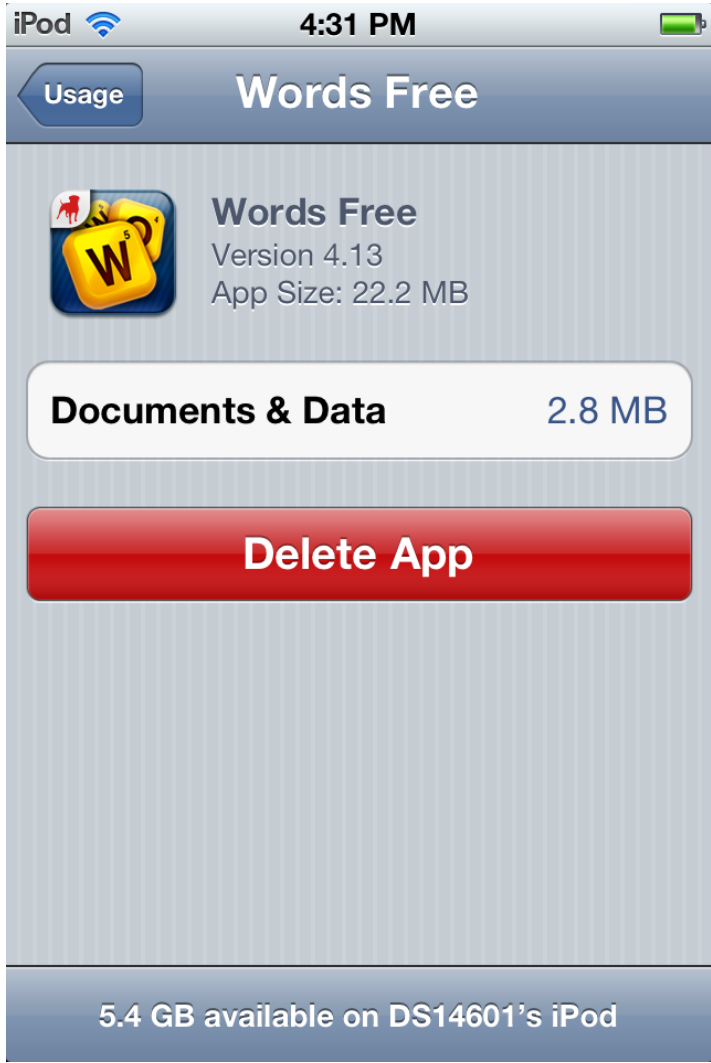
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows an iPod/iPhone interface for the 'Words with Friends Store'. At the top, the status bar displays 'iPod', signal strength, Wi-Fi, and the time '4:29 PM'. The app header features a 'back' button and the text 'WORDS with friends store'. Below the header, there are two product listings. The first listing is for 'Word-O-Meter', priced at \$2.99, with a quantity of 99. A modal dialog box is overlaid on the screen, asking 'Do you want to buy one Word-O-Meter for \$2.99?' with 'Cancel' and 'Buy' buttons. The second listing is for 'Tile Pile', priced at \$0.99, with a quantity of 10. The background of the app is dark blue with a starry pattern.</p>

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Claim Language	Evidence of Infringement
<p>2. The method of claim 1, further comprising the step of storing said subscriber specific data at a computer at said receiver station.</p>	<p>Zynga provides Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 2 is September 11, 1987.</p> <p>Words with Friends stores subscriber specific data at a computer at the receiver station. See, for example, the local storage (e.g., device memory) shown below containing subscriber specific data:</p>

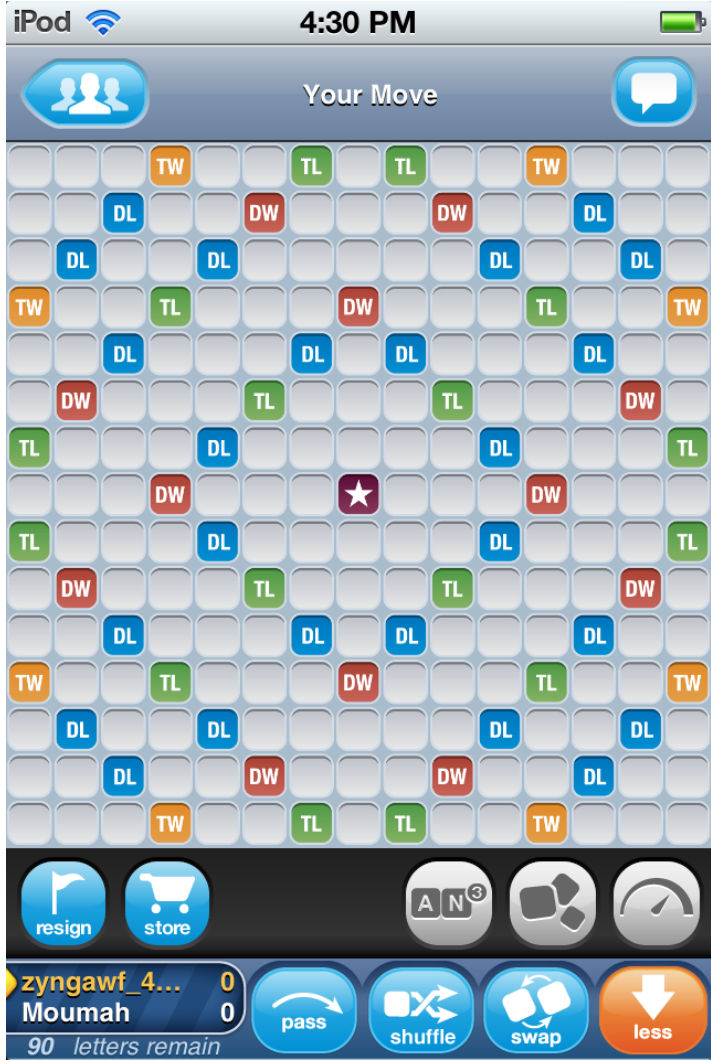
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' page for the 'Words Free' app on an iPod. The app icon is a yellow square with a white 'W' and a red horse. The text on the screen includes: 'Words Free', 'Version 4.13', 'App Size: 22.2 MB', 'Documents & Data 2.8 MB', and a large red button labeled 'Delete App'. The status bar at the top shows 'iPod', signal strength, '4:31 PM', and battery level. The bottom status bar indicates '5.4 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 3 is September 11, 1987.</p> <p>Words with Friends 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 whether Word-O-Meters are available for use, which changes based on purchases by the subscriber:</p>

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Claim Language	Evidence of Infringement
	

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Claim Language	Evidence of Infringement
4. The method of claim 1, wherein said information content comprises a commercial.	<p>Zynga provides Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words with Friends 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 Words with Friends. The priority date for Claim 4 is September 11, 1987.</p> <p>Words with Friends receives information content that includes a commercial for the resources.</p>

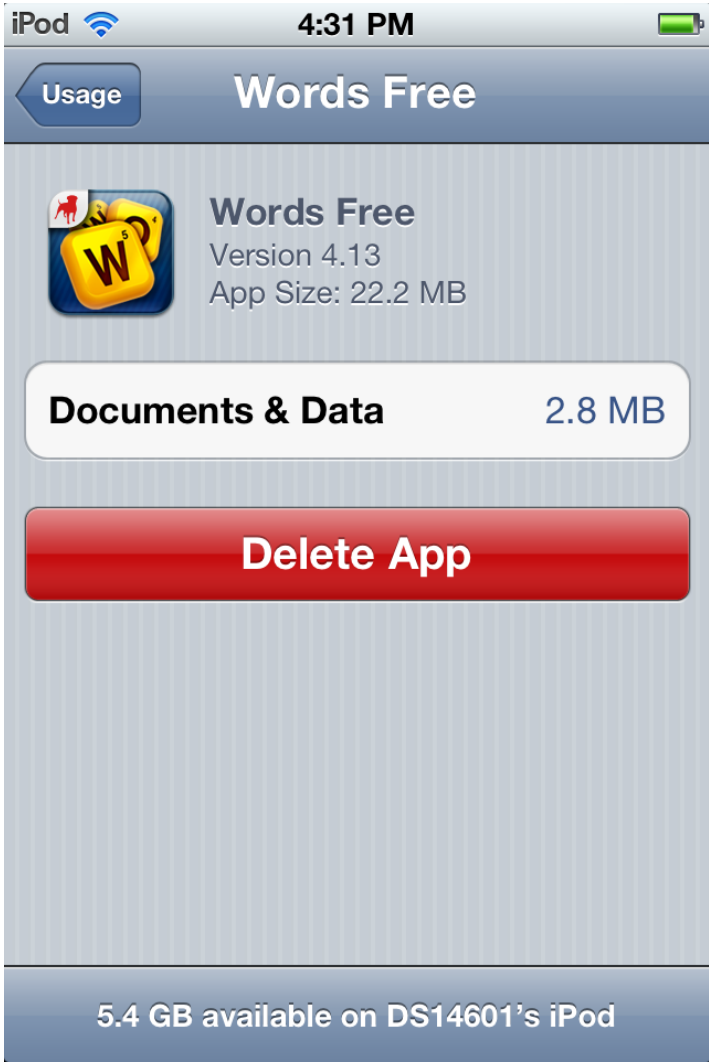
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Claim Language	Evidence of Infringement

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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 Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally by Words with Friends prior to delivery of the commercial. See below:</p>

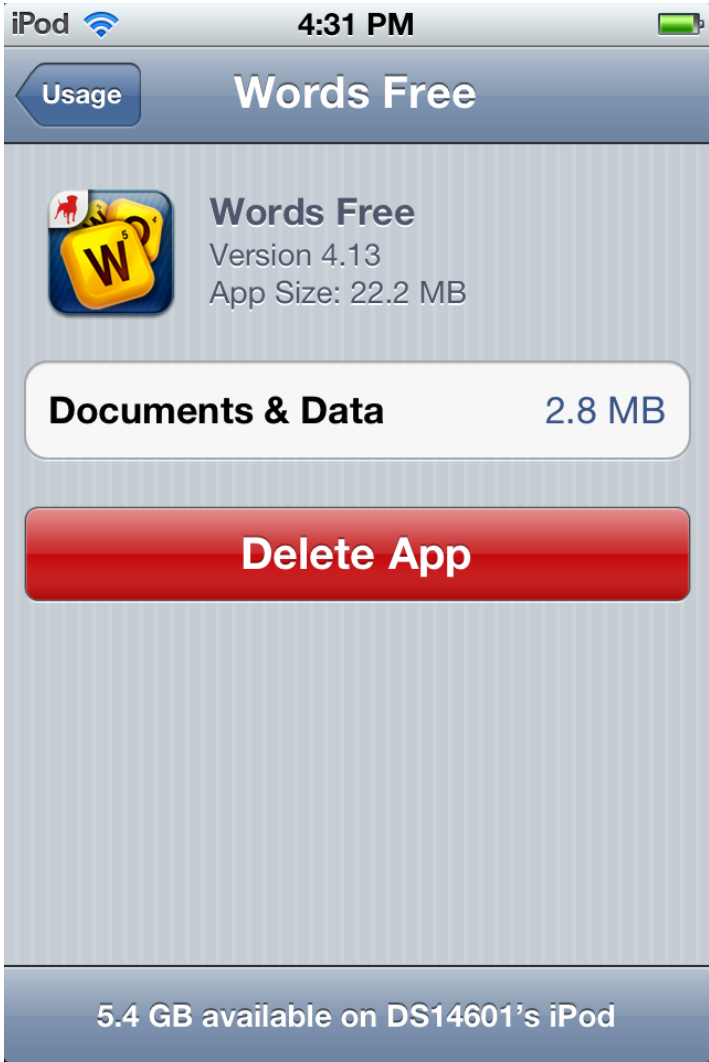
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the 'Words Free' app on an iPod. The status bar at the top indicates the device is an iPod, has a Wi-Fi signal, the time is 4:31 PM, and the battery is partially full. The app's icon, which features a yellow 'W' on a blue background, is displayed next to the app name 'Words Free', version '4.13', and size '22.2 MB'. Below the app information, a white box shows 'Documents & Data' with a value of '2.8 MB'. A prominent red button with the text 'Delete App' is centered on the screen. At the bottom, a blue bar indicates that '5.4 GB' is available on the device 'DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words with Friends 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 Words with Friends. 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 Words with Friends. 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>

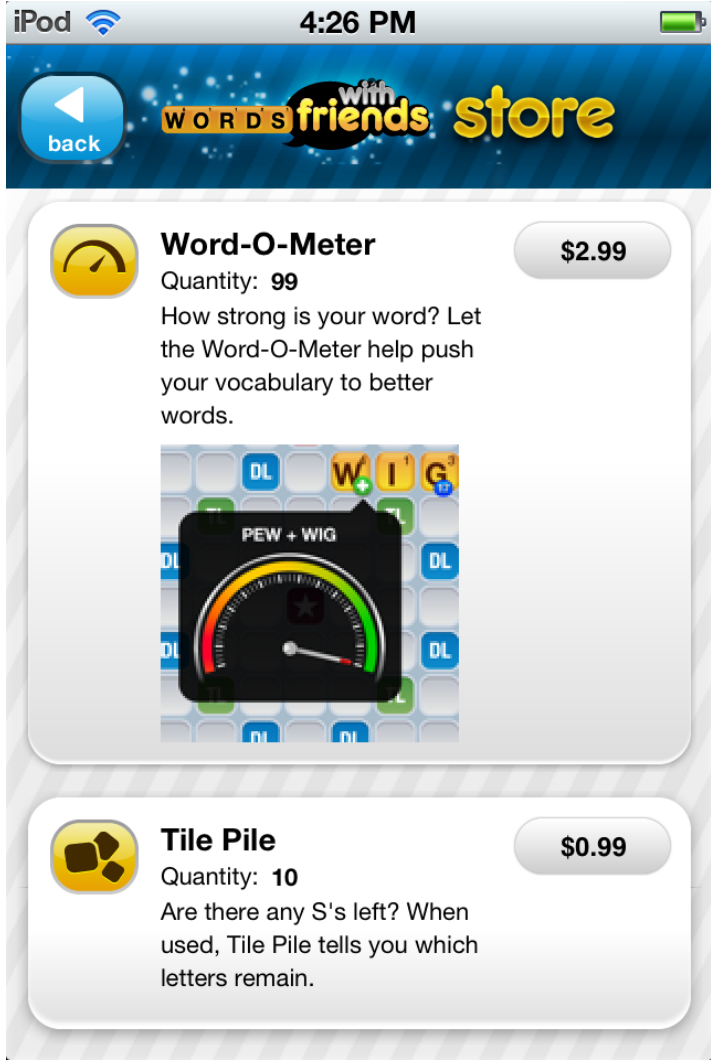
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the 'Words Free' app on an iPod. The app icon is a yellow square with a white 'W' and a red horse. The text on the screen includes: 'Words Free', 'Version 4.13', 'App Size: 22.2 MB', 'Documents & Data 2.8 MB', and a large red button labeled 'Delete App'. The status bar at the top shows 'iPod', signal strength, '4:31 PM', and battery level. The bottom status bar indicates '5.4 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words 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 Words 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 Words 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 'Words with Friends Store' interface on an iPod. At the top, it says 'iPod' with a Wi-Fi signal, the time '4:26 PM', and a battery icon. Below the status bar is a blue header with a 'back' button and the store title 'WORDS with friends store'. The main content area features two product cards. The first card is for 'Word-O-Meter', priced at \$2.99, with a quantity of 99. Its description asks 'How strong is your word? Let the Word-O-Meter help push your vocabulary to better words.' and includes a preview image of a game board with a gauge. The second card is for 'Tile Pile', priced at \$0.99, with a quantity of 10. Its description asks 'Are there any S's left? When used, Tile Pile tells you which letters remain.' and includes a preview image of a pile of tiles.</p>

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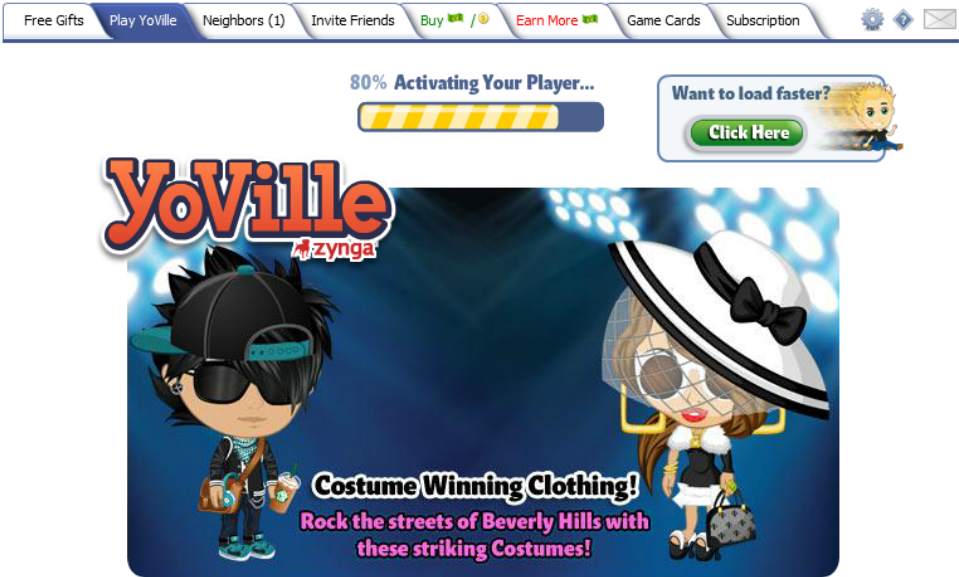
Claim Language	Evidence of Infringement
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides Words with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Words 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 Words 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 Words with Friends. The priority date for Claim 9 is September 11, 1987.</p> <p>Words 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
	

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

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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the YoVille game interface. At the top, there is a navigation bar with links for 'Free Gifts', 'Play YoVille', 'Neighbors (1)', 'Invite Friends', 'Buy', 'Earn More', 'Game Cards', and 'Subscription'. Below the navigation bar, there is a loading bar indicating '80% Activating Your Player...'. To the right of the loading bar, there is a button that says 'Want to load faster? Click Here' with a small avatar icon. The main content area features a promotional banner for 'Costume Winning Clothing!' with the text 'Rock the streets of Beverly Hills with these striking Costumes!'. The banner shows two avatars: one wearing a black hat and sunglasses, and another wearing a white hat and a black and white outfit.</p> <p>YoVille 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 YoVille game interface. At the top, there are several UI elements: a gold coin icon with '485', a green coin icon with '0', a 'Get Cash & Coins' button, a level indicator showing '2' and '44', a '100/100' progress bar, and a 'Home' button with '1700'. The main area shows a 3D-rendered living room with a wooden floor, a green patterned rug, a white sofa, a wooden coffee table, a bookshelf, and a window. A character is visible in the room. A tooltip above the character says 'Unlocked At Level 10'. At the bottom, there is a navigation bar with icons for home, friends, chat, and a 'Subscribe' button. Below the navigation bar, there are several 'Add Friends' buttons with a 'y' logo, and a 'Want A Raise? 1 Neighbor needed for Promotion! Invite More' button.</p>

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Claim Language	Evidence of Infringement
generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;	YoVille generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which YoVille is being played. For example, YoVille 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., YoCash and YoCoins) 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 a 'Buy YoCash & YoCoins!' interface. At the top, there are navigation tabs: 'Free Gifts', 'Play YoVille', 'Neighbors (1)', 'Invite Friends', 'Game Cards', and 'Subscription'. Below these is a gear icon. The main title is 'Buy YoCash & YoCoins!' in orange. To the right, there are buttons for 'Buy with Mobile' and 'Looking for YoCoins?'. The interface features seven purchase options, each with a green 'YoCash' icon and a 'BUY' button:</p> <ul style="list-style-type: none"> 25 YoCash: Price \$5.36 50 YoCash: Price \$10.73 100 YoCash: Price \$19.31 150 YoCash: Price \$28.96 200 YoCash: Price \$36.47 300 YoCash: Price \$53.62 650 YoCash: Best Value! Price \$107.25 <p>At the bottom, there is a note: '* Prices include all applicable TX taxes.' Below this are logos for various payment methods: Facebook, VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, U.S., and PayPal. A 'Secure Payment' icon is also present.</p>

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


Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the YoVille game interface. At the top, there is a navigation bar with links for 'Free Gifts', 'Play YoVille', 'Neighbors (1)', 'Invite Friends', 'Buy', 'Earn More', 'Game Cards', and 'Subscription'. The main area shows a virtual room with a wooden floor and walls. A 'Purchase Items' dialog box is overlaid on the room, containing the text: 'You need more YoCash! It looks like you got carried away with decorating your room! To keep this room, click below to purchase 25 YoCash!'. Below this text is a green button with a '\$25' icon and the text 'Buy 25 YoCash!'. A 'Cancel' link is positioned below the button. At the bottom of the screen, there is a shopping interface with a 'Go Shop' button, a 'My Stuff' button, and a 'Total' display showing '0' coins and '4' YoCash. Below the total are five items for sale: 'Beverly Hills' (1,999 coins), 'Beverly Hills Patio' (4 YoCash), 'Beverly Hills Yellow' (4 YoCash), 'Beverly Hills Plain' (1,399 coins), and 'Beverly Hills' (4 YoCash). 'Cancel' and 'Save' buttons are also present in the shopping interface.</p>

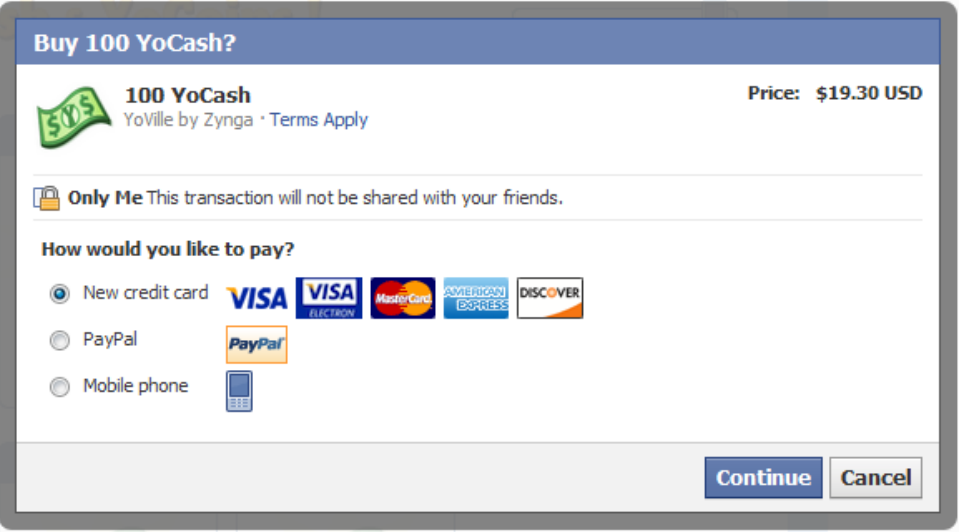
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Claim Language	Evidence of Infringement
receiving a subscriber input at said receiver station after said step of delivering; and	This claim element does not include a “software limitation” under P.R. 3-1(g). YoVille receives a subscriber input at the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

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

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Claim Language	Evidence of Infringement
	
<p>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 YoVille as a browser-based game to its users via social networking websites. A user of YoVille 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 YoVille. 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 YoVille. The priority date for Claim 2 is September 11, 1987.</p>

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Claim Language	Evidence of Infringement
	<p>YoVille 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 YoVille game interface. At the top, there are navigation tabs: 'Free Gifts', 'Play YoVille', 'Neighbors (1)', 'Invite Friends', 'Buy', 'Earn More', 'Game Cards', and 'Subscription'. Below these are various game metrics: 685 coins, 0 gems, 'Get Cash & Coins' button, level 2, 34 experience, 1/100 progress, and 1700 gems. The main scene is a 3D-rendered living room with a character standing near a window. A pop-up window titled 'Adobe Flash Player Settings' is overlaid on the scene, showing 'Local Storage' settings for 'yoville-1.static.zynga.com'. The slider is set to 100 KB, and it indicates 'Currently used: 1KB'. The bottom of the screen features a toolbar with 'Add Friends' buttons, a 'Send Free Gifts' button, and a 'Want A Raise?' promotion.</p>

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Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides YoVille as a browser-based game to its users via social networking websites. A user of YoVille 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 YoVille. 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 YoVille. The priority date for Claim 3 is September 11, 1987.</p> <p>YoVille modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below displays the amount of resource available to the subscriber, which changes based on purchases made by the subscriber:</p>

Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays a virtual living room environment. At the top, there are UI elements including a coin counter (485), a green gem counter (0), a 'Get Cash & Coins' button, a level indicator (2/44), a power level indicator (100/100), and a 'Home' button with a value of 1700. The room features a wooden floor, a green patterned rug, a white sofa, a wooden coffee table, a bookshelf, and a window. A character is visible in the room. A tooltip indicates 'Unlocked At Level 10'. At the bottom, there is a navigation bar with various icons and buttons, including 'Add Friends' buttons, a 'Subscribe' button, and a 'Want A Raise?' notification.</p>
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides YoVille as a browser-based game to its users via social networking websites. A user of YoVille 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 YoVille. The priority date for Claim 4 is September 11, 1987.</p>

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Claim Language	Evidence of Infringement
	<p>YoVille receives information content that includes a commercial for the resources.</p>  <p>The screenshot displays the YoVille game interface. At the top, a navigation bar contains several icons and buttons, including a 'Get Cash & Coins' button highlighted with a red box. The main area shows a 3D-rendered living room with a character, a sofa, a coffee table, and a bookshelf. A tooltip indicates 'Unlocked At Level 10'. The bottom of the screen features a menu with six 'Add Friends' buttons, each with a 'y' icon, and a 'Want A Raise?' promotion button. The right side of the screen has a vertical toolbar with icons for home, friends, and chat.</p>

Continued on next page

Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides YoVille as a browser-based game to its users via social networking websites. A user of YoVille 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 YoVille. 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 YoVille. 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 YoVille prior to delivery of the commercial. See below:</p>

Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the YoVille game interface. At the top, there is a navigation bar with options: Free Gifts, Play YoVille, Neighbors (1), Invite Friends, Buy, Earn More, Game Cards, and Subscription. Below this, a status bar shows 685 coins, 0 gems, and a 'Get Cash & Coins' button. The main area is a 3D-rendered living room with a wooden floor, a white sofa, a chair, and a bookshelf. A character is visible in the room. An 'Adobe Flash Player Settings' dialog box is open in the center, asking for local storage permissions for 'yoville-1.static.zgnodn.com'. The bottom of the screen features a toolbar with 'Add Friends' buttons, a 'Send Free Gifts' button, and a 'Want A Raise?' promotion.</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 YoVille as a browser-based game to its users via social networking websites. A user of YoVille 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 YoVille. 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 YoVille. 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 YoVille game interface. At the top, there is a navigation bar with options: Free Gifts, Play YoVille, Neighbors (1), Invite Friends, Buy, Earn More, Game Cards, and Subscription. Below this, a status bar shows resources: 685 coins, 0 gems, and a 'Get Cash & Coins' button. The main area is a 3D-rendered living room with a character, furniture, and a bookshelf. An 'Adobe Flash Player Settings' dialog box is open in the center, asking for local storage permissions for 'yoville-1.static.zgnodn.com'. The bottom of the screen features a 'Send Free Gifts' button, a row of 'Add Friends' buttons with 'y' icons, and a 'Want A Raise?' promotion for adding a neighbor.</p>


Continued on next page

Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides YoVille as a browser-based game to its users via social networking websites. A user of YoVille 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 YoVille. 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 YoVille. 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 display different commercials displayed to the subscriber at different times.</p>

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Claim Language	Evidence of Infringement															
	 <p>The screenshot displays a promotional pop-up window titled "Pay Less, Get More!" with a close button (X) in the top right corner. The message reads: "Hey, you are running low on YoCash, here is a special offer just for you." Below the message are four purchasable packages of YoCash, each with a green "Buy" button:</p> <table border="1"><thead><tr><th>YoCash Amount</th><th>Original Price (Crossed Out)</th><th>Special Price</th></tr></thead><tbody><tr><td>25 YoCash</td><td>\$5.00</td><td>\$4.50</td></tr><tr><td>50 YoCash</td><td>\$10.00</td><td>\$9.00</td></tr><tr><td>200 YoCash</td><td>\$40.00</td><td>\$30.60</td></tr><tr><td>650 YoCash</td><td>\$100.00</td><td>\$90.00</td></tr></tbody></table> <p>The background interface includes a top navigation bar with "Free Gifts", "Play YoVille", "Neighbors (1)", "Invite Friends", "Buy", "Earn More", "Game Cards", and "Subscription". A status bar shows 685 coins, 0 YoCash, and 1700 experience points. The bottom of the screen features a row of "Add Friends" buttons and a "Want A Raise?" notification.</p>	YoCash Amount	Original Price (Crossed Out)	Special Price	25 YoCash	\$5.00	\$4.50	50 YoCash	\$10.00	\$9.00	200 YoCash	\$40.00	\$30.60	650 YoCash	\$100.00	\$90.00
YoCash Amount	Original Price (Crossed Out)	Special Price														
25 YoCash	\$5.00	\$4.50														
50 YoCash	\$10.00	\$9.00														
200 YoCash	\$40.00	\$30.60														
650 YoCash	\$100.00	\$90.00														

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays a 'Buy YoCash & YoCoins!' interface. At the top, there are navigation tabs: 'Free Gifts', 'Play YoVille', 'Neighbors (1)', 'Invite Friends', and 'Subscription'. Below these is a blue-bordered box containing the purchase options. The title 'Buy YoCash & YoCoins!' is prominently displayed. To the right, there are links for 'Buy with Mobile' and 'Looking for YoCoins?'. The purchase options are arranged in two rows:</p> <ul style="list-style-type: none"> 25 YoCash: Price \$5.36, BUY button 50 YoCash: Price \$10.73, BUY button 100 YoCash: Price \$19.31, BUY button 150 YoCash: Price \$28.96, BUY button 200 YoCash: Price \$36.47, BUY button 300 YoCash: Price \$53.62, BUY button 650 YoCash: Best Value! Price \$107.25, BUY button <p>At the bottom of the interface, there is a note: '* Prices include all applicable TX taxes.' Below this, it states 'All purchases subject to Zynga's Terms of Service.' and lists payment methods: VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, JCB, and PayPal. A 'Secure Payment' icon is also present.</p>

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Claim Language	Evidence of Infringement
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides YoVille as a browser-based game to its users via social networking websites. A user of YoVille 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 YoVille. 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 YoVille. The priority date for Claim 9 is September 11, 1987.</p> <p>YoVille selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber. For example, an commercial to purchase additional YoCash may be provided to the subscriber when the subscriber has insufficient YoCash to complete an action.</p>

Continued on next page

Claim Language	Evidence of Infringement																
	 <p>The screenshot displays a 'Buy YoCash & YoCoins!' interface. At the top, there are navigation tabs: 'Free Gifts', 'Play YoVille', 'Neighbors (1)', 'Invite Friends', 'Game Cards', and 'Subscription'. Below these is a gear icon. The main content area features a title 'Buy YoCash & YoCoins!' and a 'Buy with Mobile' button. A search bar contains the text 'Looking for YoCoins?'. The interface lists seven purchase options, each with a 'YoCash' amount, a price, and a 'BUY' button:</p> <table border="1"> <thead> <tr> <th>YoCash Amount</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>25 YoCash</td> <td>\$5.36</td> </tr> <tr> <td>50 YoCash</td> <td>\$10.73</td> </tr> <tr> <td>100 YoCash</td> <td>\$19.31</td> </tr> <tr> <td>150 YoCash</td> <td>\$28.96</td> </tr> <tr> <td>200 YoCash</td> <td>\$36.47</td> </tr> <tr> <td>300 YoCash</td> <td>\$53.62</td> </tr> <tr> <td>650 YoCash</td> <td>\$107.25 (Best Value!)</td> </tr> </tbody> </table> <p>At the bottom, there is a note: '* Prices include all applicable TX taxes.' Below this are logos for various payment methods: Facebook, VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, U.S., and PayPal. A 'Secure Payment' icon is also present.</p>	YoCash Amount	Price	25 YoCash	\$5.36	50 YoCash	\$10.73	100 YoCash	\$19.31	150 YoCash	\$28.96	200 YoCash	\$36.47	300 YoCash	\$53.62	650 YoCash	\$107.25 (Best Value!)
YoCash Amount	Price																
25 YoCash	\$5.36																
50 YoCash	\$10.73																
100 YoCash	\$19.31																
150 YoCash	\$28.96																
200 YoCash	\$36.47																
300 YoCash	\$53.62																
650 YoCash	\$107.25 (Best Value!)																

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

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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the Zynga Bingo game interface. At the top, a progress bar with a 'B' icon and the text 'Shuffling Bingo Balls' is visible. Below this, a cartoon bear wearing a top hat and a bow tie is riding a bicycle on top of a globe. The Zynga logo, featuring a red dog silhouette and the word 'zynga' in red, is prominently displayed in the center. Below the logo, the word 'BINGO' is written in large, colorful, bubbly letters. The background is a warm, sunburst pattern.</p>

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

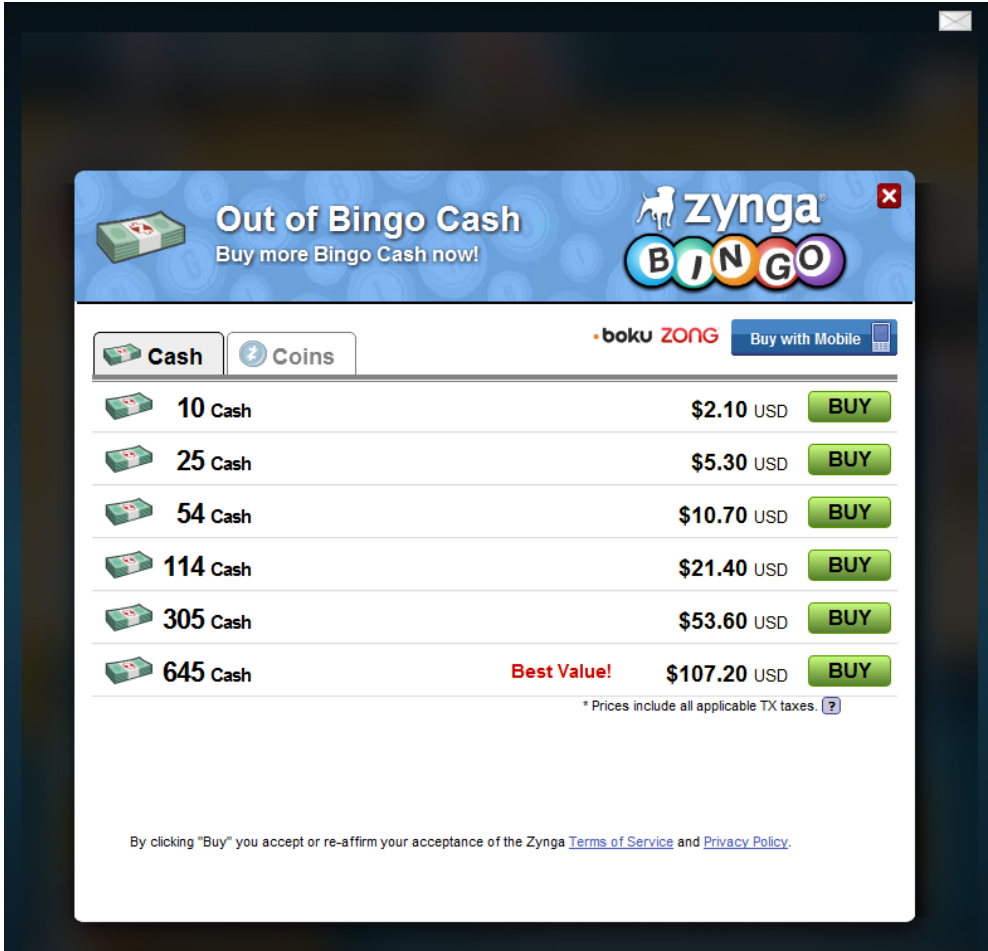
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Claim Language	Evidence of Infringement

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

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Claim Language	Evidence of Infringement																					
	 <p>The screenshot displays a Zynga Bingo purchase interface. At the top, it says "Out of Bingo Cash" and "Buy more Bingo Cash now!". Below this, there are tabs for "Cash" and "Coins", and a "boku ZONG" logo with a "Buy with Mobile" button. The main content area lists six different cash bundles for purchase, each with a "BUY" button. The bundles are:</p> <table border="1"> <thead> <tr> <th>Cash Bundle</th> <th>Price (USD)</th> <th>Button</th> </tr> </thead> <tbody> <tr> <td>10 Cash</td> <td>\$2.10 USD</td> <td>BUY</td> </tr> <tr> <td>25 Cash</td> <td>\$5.30 USD</td> <td>BUY</td> </tr> <tr> <td>54 Cash</td> <td>\$10.70 USD</td> <td>BUY</td> </tr> <tr> <td>114 Cash</td> <td>\$21.40 USD</td> <td>BUY</td> </tr> <tr> <td>305 Cash</td> <td>\$53.60 USD</td> <td>BUY</td> </tr> <tr> <td>645 Cash</td> <td>\$107.20 USD</td> <td>BUY</td> </tr> </tbody> </table> <p>The 645 Cash bundle is highlighted as the "Best Value!". A note at the bottom states: "* Prices include all applicable TX taxes." Below the purchase options, there is a disclaimer: "By clicking 'Buy' you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy."</p>	Cash Bundle	Price (USD)	Button	10 Cash	\$2.10 USD	BUY	25 Cash	\$5.30 USD	BUY	54 Cash	\$10.70 USD	BUY	114 Cash	\$21.40 USD	BUY	305 Cash	\$53.60 USD	BUY	645 Cash	\$107.20 USD	BUY
Cash Bundle	Price (USD)	Button																				
10 Cash	\$2.10 USD	BUY																				
25 Cash	\$5.30 USD	BUY																				
54 Cash	\$10.70 USD	BUY																				
114 Cash	\$21.40 USD	BUY																				
305 Cash	\$53.60 USD	BUY																				
645 Cash	\$107.20 USD	BUY																				

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Claim Language	Evidence of Infringement
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;	ZyngaBingo 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, ZyngaBingo 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 the ZyngaBingo game interface. At the top, there is a navigation bar with icons for Lobby, Gifts, Shop, Profile, and Daubs. A central banner for "The Vegas Show" is visible. A "THE STORE" pop-up window is overlaid on the screen, showing various ticket packages for purchase. The packages are:</p> <ul style="list-style-type: none"> +1 Ticket (costs 1 coin) 3 Tickets (costs 3 coins) 10 Tickets (costs 7 coins, includes 3 FREE Tickets) 30 Tickets (costs 20 coins, includes 10 FREE Tickets) (highlighted with a red box) 100 Tickets (costs 60 coins, includes 40 FREE Tickets) <p>The interface also shows a "Free Bingo Cards!" banner and a "Top Bingo Players This Week!" section with player names like Michael, Mary, and Bob.</p>

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

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

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Claim Language	Evidence of Infringement
	 <p>The screenshot shows a Facebook payment interface in a Google Chrome browser window. The title bar reads 'Buy 645 Cash? - Google Chrome'. The address bar shows a URL starting with 'https://www.facebook.com/dialog/pay?'. The main content area features the Facebook logo and the text 'Buy 645 Cash?'. Below this, there is an icon of green cash and the text '645 Cash' with a price of '\$107.20 USD'. A note indicates 'Price includes 7.25% TX tax Zynga Bingo by Zynga · Terms Apply'. The section 'How would you like to pay?' offers two main options: 'New credit card' (selected) and 'PayPal'. Under 'New credit card', logos for VISA, VISA ELECTRON, MasterCard, AMERICAN EXPRESS, and DISCOVER are displayed. At the bottom right, there are 'Continue' and 'Cancel' buttons.</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 ZyngaBingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaBingo 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 ZyngaBingo. 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 ZyngaBingo. The priority date for Claim 2 is September 11, 1987.</p>

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Claim Language	Evidence of Infringement
	ZyngaBingo stores subscriber specific data at a computer at the receiver station. See, for example, the local storage shown below containing subscriber specific data:

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Claim Language	Evidence of Infringement

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Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides ZyngaBingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaBingo 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 ZyngaBingo. 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 ZyngaBingo. The priority date for Claim 3 is September 11, 1987.</p> <p>ZyngaBingo modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below displays the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p>

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Claim Language	Evidence of Infringement
	

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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 ZyngaBingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaBingo 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 ZyngaBingo. The priority date for Claim 4 is September 11, 1987.</p> <p>ZyngaBingo receives information content that includes a commercial for the resources.</p>

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Claim Language	Evidence of Infringement
	

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

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Claim Language	Evidence of Infringement
	

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Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides ZyngaBingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaBingo 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 ZyngaBingo. 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 ZyngaBingo. 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>

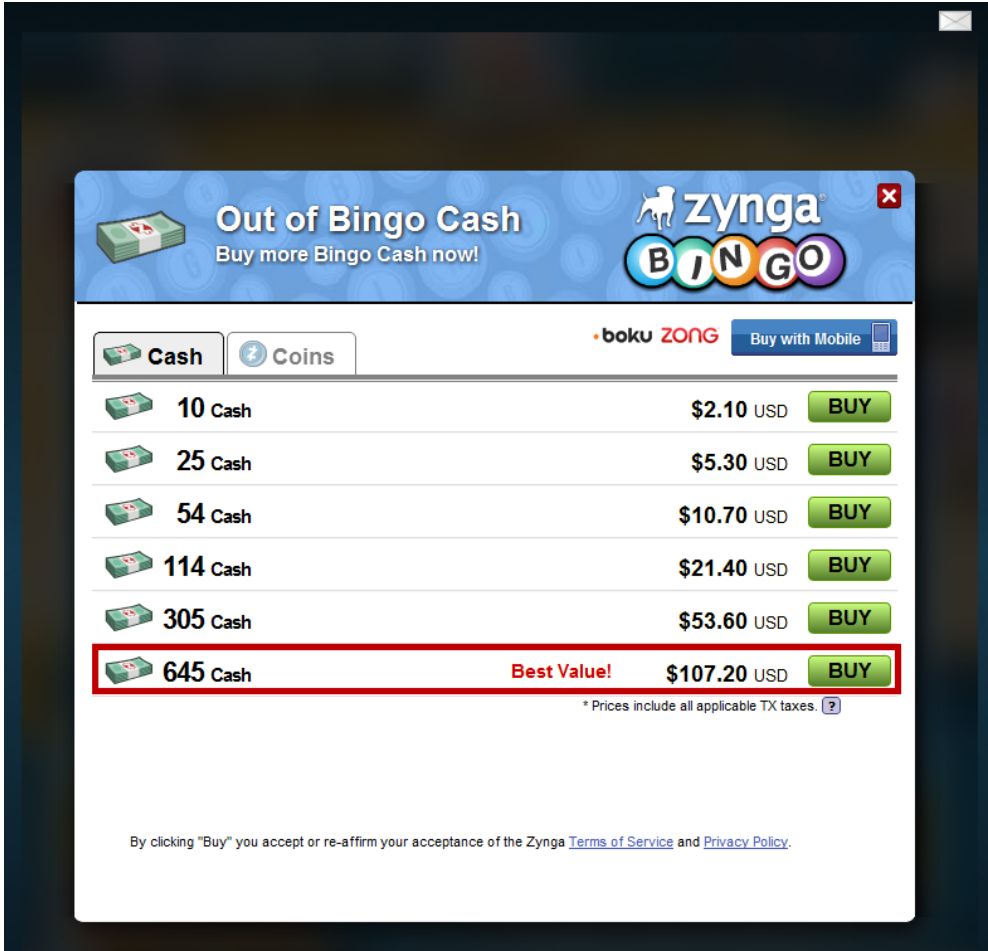
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Claim Language	Evidence of Infringement
	

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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 ZyngaBingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaBingo 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 ZyngaBingo. 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 ZyngaBingo. The priority date for Claim 7 is September 11, 1987.</p> <p>Zynga delivers commercials based on a schedule. For example, certain purchase options for resources may include sale or bonus items if a purchase is made at a certain time.</p>

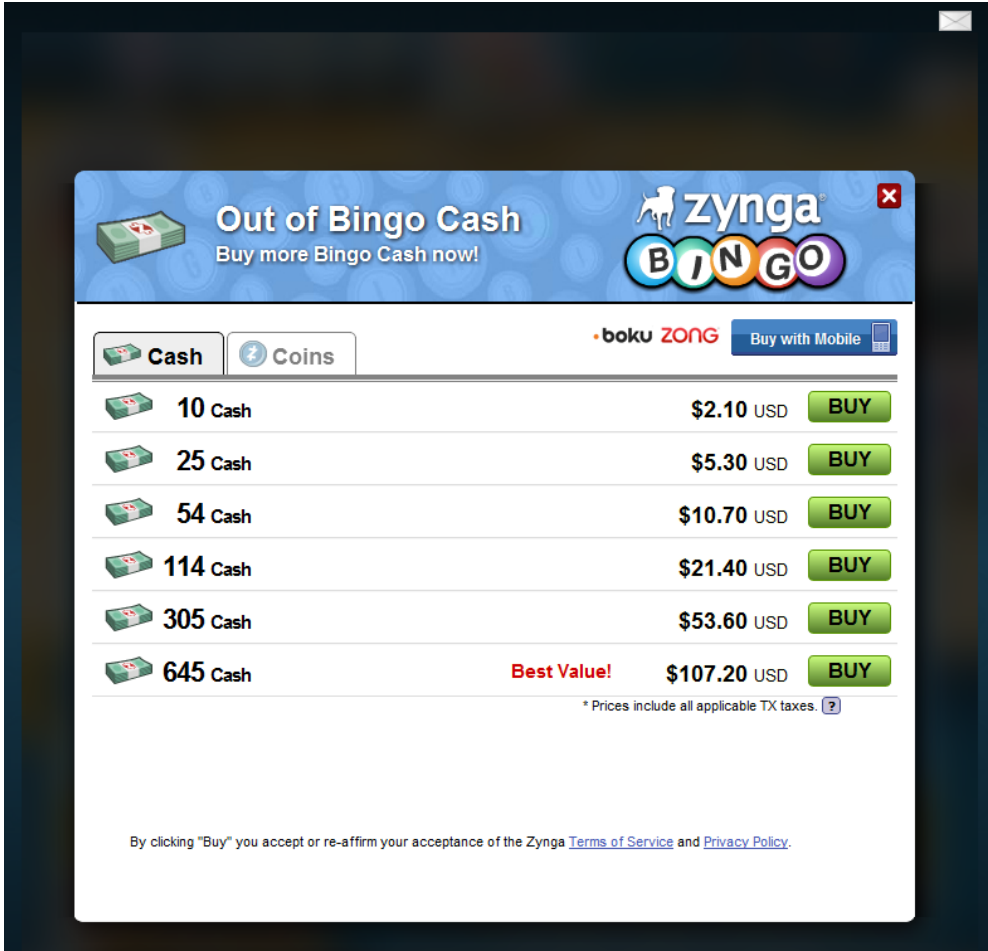
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Claim Language	Evidence of Infringement																					
	 <p>The screenshot displays a Zynga Bingo purchase interface. At the top, it says "Out of Bingo Cash" and "Buy more Bingo Cash now!". Below this, there are tabs for "Cash" and "Coins", and a "boku ZONG" logo with a "Buy with Mobile" button. A list of purchase options is shown:</p> <table border="1"> <thead> <tr> <th>Cash</th> <th>Price (USD)</th> <th>Button</th> </tr> </thead> <tbody> <tr> <td>10 Cash</td> <td>\$2.10 USD</td> <td>BUY</td> </tr> <tr> <td>25 Cash</td> <td>\$5.30 USD</td> <td>BUY</td> </tr> <tr> <td>54 Cash</td> <td>\$10.70 USD</td> <td>BUY</td> </tr> <tr> <td>114 Cash</td> <td>\$21.40 USD</td> <td>BUY</td> </tr> <tr> <td>305 Cash</td> <td>\$53.60 USD</td> <td>BUY</td> </tr> <tr> <td>645 Cash</td> <td>\$107.20 USD</td> <td>BUY</td> </tr> </tbody> </table> <p>The 645 Cash option is highlighted with a red border and labeled "Best Value!". A note at the bottom states: "* Prices include all applicable TX taxes. ?". At the very bottom, it says: "By clicking 'Buy' you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy."</p>	Cash	Price (USD)	Button	10 Cash	\$2.10 USD	BUY	25 Cash	\$5.30 USD	BUY	54 Cash	\$10.70 USD	BUY	114 Cash	\$21.40 USD	BUY	305 Cash	\$53.60 USD	BUY	645 Cash	\$107.20 USD	BUY
Cash	Price (USD)	Button																				
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114 Cash	\$21.40 USD	BUY																				
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645 Cash	\$107.20 USD	BUY																				

Continued on next page


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 ZyngaBingo as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaBingo 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 ZyngaBingo. 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 ZyngaBingo. The priority date for Claim 9 is September 11, 1987.</p> <p>ZyngaBingo selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber.</p>

Continued on next page

Claim Language	Evidence of Infringement																					
	 <p>The screenshot shows a mobile application interface for Zynga Bingo. At the top, a blue banner reads "Out of Bingo Cash" with the text "Buy more Bingo Cash now!" and the Zynga BINGO logo. Below the banner, there are two tabs: "Cash" (selected) and "Coins". To the right, there is a "boku ZONG" logo and a "Buy with Mobile" button. The main content area displays a list of cash purchase options:</p> <table border="1"> <thead> <tr> <th>Cash</th> <th>Price (USD)</th> <th>Button</th> </tr> </thead> <tbody> <tr> <td>10 Cash</td> <td>\$2.10 USD</td> <td>BUY</td> </tr> <tr> <td>25 Cash</td> <td>\$5.30 USD</td> <td>BUY</td> </tr> <tr> <td>54 Cash</td> <td>\$10.70 USD</td> <td>BUY</td> </tr> <tr> <td>114 Cash</td> <td>\$21.40 USD</td> <td>BUY</td> </tr> <tr> <td>305 Cash</td> <td>\$53.60 USD</td> <td>BUY</td> </tr> <tr> <td>645 Cash</td> <td>\$107.20 USD</td> <td>BUY</td> </tr> </tbody> </table> <p>The 645 Cash option is highlighted with a red "Best Value!" label. Below the list, a small note states: "* Prices include all applicable TX taxes." At the bottom of the screen, a disclaimer reads: "By clicking 'Buy' you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy."</p>	Cash	Price (USD)	Button	10 Cash	\$2.10 USD	BUY	25 Cash	\$5.30 USD	BUY	54 Cash	\$10.70 USD	BUY	114 Cash	\$21.40 USD	BUY	305 Cash	\$53.60 USD	BUY	645 Cash	\$107.20 USD	BUY
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305 Cash	\$53.60 USD	BUY																				
645 Cash	\$107.20 USD	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 ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. 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 ZyngaPoker. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, ZyngaPoker 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>ZyngaPoker receives at least one information transmission from a server, such as when additional game components are loading and ZyngaPoker 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, ZyngaPoker 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 ZyngaPoker received a control signal that causes additional game components to load.</p>


Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the ZyngaPoker website interface. At the top, there is a red navigation bar with the 'zynga' logo on the left, a hand icon with '80' below it, a 'NEW' badge over a green 'GO' button, and a red button with a white dog icon on the right. Below the navigation bar, the text 'zyngapoker' is displayed in white on a black background. To the right of the text is a Facebook 'Like' button with '65m' likes. A grey box in the upper right corner contains the text: 'Loading Issues? Click Here to Retry' and a smaller note: 'Note: if this button does not work, please refresh your browser.' In the center of the page is a large white spade icon with the text 'LOADING 33%' below it. In the bottom right corner, there is a small '[2 of 9]' indicator.</p>

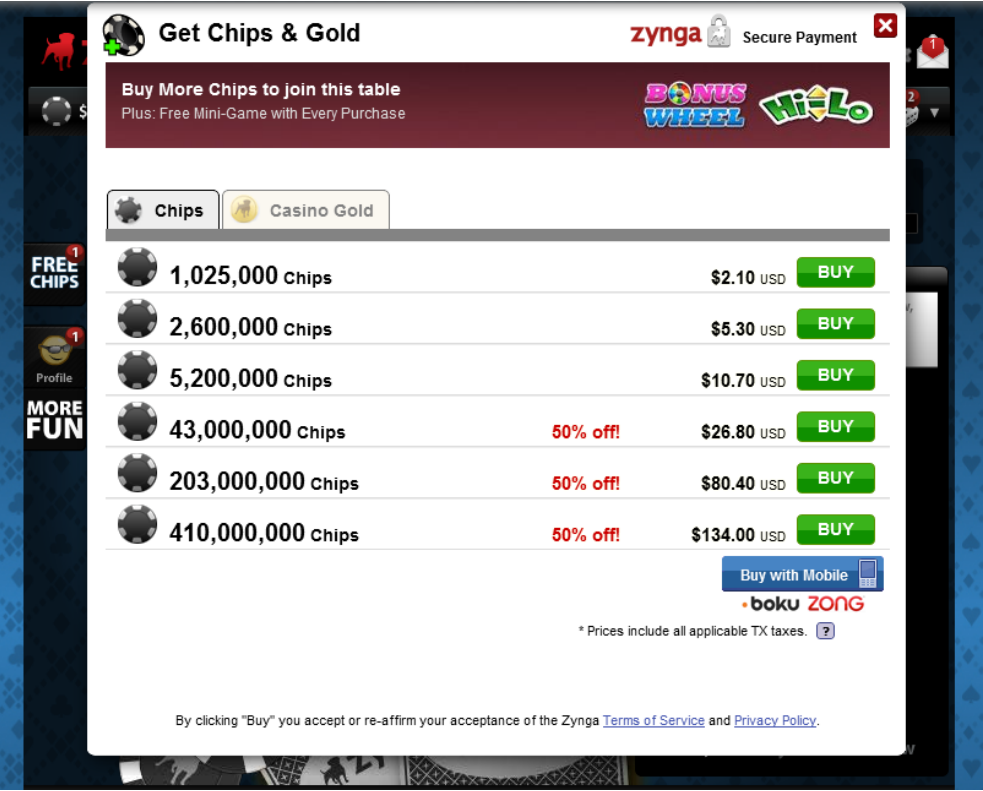
Continued on next page

Claim Language	Evidence of Infringement
	ZyngaPoker 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:

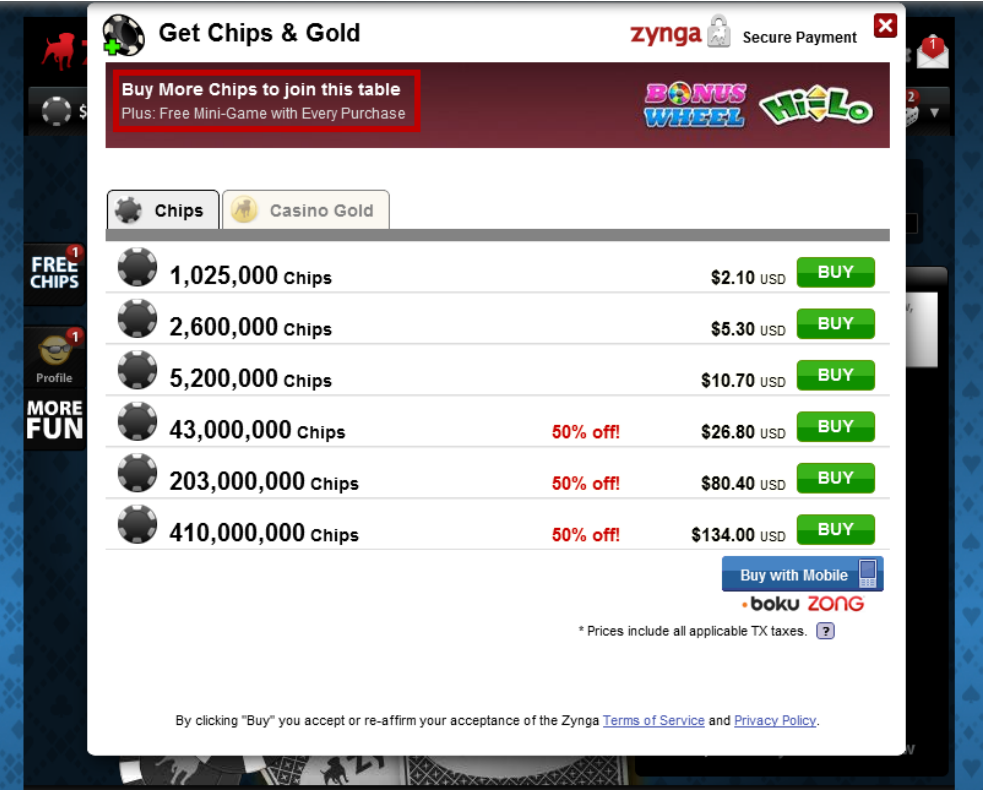
Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the ZyngaPoker interface. At the top, the user's chip count is \$3,894 and their level is 3. A 'Chips' notification box states: 'Chips can be used for playing poker + purchasing basic items in the gift shop. Purchase/earn additional chips by clicking on Get Chips & Gold'. Below this is a table of poker rooms with columns for Room, Stakes, Min/Max BuyIn, and Players. The table lists several 'Card Shark' rooms with stakes of 2K/4K and buy-ins of 40K/800K. A 'Friends Online (0)' section is also visible.</p>
<p>generating a benefit datum in response to said first control signal by processing subscriber specific data at said receiver station;</p>	<p>ZyngaPoker generates a benefit datum in response to the first control signal by processing subscriber specific data at the receiver station on which ZyngaPoker is being played. For example, ZyngaPoker 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., chips) when the user does not have enough resources to complete a certain activity.</p>

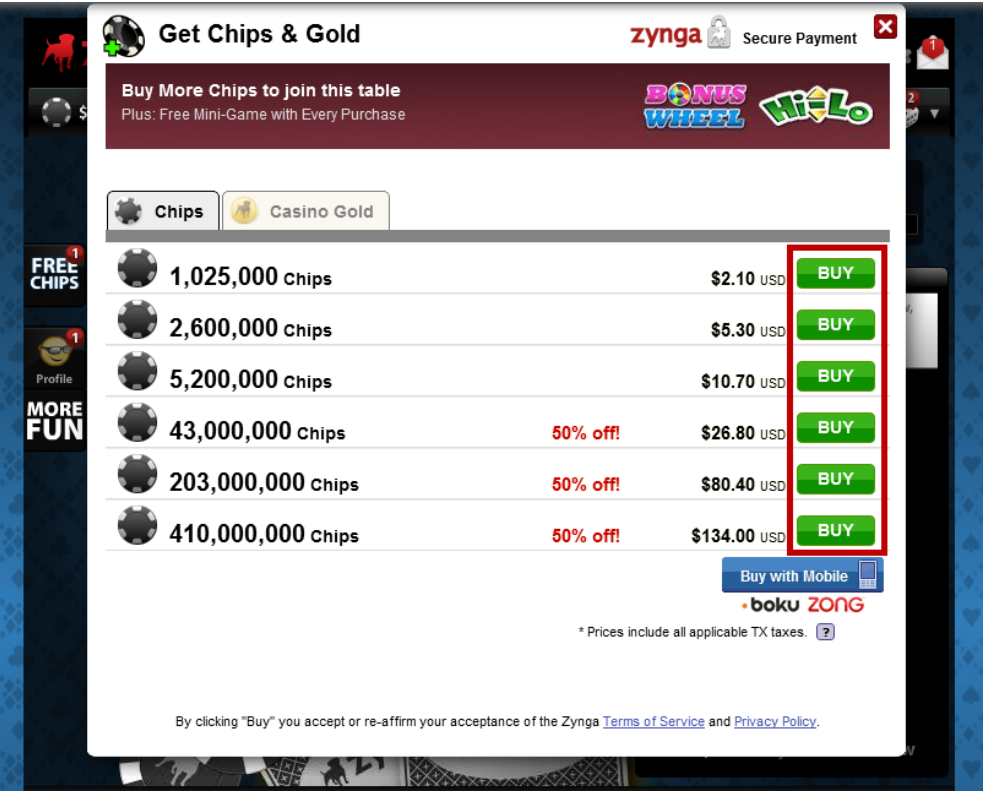
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Claim Language	Evidence of Infringement
	
<p>delivering said information content and said benefit datum at an output device at said receiver station, wherein said information content and said benefit datum explain a benefit of acquiring said product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

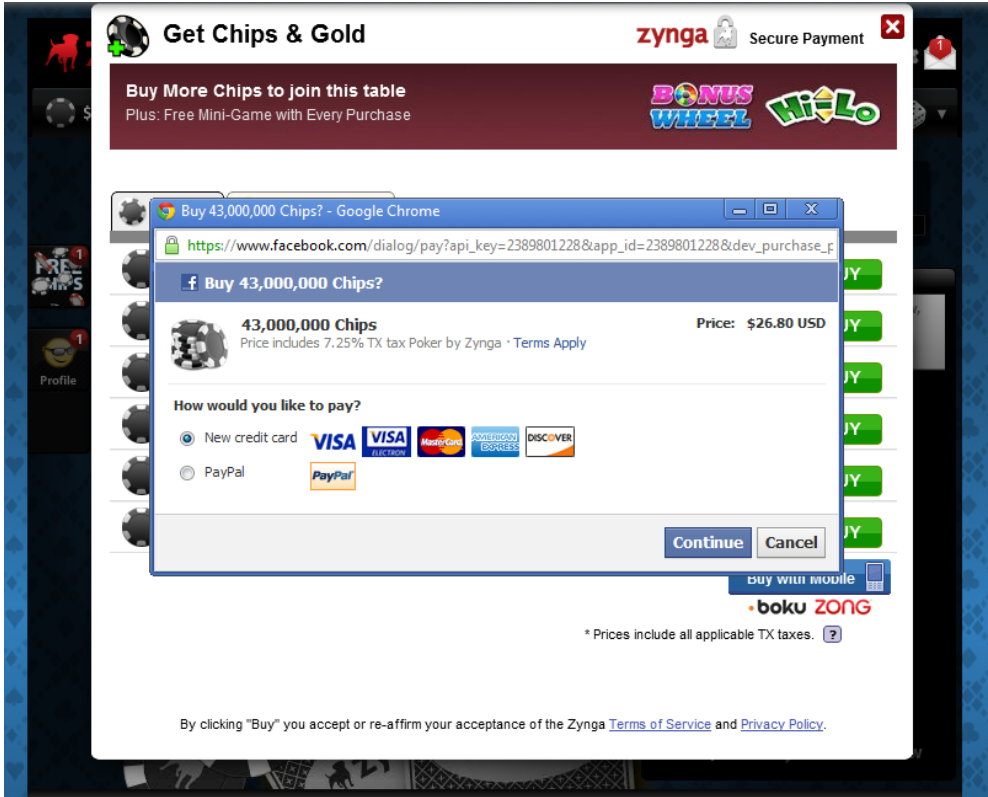
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Claim Language	Evidence of Infringement
	
<p>receiving a subscriber input at said receiver station after said step of delivering; and</p>	<p>This claim element does not include a “software limitation” under P.R. 3-1(g). ZyngaPoker receives a subscriber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

Continued on next page

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


Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot shows a ZyngaPoker game interface. At the top, there is a 'Get Chips & Gold' banner with the Zynga logo and 'Secure Payment' icon. Below the banner, a dark red box contains the text 'Buy More Chips to join this table' and 'Plus: Free Mini-Game with Every Purchase'. To the right of this box are 'BONUS WHEEL' and 'Hi-Lo' graphics. A browser window is open in the foreground, displaying a Facebook payment dialog for 'Buy 43,000,000 Chips?'. The dialog shows the price as '\$26.80 USD' and includes a note that the price includes a 7.25% TX tax. Payment options include 'New credit card' (with logos for VISA, MasterCard, and Discover) and 'PayPal'. There are 'Continue' and 'Cancel' buttons at the bottom of the dialog. Below the dialog, there is a 'Buy with mobile' button and the 'boku ZONG' logo. A small note at the bottom of the dialog states '* Prices include all applicable TX taxes.' and a disclaimer at the very bottom reads 'By clicking "Buy" you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy.'</p>

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Claim Language	Evidence of Infringement
<p>2. The method of claim 1, further comprising the step of storing said subscriber specific data at a computer at said receiver station.</p>	<p>Zynga provides ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. 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 ZyngaPoker. The priority date for Claim 2 is September 11, 1987.</p> <p>ZyngaPoker stores subscriber specific data at a computer at the receiver station. See, for example, the local storage shown below containing subscriber specific data:</p>


Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the ZyngaPoker website interface. At the top, the user's balance is \$3,894, level is 3, and they are in the 'Fish' casino. The main area shows a list of poker tables under the 'HOLD'EM' tab. A table with stakes of 2K/4K is selected, showing a list of rooms: Card Shark - Medium 1, Rivals 1, Serious 1, Advanced 2, Pro 1, Friendly 1, Singles 1, and StackEm 1. A local storage dialog box is open, asking for permission to store information from zynga1.akamaihd.net. The interface also includes buttons for 'Play Now', 'Learn To Play', and 'Join Table'.</p>


Continued on next page

Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. 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 ZyngaPoker. The priority date for Claim 3 is September 11, 1987.</p> <p>ZyngaPoker modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. See, for example, below where the purchase of additional resources results in an increase of the amount of resources available to the user:</p>

Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the ZyngaPoker interface. At the top, the user's chip balance is \$3,894, level is 3, and they are in the 'Fish' room. A 'Chips' pop-up explains that chips can be used for playing poker and purchasing items. Below this, there are tabs for 'HOLD'EM', 'TOURNAMENTS', and 'VIP CLUB'. A table of poker rooms is displayed with columns for Room, Stakes, Min/Max BuyIn, and Players. The rooms listed include 'Card Shark - Medium 1', 'Card Shark - Advanced 2', 'Card Shark - Social 1', 'Card Shark - Friendly 1', 'Card Shark - Rivals 1', 'Card Shark - Medium 2', 'Card Shark - Pro 1', and 'Card Shark - Pro 2'. At the bottom right, it says '296,977 Players online now'.</p>
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. The priority date for Claim 4 is September 11, 1987.</p>


Continued on next page

Claim Language	Evidence of Infringement																																				
	<p>ZyngaPoker receives information content that includes a commercial for the resources.</p>  <p>The screenshot displays the ZyngaPoker user interface. At the top, the user's balance is \$3,894, and they have 5 gold coins. A prominent red button labeled 'Get Chips & Gold!' is highlighted with a red box. Below this, a 'Chips' pop-up window explains that chips can be used for playing poker and purchasing items. The main interface shows a 'Table Stakes' dropdown set to '2K / 4K' and a list of available poker rooms. The table list includes columns for Room, Stakes, Min/Max BuyIn, and Players. At the bottom right, it indicates '296,977 Players online now'.</p> <table border="1" data-bbox="877 641 1396 917"> <thead> <tr> <th>Room</th> <th>Stakes</th> <th>Min/Max BuyIn</th> <th>Players</th> </tr> </thead> <tbody> <tr><td>Card Shark - Medium 1</td><td>2K / 4K</td><td>40K / 800K</td><td>8 / 9</td></tr> <tr><td>Card Shark - Advanced 2</td><td>2K / 4K</td><td>40K / 800K</td><td>8 / 9</td></tr> <tr><td>Card Shark - Social 1</td><td>2K / 4K</td><td>40K / 800K</td><td>8 / 9</td></tr> <tr><td>Card Shark - Friendly 1</td><td>2K / 4K</td><td>40K / 800K</td><td>8 / 9</td></tr> <tr><td>Card Shark - Rivals 1</td><td>2K / 4K</td><td>40K / 800K</td><td>8 / 9</td></tr> <tr><td>Card Shark - Medium 2</td><td>2K / 4K</td><td>40K / 800K</td><td>7 / 9</td></tr> <tr><td>Card Shark - Pro 1</td><td>2K / 4K</td><td>40K / 800K</td><td>7 / 9</td></tr> <tr><td>Card Shark - Pro 2</td><td>2K / 4K</td><td>40K / 800K</td><td>7 / 9</td></tr> </tbody> </table>	Room	Stakes	Min/Max BuyIn	Players	Card Shark - Medium 1	2K / 4K	40K / 800K	8 / 9	Card Shark - Advanced 2	2K / 4K	40K / 800K	8 / 9	Card Shark - Social 1	2K / 4K	40K / 800K	8 / 9	Card Shark - Friendly 1	2K / 4K	40K / 800K	8 / 9	Card Shark - Rivals 1	2K / 4K	40K / 800K	8 / 9	Card Shark - Medium 2	2K / 4K	40K / 800K	7 / 9	Card Shark - Pro 1	2K / 4K	40K / 800K	7 / 9	Card Shark - Pro 2	2K / 4K	40K / 800K	7 / 9
Room	Stakes	Min/Max BuyIn	Players																																		
Card Shark - Medium 1	2K / 4K	40K / 800K	8 / 9																																		
Card Shark - Advanced 2	2K / 4K	40K / 800K	8 / 9																																		
Card Shark - Social 1	2K / 4K	40K / 800K	8 / 9																																		
Card Shark - Friendly 1	2K / 4K	40K / 800K	8 / 9																																		
Card Shark - Rivals 1	2K / 4K	40K / 800K	8 / 9																																		
Card Shark - Medium 2	2K / 4K	40K / 800K	7 / 9																																		
Card Shark - Pro 1	2K / 4K	40K / 800K	7 / 9																																		
Card Shark - Pro 2	2K / 4K	40K / 800K	7 / 9																																		

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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 ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. 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 ZyngaPoker. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally by ZyngaPoker prior to delivery of the commercial. See below:</p>


Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot displays the ZyngaPoker website interface. At the top, the user's balance is \$3,894, level is 3, and they are in the 'Fish' casino. The main navigation includes 'Play Now' and 'Learn To Play' buttons. A table list is visible with columns for Room, Stakes, Min/Max Buyin, and Players. The table list includes rooms like 'Card Shark - Medium 1', 'Card Shark - Rivals 1', etc. A local storage dialog box is open, asking 'How much information can zynga1-a.akamaihd.net store on your computer?' with a slider set to 100 KB. The interface also shows '300,347 Players Online Now' and a 'Friends Online (0)' section.</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 ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. 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 ZyngaPoker. 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 Zynga Poker website interface. At the top, the user's balance is \$3,894, level is 3, and they are in the 'Fish' casino. A 'Play Now' button is prominent. Below, a table lists various game rooms with columns for Room, Stakes, Min/Max Buyin, and Players. A 'Local Storage' dialog box is open, asking for permission to store information from 'zynga1-akamaihd.net'.</p> <table border="1" data-bbox="884 532 1402 808"> <thead> <tr> <th>Room</th> <th>Stakes</th> <th>Min/Max Buyin</th> <th>Players</th> </tr> </thead> <tbody> <tr> <td>Card Shark - Medium 1</td> <td>2K /</td> <td></td> <td></td> </tr> <tr> <td>Card Shark - Rivals 1</td> <td>2K /</td> <td></td> <td></td> </tr> <tr> <td>Card Shark - Serious 1</td> <td>2K /</td> <td></td> <td></td> </tr> <tr> <td>Card Shark - Advanced 2</td> <td>2K /</td> <td></td> <td></td> </tr> <tr> <td>Card Shark - Pro 1</td> <td>2K /</td> <td></td> <td></td> </tr> <tr> <td>Card Shark - Friendly 1</td> <td>2K /</td> <td></td> <td></td> </tr> <tr> <td>Card Shark - Singles 1</td> <td>2K /</td> <td></td> <td></td> </tr> <tr> <td>Card Shark - StackEm 1</td> <td>2K / 4K</td> <td>40K / 800K</td> <td>7 / 9</td> </tr> </tbody> </table>	Room	Stakes	Min/Max Buyin	Players	Card Shark - Medium 1	2K /			Card Shark - Rivals 1	2K /			Card Shark - Serious 1	2K /			Card Shark - Advanced 2	2K /			Card Shark - Pro 1	2K /			Card Shark - Friendly 1	2K /			Card Shark - Singles 1	2K /			Card Shark - StackEm 1	2K / 4K	40K / 800K	7 / 9
Room	Stakes	Min/Max Buyin	Players																																		
Card Shark - Medium 1	2K /																																				
Card Shark - Rivals 1	2K /																																				
Card Shark - Serious 1	2K /																																				
Card Shark - Advanced 2	2K /																																				
Card Shark - Pro 1	2K /																																				
Card Shark - Friendly 1	2K /																																				
Card Shark - Singles 1	2K /																																				
Card Shark - StackEm 1	2K / 4K	40K / 800K	7 / 9																																		

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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 ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. 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 ZyngaPoker. 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>

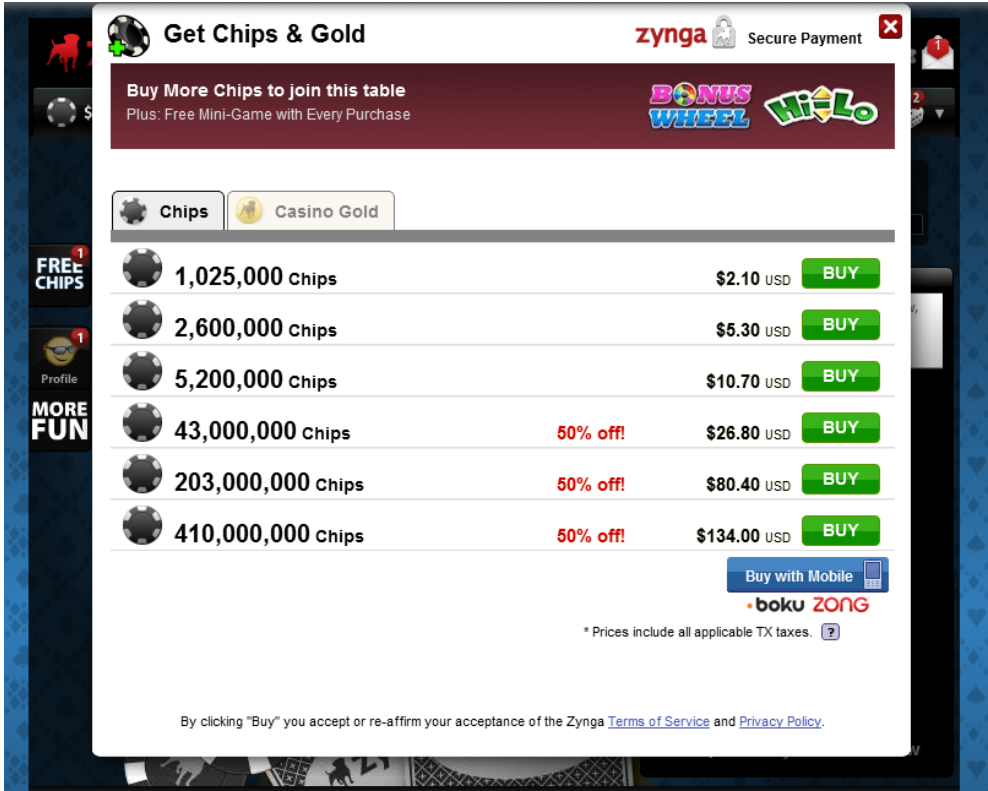
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Claim Language	Evidence of Infringement
	 <p>The image shows a promotional banner for ZyngaPoker. At the top, it says "So Hot! Get 67% More Chips! Two days only on all packages". In the center, a poker chip is engulfed in flames, with the words "HOT DEAL" written on it. At the bottom, there is a green button that says "Get Chips".</p>

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Claim Language	Evidence of Infringement
<p>9. The method of claim 4, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.</p>	<p>Zynga provides ZyngaPoker as a browser-based game to its users via social networking websites and via the Zynga.com website. A user of ZyngaPoker 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 ZyngaPoker. 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 ZyngaPoker. The priority date for Claim 9 is September 11, 1987.</p> <p>ZyngaPoker selects commercials from a plurality of commercials based on subscriber specific data such as the level of the subscriber and the content already obtained by the subscriber.</p>

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Claim Language	Evidence of Infringement																					
	 <p>The screenshot shows a 'Get Chips & Gold' purchase window in Zynga Poker. It features a 'Buy More Chips to join this table' banner with a 'BONUS WHEEL Hi-Lo' promotion. Below the banner are two tabs: 'Chips' and 'Casino Gold'. A list of chip packages is displayed with their respective prices and 'BUY' buttons. The packages are:</p> <table border="1"> <thead> <tr> <th>Chips</th> <th>Price (USD)</th> <th>Discount</th> </tr> </thead> <tbody> <tr> <td>1,025,000 Chips</td> <td>\$2.10 USD</td> <td></td> </tr> <tr> <td>2,600,000 Chips</td> <td>\$5.30 USD</td> <td></td> </tr> <tr> <td>5,200,000 Chips</td> <td>\$10.70 USD</td> <td></td> </tr> <tr> <td>43,000,000 Chips</td> <td>\$26.80 USD</td> <td>50% off!</td> </tr> <tr> <td>203,000,000 Chips</td> <td>\$80.40 USD</td> <td>50% off!</td> </tr> <tr> <td>410,000,000 Chips</td> <td>\$134.00 USD</td> <td>50% off!</td> </tr> </tbody> </table> <p>At the bottom right, there is a 'Buy with Mobile' button and the 'boku ZONG' logo. A disclaimer states: '* Prices include all applicable TX taxes.' At the very bottom, a legal notice reads: 'By clicking "Buy" you accept or re-affirm your acceptance of the Zynga Terms of Service and Privacy Policy.'</p>	Chips	Price (USD)	Discount	1,025,000 Chips	\$2.10 USD		2,600,000 Chips	\$5.30 USD		5,200,000 Chips	\$10.70 USD		43,000,000 Chips	\$26.80 USD	50% off!	203,000,000 Chips	\$80.40 USD	50% off!	410,000,000 Chips	\$134.00 USD	50% off!
Chips	Price (USD)	Discount																				
1,025,000 Chips	\$2.10 USD																					
2,600,000 Chips	\$5.30 USD																					
5,200,000 Chips	\$10.70 USD																					
43,000,000 Chips	\$26.80 USD	50% off!																				
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410,000,000 Chips	\$134.00 USD	50% off!																				

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 Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems with Friends 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 Gems with Friends. 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 Gems with Friends. The priority date for Claim 1 is September 11, 1987.</p> <p>As described below, Gems with Friends 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>Gems with Friends receives at least one information transmission from a server, such as when additional game components are loading and Gems with Friends 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, Gems with Friends 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 Gems with Friends received a control signal that causes additional game components to load.</p>


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Claim Language	Evidence of Infringement
	 <p>The screenshot shows an iPod interface with the time 3:56 PM and a battery icon. The main display area features a blue-to-purple gradient background with three yellow stars. The word 'GEMS' is rendered in four colorful gemstones (red, orange, yellow, green). To the right, the text 'with friends' is inside a black speech bubble. At the bottom left, the Zynga logo is displayed in a red box.</p>

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Claim Language	Evidence of Infringement
	Gems with Friends 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:

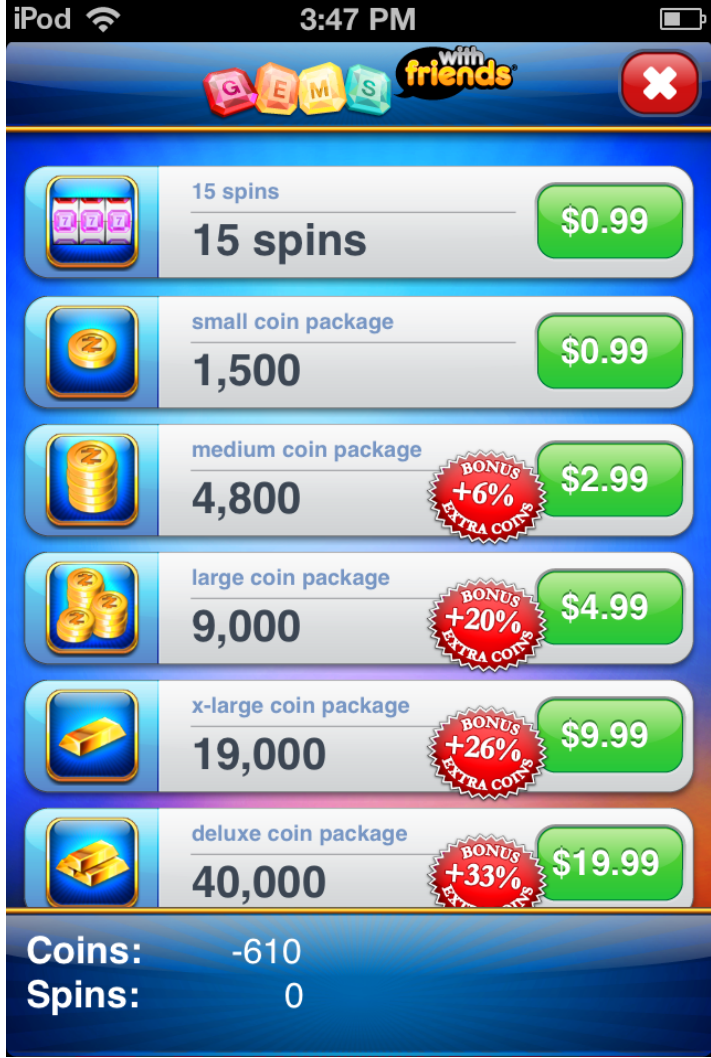
Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Gems with Friends' mobile game interface on an iPod. At the top, the status bar displays 'iPod', signal strength, Wi-Fi, and the time '3:47 PM'. The game's title 'GEMS with friends' is at the top center. Below the title, a red banner reads 'RARE GEM' with the subtitle 'A Fistful of Diamonds!'. Three diamonds are shown, each with the number '9'. To the right, a green button indicates a price of '1500' coins. Below this, three gem slots are visible: the first contains a yellow heart gem labeled 'Maxed!' with four stars; the other two contain grey gems with question marks, each with a green 'Unlock' button and a price of '50' coins. A white box at the bottom of the gem display area says 'Buy This Powerup!' and 'Buy this powerup and use it in the game.' At the very bottom of the screen, a green 'Play!' button is centered, with a coin icon and '-610' on the left, and a 'Z Store' icon on the right.</p>

Continued on next page

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


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Claim Language	Evidence of Infringement
	 <p>The screenshot displays the in-game purchase screen for 'Gems with Friends'. The interface includes a status bar at the top showing 'iPod', signal strength, Wi-Fi, and the time '3:47 PM'. The game title 'GEMS with friends' is prominently displayed. Below the title, there are six purchasable items, each with an icon, a description, a quantity, and a price in a green button. The items are: <ul style="list-style-type: none"> 15 spins for \$0.99 small coin package (1,500) for \$0.99 medium coin package (4,800) for \$2.99, featuring a red 'BONUS +6% EXTRA COINS' seal. large coin package (9,000) for \$4.99, featuring a red 'BONUS +20% EXTRA COINS' seal. x-large coin package (19,000) for \$9.99, featuring a red 'BONUS +26% EXTRA COINS' seal. deluxe coin package (40,000) for \$19.99, featuring a red 'BONUS +33% EXTRA COINS' seal. At the bottom of the screen, the player's current resources are listed: 'Coins: -610' and 'Spins: 0'. </p>

Continued on next page

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

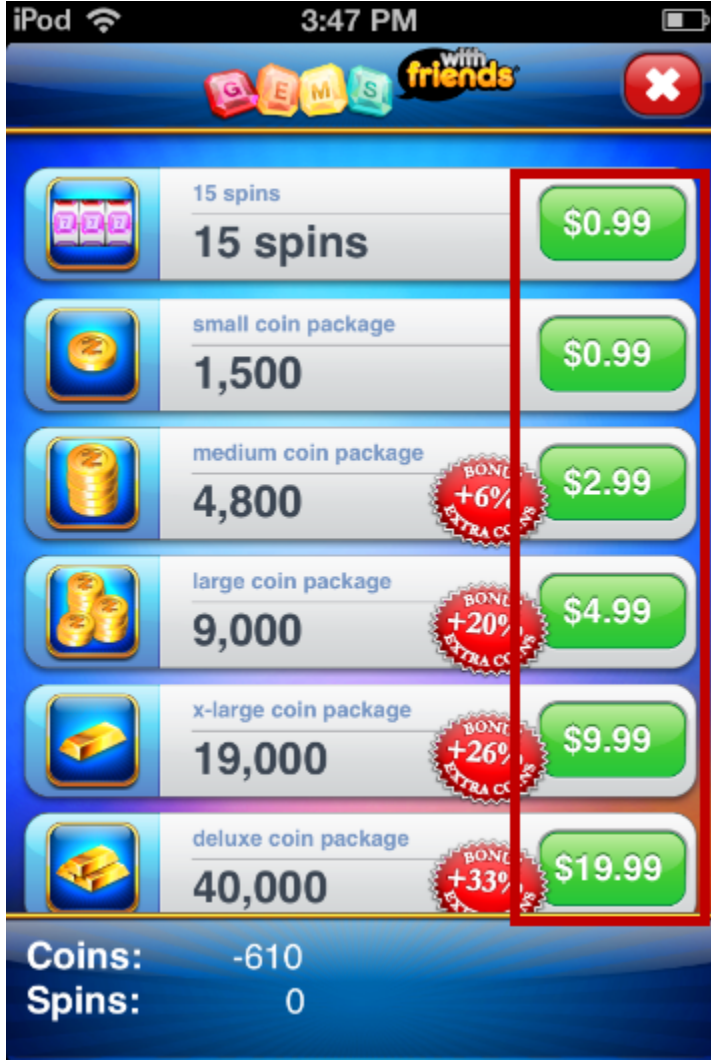
Continued on next page

Claim Language	Evidence of Infringement
	 <p>The screenshot shows the mobile game interface for 'Gems with Friends'. At the top, the status bar indicates 'iPod', signal strength, and the time '3:47 PM'. The game title 'GEMS with friends' is displayed. A red banner reads 'RARE GEM' with the subtitle 'A Fistful of Diamonds!'. Below this, three diamonds are shown, and a green button indicates a cost of 1500 coins. A central dialog box with a blue background and white text reads 'Not Enough Coins' and 'You don't have enough coins'. It features two buttons: 'Cancel' and 'Get Coins'. Below the dialog, a 'Buy This Powerup!' section is visible. At the bottom of the screen, the current coin count is shown as '-610', a green 'Play!' button is present, and a 'Store' icon is in the bottom right corner.</p>

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Claim Language	Evidence of Infringement
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). Gems with Friends 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 Gems with Friends). Such a display button is shown below:

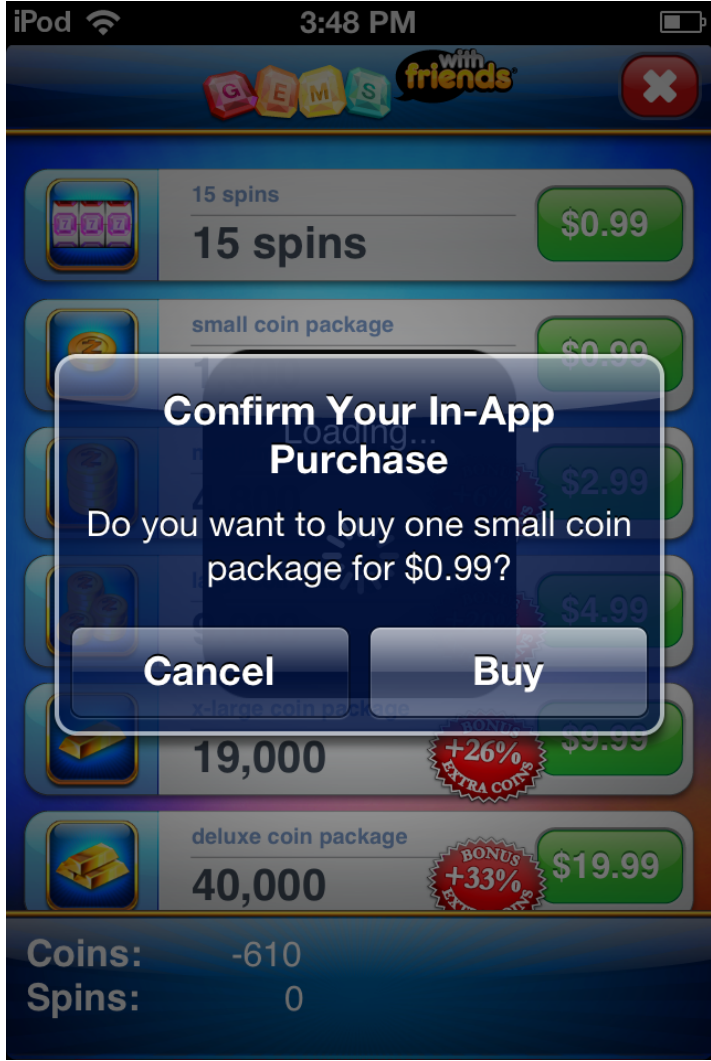
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Claim Language	Evidence of Infringement																												
	 <p>The screenshot shows the 'Gems with Friends' mobile game interface on an iPod. At the top, the status bar displays 'iPod', signal strength, Wi-Fi, and the time '3:47 PM'. The game title 'GEMS with friends' is at the top center. Below the title, there are six purchase options, each with an icon, a description, a quantity, a price, and a 'BONUS EXTRA COINS' badge. A red box highlights the first two options: '15 spins' for \$0.99 and '1,500' for \$0.99. The other options are 'medium coin package' (4,800 for \$2.99), 'large coin package' (9,000 for \$4.99), 'x-large coin package' (19,000 for \$9.99), and 'deluxe coin package' (40,000 for \$19.99). At the bottom, the player's current status is shown: 'Coins: -610' and 'Spins: 0'.</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Quantity</th> <th>Price</th> <th>Bonus</th> </tr> </thead> <tbody> <tr> <td>15 spins</td> <td>15 spins</td> <td>\$0.99</td> <td>None</td> </tr> <tr> <td>small coin package</td> <td>1,500</td> <td>\$0.99</td> <td>None</td> </tr> <tr> <td>medium coin package</td> <td>4,800</td> <td>\$2.99</td> <td>+6%</td> </tr> <tr> <td>large coin package</td> <td>9,000</td> <td>\$4.99</td> <td>+20%</td> </tr> <tr> <td>x-large coin package</td> <td>19,000</td> <td>\$9.99</td> <td>+26%</td> </tr> <tr> <td>deluxe coin package</td> <td>40,000</td> <td>\$19.99</td> <td>+33%</td> </tr> </tbody> </table>	Item	Quantity	Price	Bonus	15 spins	15 spins	\$0.99	None	small coin package	1,500	\$0.99	None	medium coin package	4,800	\$2.99	+6%	large coin package	9,000	\$4.99	+20%	x-large coin package	19,000	\$9.99	+26%	deluxe coin package	40,000	\$19.99	+33%
Item	Quantity	Price	Bonus																										
15 spins	15 spins	\$0.99	None																										
small coin package	1,500	\$0.99	None																										
medium coin package	4,800	\$2.99	+6%																										
large coin package	9,000	\$4.99	+20%																										
x-large coin package	19,000	\$9.99	+26%																										
deluxe coin package	40,000	\$19.99	+33%																										

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Claim Language	Evidence of Infringement
controlling said receiver station based on said subscriber input.	Gems with Friends controls the receiver station based on the subscriber input. For example, Gems with Friends may present a payment screen to allow the subscriber to pay for the benefit datum.

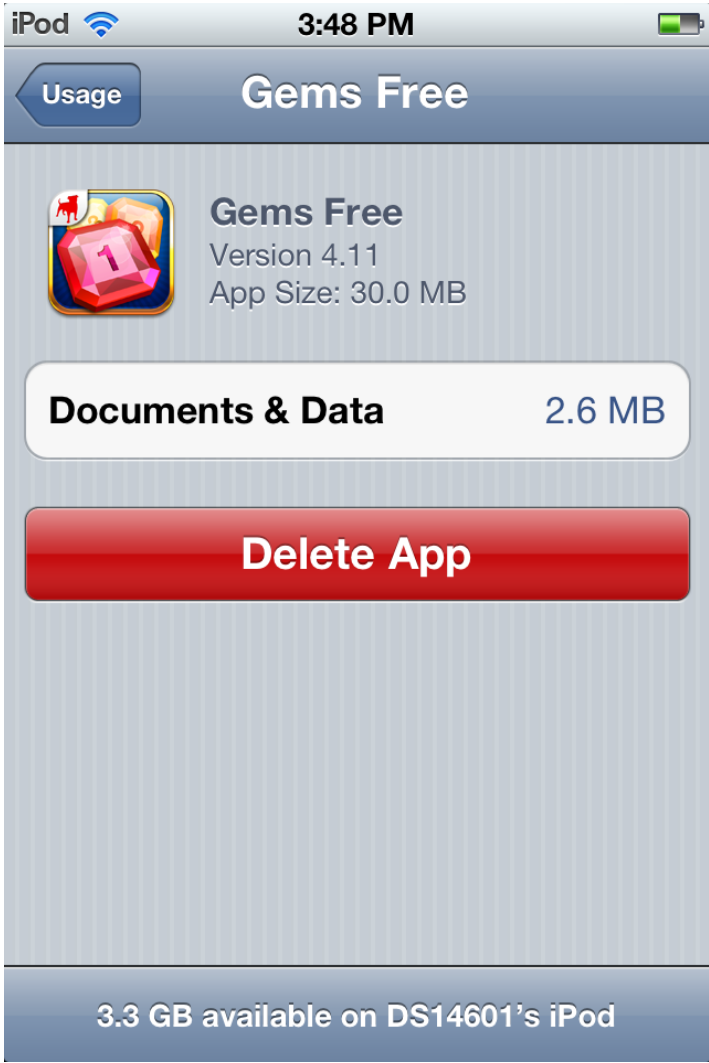
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Gems with Friends' app interface on an iPod. At the top, the status bar displays 'iPod', signal strength, Wi-Fi, and the time '3:48 PM'. The app title 'GEMS with friends' is at the top right. A central dialog box asks: 'Confirm Your In-App Purchase. Do you want to buy one small coin package for \$0.99?' with 'Cancel' and 'Buy' buttons. The background shows a list of purchase options: '15 spins' for \$0.99, 'small coin package' for \$0.99, '19,000' coins for \$9.99 (+26% EXTRA COINS), and '40,000' coins for \$19.99 (+33% BONUS EXTRA COINS). At the bottom, the player's current status is shown: 'Coins: -610' and 'Spins: 0'.</p>

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Claim Language	Evidence of Infringement
<p>2. The method of claim 1, further comprising the step of storing said subscriber specific data at a computer at said receiver station.</p>	<p>Zynga provides Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems with Friends 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 Gems with Friends. 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 Gems with Friends. The priority date for Claim 2 is September 11, 1987.</p> <p>Gems with Friends stores subscriber specific data at a computer at the receiver station. See, for example, the local storage (e.g., device memory) shown below containing subscriber specific data:</p>


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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the 'Gems Free' app on an iPod. The status bar at the top indicates 'iPod', signal strength, Wi-Fi, the time '3:48 PM', and battery level. The app title 'Gems Free' is displayed in a blue header bar. Below the header, there is a back arrow labeled 'Usage'. The main content area shows the app icon (a pink gem with a red horse), the app name 'Gems Free', version '4.11', and app size '30.0 MB'. A white box displays 'Documents & Data' with '2.6 MB' to its right. A large red button labeled 'Delete App' is positioned below. At the bottom, a blue bar indicates '3.3 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>3. The method of claim 1 wherein said subscriber input modifies said subscriber specific data.</p>	<p>Zynga provides Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems with Friends 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 Gems with Friends. 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 Gems with Friends. The priority date for Claim 3 is September 11, 1987.</p> <p>Gems with Friends modifies subscriber specific data (such as a resource counter stored in the local game state) when the subscriber input causes those resources to change. For example, the purchase of additional resources results in an increase of the amount of resources available to the user. The screen below illustrates the amount of resources available to the subscriber, which changes based on purchases made by the subscriber:</p>


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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Gems with Friends' mobile game interface. At the top, the status bar indicates 'iPod', signal strength, Wi-Fi, and the time '3:47 PM'. The game title 'GEMS with friends' is displayed in a colorful font. Below the title, a red banner reads 'RARE GEM' and 'A Fistful of Diamonds!'. Three diamonds are shown, with the first one being a yellow heart-shaped gem labeled 'Maxed!' and the other two being grey diamonds with question marks. The cost for the 'Maxed!' gem is 1500 coins, and the cost for each 'Unlock' gem is 50 coins. A 'Buy This Powerup!' section contains the text 'Buy this powerup and use it in the game.' At the bottom, the player's coin balance is -610, and there are 'Play!' and 'Store' buttons.</p>

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Claim Language	Evidence of Infringement
<p>4. The method of claim 1, wherein said information content comprises a commercial.</p>	<p>Zynga provides Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems with Friends 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 Gems with Friends. The priority date for Claim 4 is September 11, 1987.</p> <p>Gems with Friends receives information content that includes a commercial for the resources.</p>

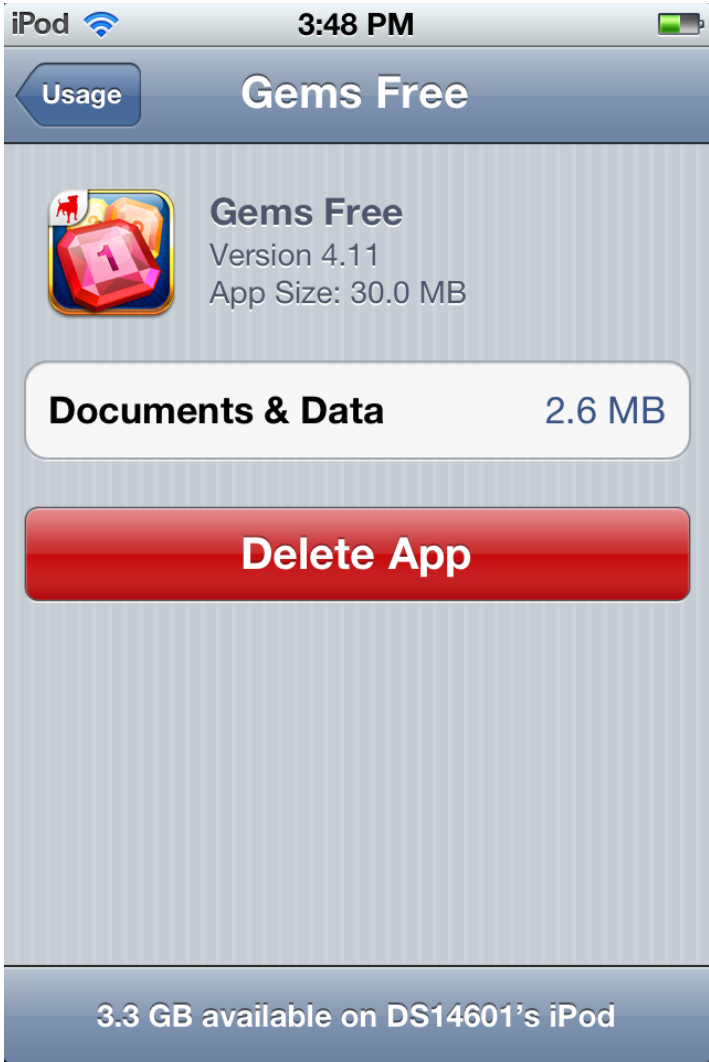
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Gems with Friends' mobile game interface. At the top, the status bar indicates 'iPod', signal strength, and the time '3:47 PM'. The game title 'GEMS with friends' is displayed. Below the title, a red banner reads 'RARE GEM' with the subtitle 'A Fistful of Diamonds!'. Three diamonds are shown, with a price tag of 1500 coins. The main display features three gem options: a 'Maxed!' gem (yellow heart) and two 'Unlock' gems (grey with question marks). The 'Unlock' gems are priced at 50 coins each. A text box below the gems says 'Buy This Powerup!' and 'Buy this powerup and use it in the game.' At the bottom, the player's coin balance is -610, and there is a green 'Play!' button and a blue 'Store' button with a white 'Z' icon, which is highlighted with a red box.</p>

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Claim Language	Evidence of Infringement
<p>5. The method of claim 4, wherein said commercial is stored at said receiver station prior to said step of delivering.</p>	<p>Zynga provides Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems with Friends 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 Gems with Friends. 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 Gems with Friends. The priority date for Claim 5 is September 11, 1987.</p> <p>The commercial in Claim 4 is stored locally by Gems with Friends prior to delivery of the commercial. See below:</p>

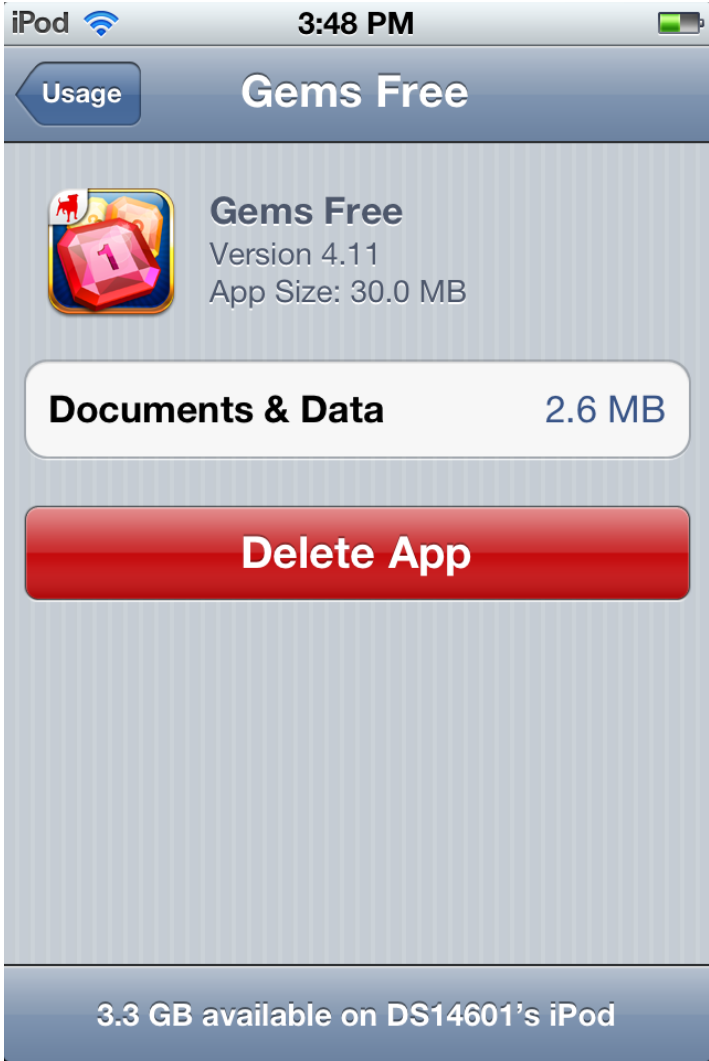
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Claim Language	Evidence of Infringement
	 <p>The screenshot shows the 'Usage' screen for the 'Gems Free' app on an iPod. The status bar at the top indicates 'iPod', signal strength, Wi-Fi, the time '3:48 PM', and battery level. The app title 'Gems Free' is displayed in a blue header bar. Below the header, the app icon is shown next to the text 'Gems Free', 'Version 4.11', and 'App Size: 30.0 MB'. A white box displays 'Documents & Data' with '2.6 MB' to its right. A large red button labeled 'Delete App' is centered below. At the bottom, a blue bar shows '3.3 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>6. The method of claim 5, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.</p>	<p>Zynga provides Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems with Friends 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 Gems with Friends. 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 Gems with Friends. 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 the 'Usage' screen for the 'Gems Free' app on an iPod. The status bar at the top indicates 'iPod', signal strength, Wi-Fi, the time '3:48 PM', and battery level. The app title 'Gems Free' is displayed in a blue header bar. Below the header, there is a back arrow labeled 'Usage'. The main content area shows the app icon (a pink gem with a red horse), the app name 'Gems Free', version '4.11', and app size '30.0 MB'. A white box displays 'Documents & Data' with '2.6 MB' to its right. A large red button labeled 'Delete App' is positioned below. At the bottom, a blue bar indicates '3.3 GB available on DS14601's iPod'.</p>

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Claim Language	Evidence of Infringement
<p>7. The method of claim 6 wherein said step of delivering is performed based on a schedule.</p>	<p>Zynga provides Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems 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 Gems 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 Gems 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>

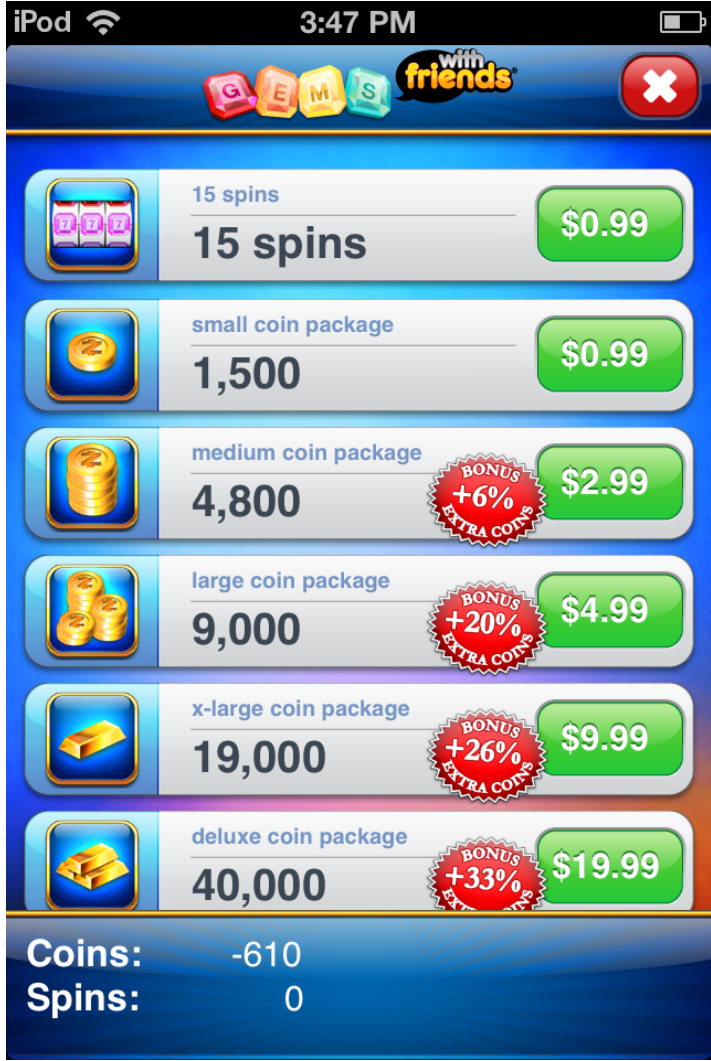
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Claim Language	Evidence of Infringement

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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 Gems with Friends as a “mobile game” to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Gems 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 Gems 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 Gems with Friends. The priority date for Claim 9 is September 11, 1987.</p> <p>Gems 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 displays the 'Gems with Friends' mobile game interface on an iPod. The top status bar shows 'iPod', signal strength, Wi-Fi, and the time '3:47 PM'. The game title 'GEMS with friends' is at the top right. Below the title is a list of purchase options:</p> <ul style="list-style-type: none"> 15 spins for \$0.99 small coin package (1,500 coins) for \$0.99 medium coin package (4,800 coins) for \$2.99 with a 6% bonus large coin package (9,000 coins) for \$4.99 with a 20% bonus x-large coin package (19,000 coins) for \$9.99 with a 26% bonus deluxe coin package (40,000 coins) for \$19.99 with a 33% bonus <p>At the bottom of the screen, the player's current status is shown: Coins: -610, Spins: 0.</p>