Claim Language

17. A method for receiving and processing remotely originated and user specific data for use with a video apparatus, said video apparatus having an audio receiver and a video output device for displaying a video presentation comprising a locally generated image and an image received from a remote video source, said method comprising the steps of

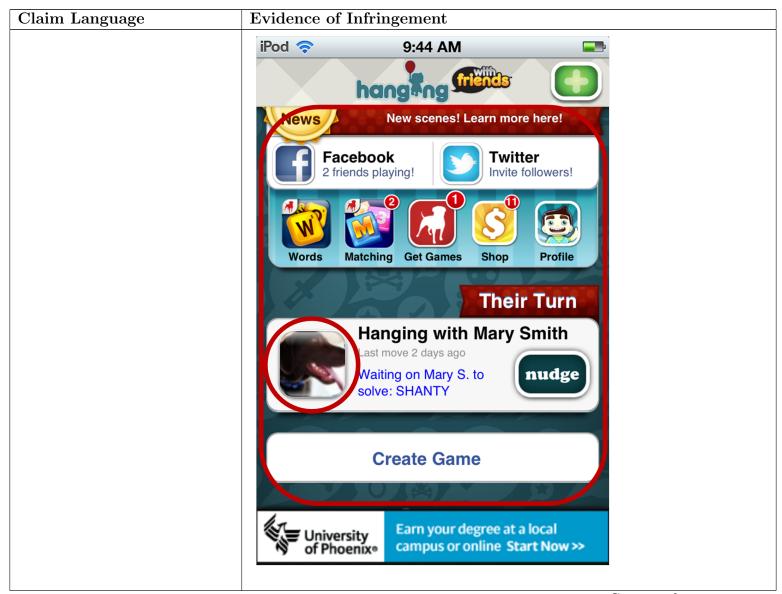
Evidence of Infringement

Zynga provides Hanging with Friends as a "mobile game" to its users playing on personal computing devices such as, for example, mobile handheld devices. A user of Hanging with Friends directly infringes Claim 17 by performing the method steps on a personal computing device. Zynga indirectly infringes Claim 17 by inducing and contributing to the direct infringement of its users. Zynga directly infringes Claim 17 by testing and demonstrating Hanging with Friends. Unless indicated otherwise, each element in Claim 17 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 Hanging with Friends. The priority date for Claim 17 is November 3, 1981.

Hanging with Friends receives and processes remotely originated and user specific data for use with a video apparatus, such as a mobile device, having an audio receiver and a video output device. For example, Hanging with Friends receives data from the Zynga servers which is processed with user specific data, such as user name or a user game state. Hanging with Friends displays a video presentation comprising a locally generated image and an image received from a remote video source. For example, the screenshot below demonstrates a video presentation (the Hanging with Friends screen) comprising a locally generated image (combination of background and graphical elements) and an image received from a remote video source (friend picture).

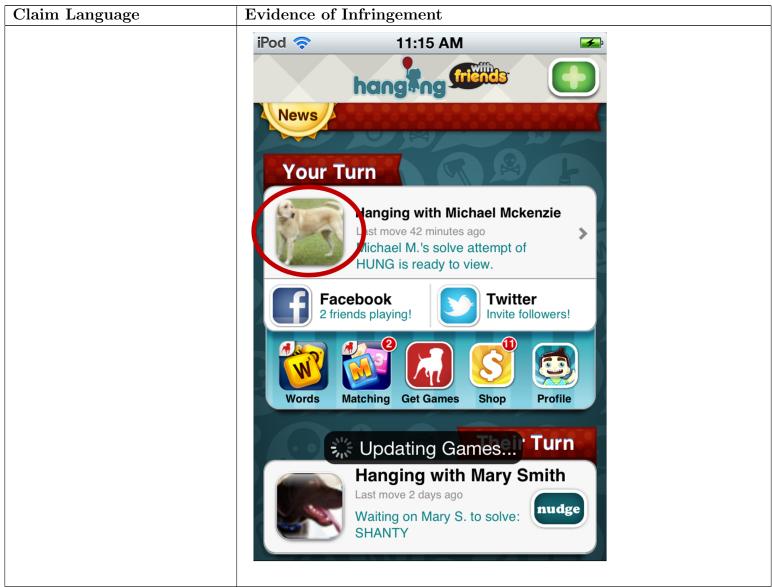
Continued on next page

ZYNGA EXHIBIT 1002 (Part 1 of 15)



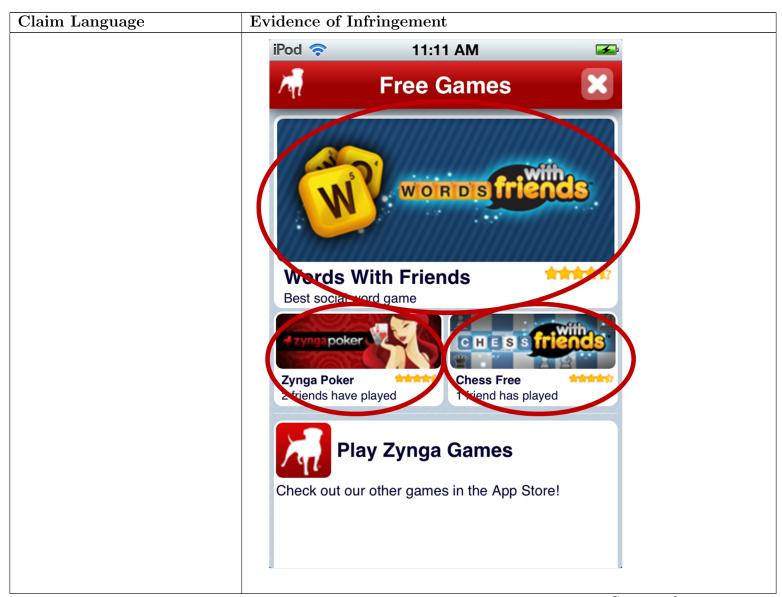
Continued on next page

Claim Language	Evidence of Infringement
	As a second example, the screenshot below illustrates a video presentation
	comprising an image received from a remote video source, such as a profile
	photo of a friend. The combination of the background and graphical elements
	is a locally generated image.

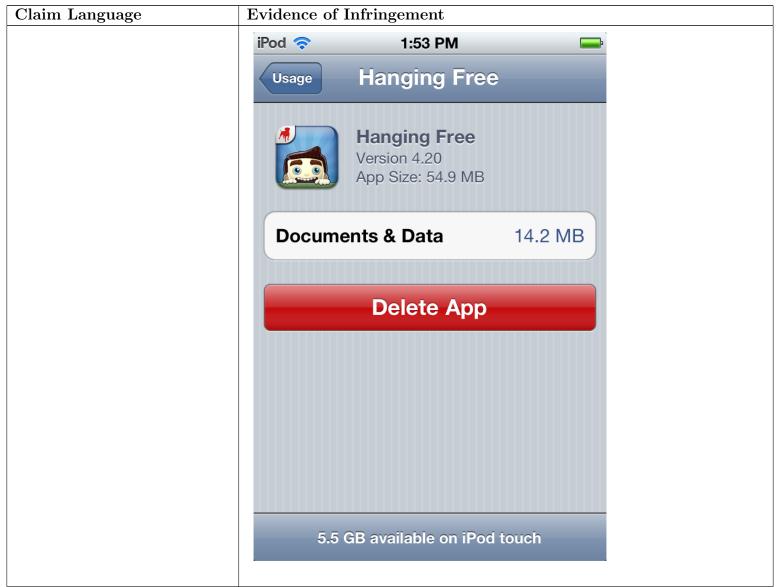


Continued on next page

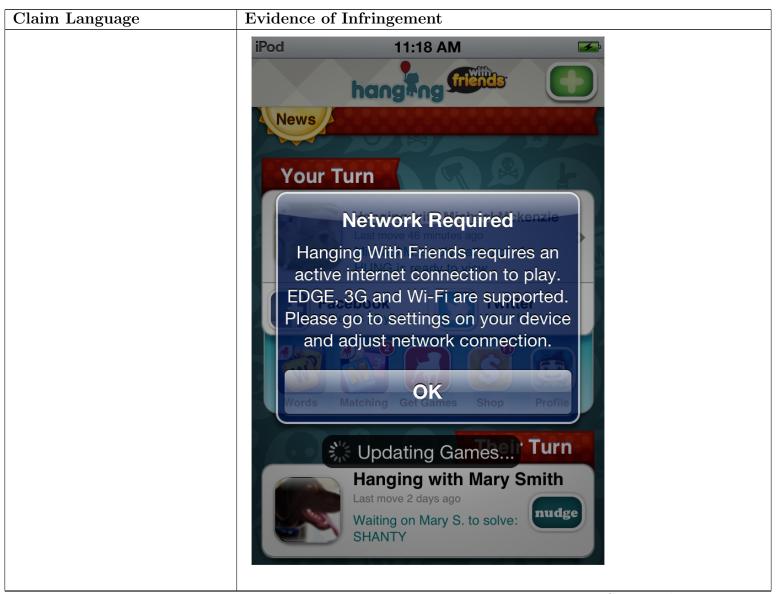
Claim Language	Evidence of Infringement
	As a third example, the screenshot below shows a video presentation (the
	Hanging with Friends screen) comprising a locally generated image (combi-
	nation of background and graphical elements) and images received from a
	remote video source (advertisements).



Claim Language	Evidence of Infringement
	Hanging with Friends information is stored on the user's device, as shown below.



Claim Language	Evidence of Infringement
	Further, as shown below, Hanging with Friends must receive remotely originated data.
	nated data.

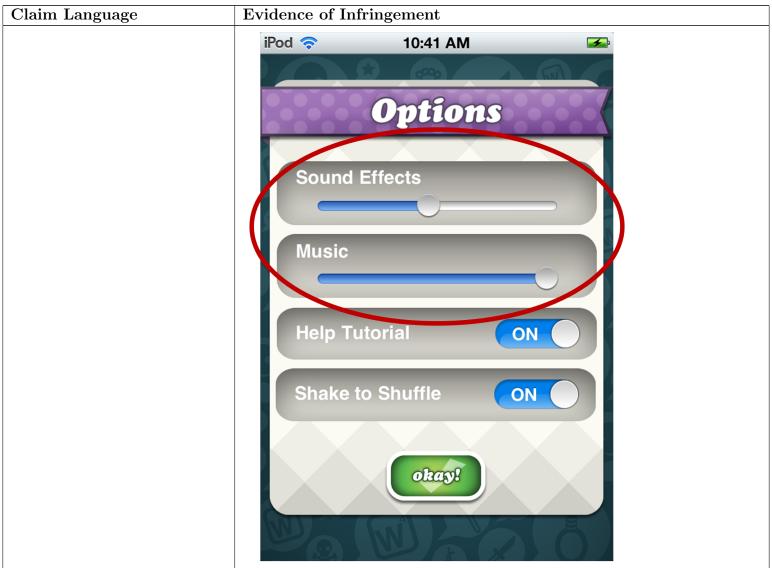


Continued on next page

Claim Language	Evidence of Infringement
receiving said user specific data	Hanging with Friends receives user specific data at the video apparatus that
at said video apparatus, said	is specific to the user of the video apparatus. This user specific data includes
user specific data being specific	the current state of the game, and other user specific data. For example, when
to a user of said video appara-	loading, Hanging with Friends communicates with the Zynga game servers
tus;	to validate a user, check for messages specific to the user, and update the
	user's game state, among other user specific configurations and values. As a
	second example, user specific data may be recieved by the video apparatus
	directly from the user.
	Hanging with Friends receives user specific data. For example, Zynga uses the information collected from the user to send the user specific information for a personalized game experience, and Hanging with Friends receives the user specific data:

Claim Language	Evidence of Infringement
	How We Use the Information We Collect
	In general, We collect, store and use your information to provide you with a safe, smooth, efficient, and customized experience. For example, We may use information collected from you in any one or more of the following ways:
	to create your game accounts and allow play of our games
	 to identify and suggest connections with other Zynga users
	to enable user-to-user communications
	to provide technical support and respond to user inquiries
	 to prevent fraud or potentially illegal activities, and enforce our Terms of Service
	to deliver and target advertising
	to notify users of in-game updates
	to provide in-game leader boards and promote in-game player achievements
	 to solicit input and feedback to improve Zynga products and services and customize your user experience
	to inform users about new products or promotional offers
	 to engage in commonly accepted practices, such as contacting you at the email address We have on file if
	you are a potential winner in a sweepstakes
	One important use of your information is communication. If you have provided your e-mail address to Zynga, We'll use it to respond to (i) customer support inquiries, and (ii) keep you informed of your in-game activity, including comments from friends, notifications about in-game status such as "crops ready" as well as notifications of gift and neighbor requests. Some messages, such as invites for friends to join you in a game, may include your name and profile photo. We may also send promotional e-mail messages and promotional SMS messages ("Promotional Communications") directly or in partnership with parties other than Zynga. Each Promotional Communication will generally offer recipients choices about receiving additional messages.
	Source: http://company.zynga.com/about/privacy-center/privacy-policy

Claim Language	Evidence of Infringement
	As another example of receiving user specific data, Hanging with Friends
	receives user specific data, such as user name or sound preferences, directly
	from the user at the video apparatus through user input, or Hanging with
	Friends, at the video apparatus, may recieve user specific information, such
	as the user's game state, personalized messages, or targeted advertisements,
	from the Zynga servers. The sound settings are at the maximum setting by
	default but can be modified by the user, as shown below, which is another
	example of Hanging with Friends receiving user specific data.



Continued on next page

Claim Language	Evidence of Infringement
	As an additional example, Hanging with Friends at the video apparatus receives user information such as a profile image of the user.

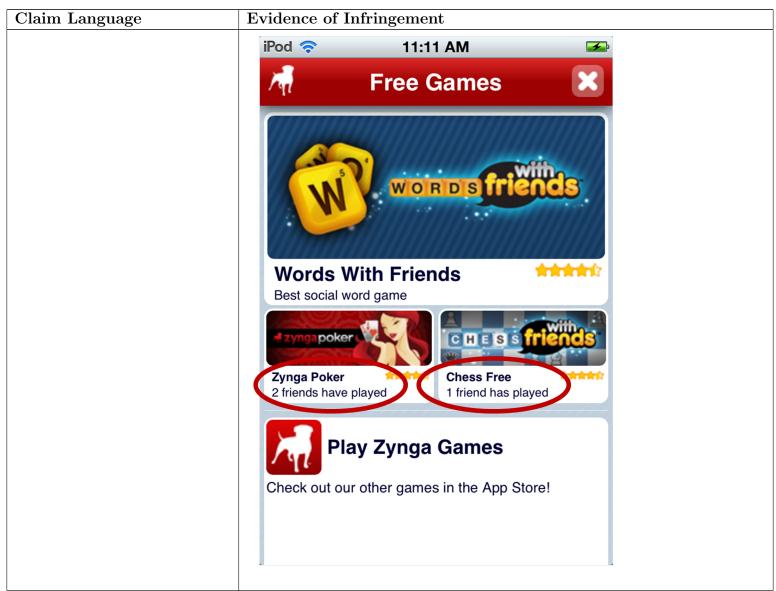


Continued on next page

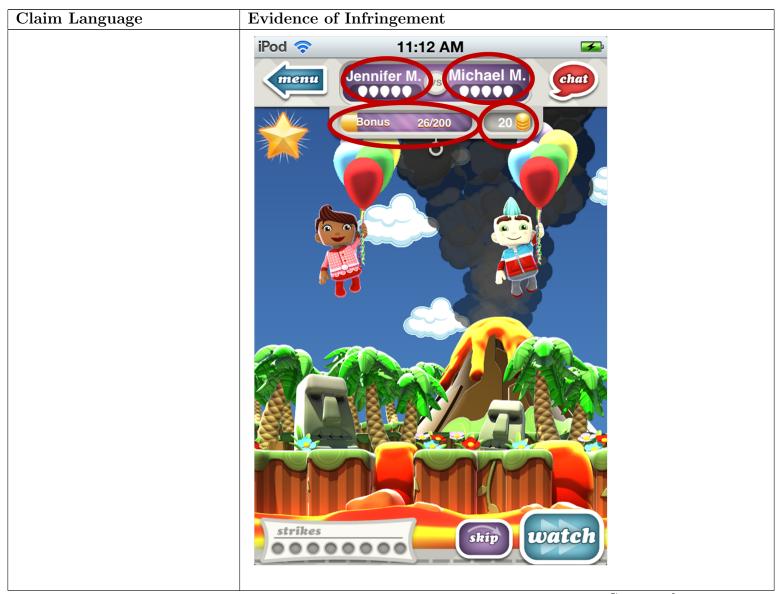
Claim Language	Evidence of Infringement
	Further, the user specific data is specific to a user of the video apparatus,
	being based on user name, user profile, user account, user activity and status,
	user preferences, game status and user contact information. For example,
	Hanging with Friends receives data about friends playing the game, news
	applicable to the user, personalized advertisements, user preferences, user's
	game status, user's friends' game status, and personalized messages to the
	user. See, for example, below:



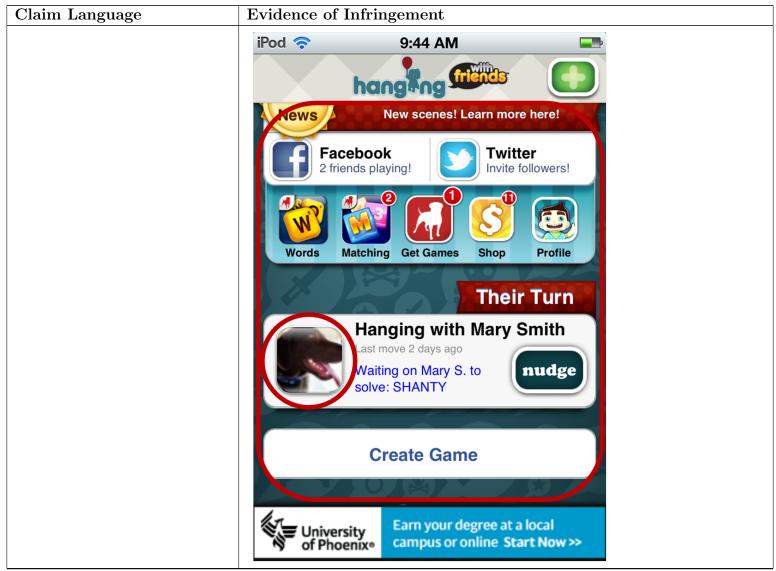
Continued on next page



Claim Language	Evidence of Infringement
	Hanging with Friends also receives status and information that is data specific to a user at the video apparatus. Such data includes, for example, user profile information, messages about friends, game statistics, friend information and user account. See below:



Continued on next page



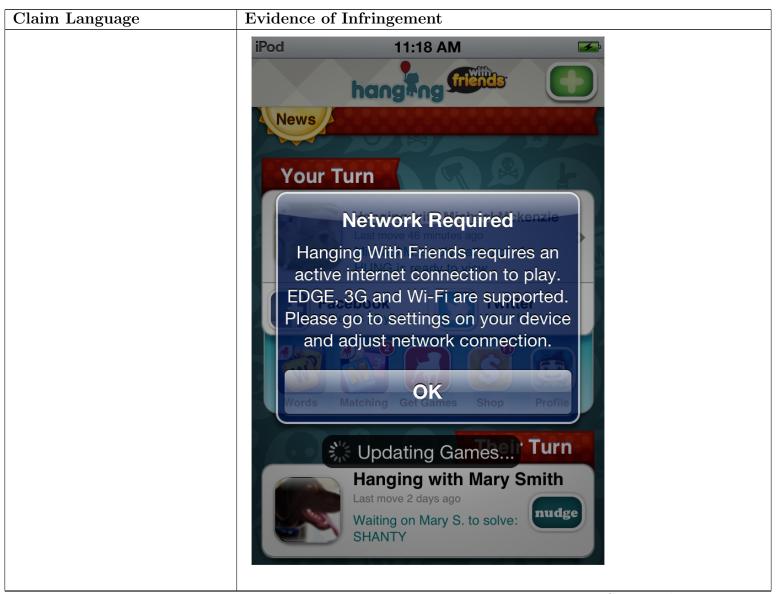
Continued on next page

Claim Language	Evidence of Infringement
contacting a remote data source	After receiving user specific data, Hanging with Friends contacts a remote
after said step of receiving said	data source. For example, after the user specific data is received and dis-
user specific data;	played, Hanging with Friends contacts a game server to update games. See,
	for example, the screenshot below showing a remote data source being con-
	tacted by Hanging with Friends.



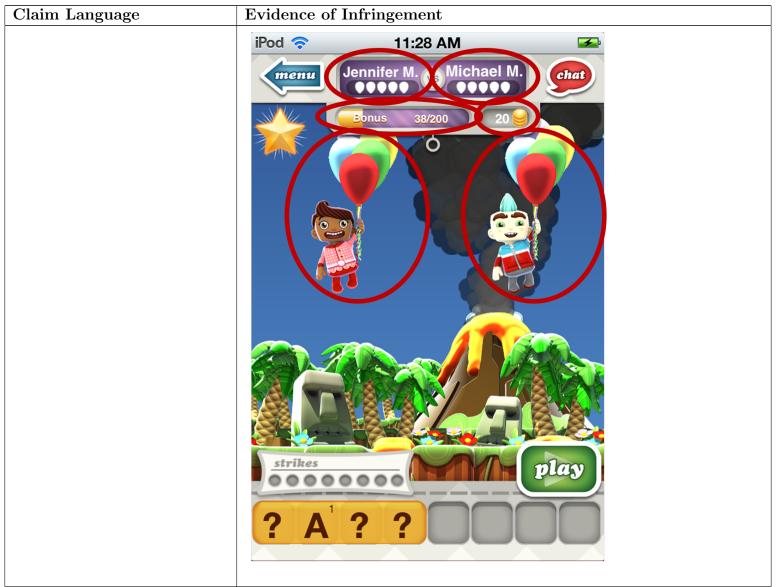
Continued on next page

Claim Language	Evidence of Infringement
	After Hanging with Friends receives user specific data, Hanging with Friends
	also contacts a Zynga game server with an updated game status. For ex-
	ample, if the Internet is disconnected during gameplay, an error message is
	displayed, which shows that Hanging with Friends attempts to contact a
	remote data source after receiving user specific data.

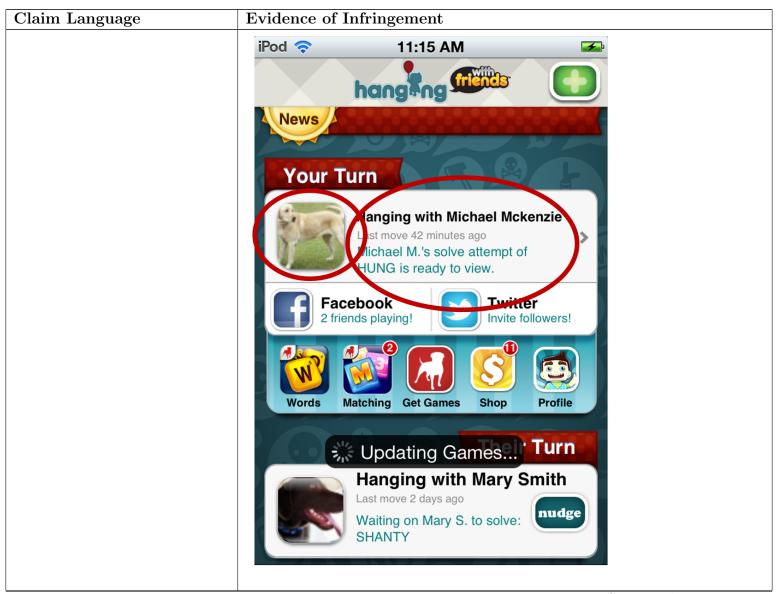


Continued on next page

Claim Language	Evidence of Infringement
receiving from said remote data	Based on the contacting step, Hanging with Friends receives remotely origi-
source based on said step of con-	nated game data from the remote data source to serve as a basis for displaying
tacting said remotely originated	the video game presentation. For example, Hanging with Friends receives re-
data to serve as a basis for dis-	motely originated game data such as specific game status, game statistics,
playing said video presentation;	positions of graphical elements, and instructions to continue play from the
	remote data source. See below:



Continued on next page



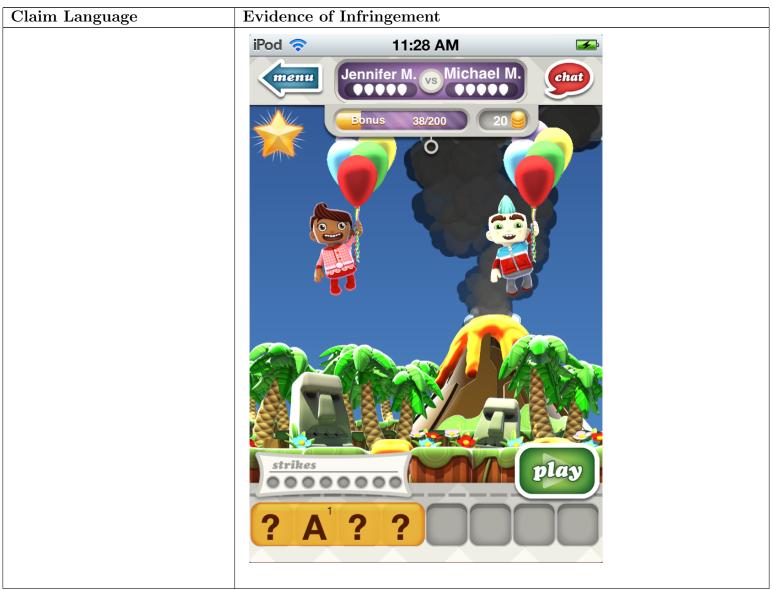
Continued on next page

Claim Language

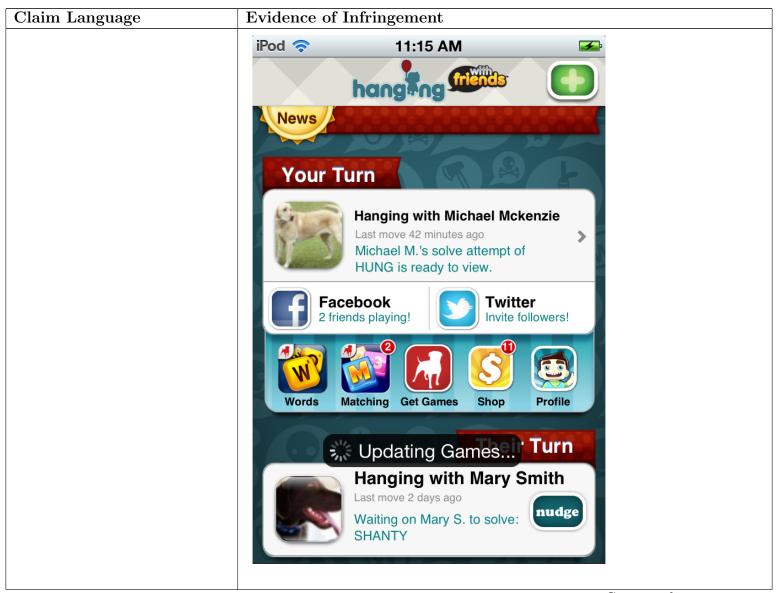
executing processor instructions to process said remotely originated data and said user specific data at said video apparatus in order to generate said locally generated image, said locally generated image including at least some information content that does not include any information from said remote video source and said remote data source;

Evidence of Infringement

Hanging with Friends executes processor instructions to process the remotely originated data and the user specific data at the video apparatus to generate locally generated game images. The locally generated image includes at least some information content that does not include any information from a remote video source and a remote data source. For example, the locally generated image of Hanging with Friends shown below includes graphical elements such as the background and the images of the avatars that come from local storage.

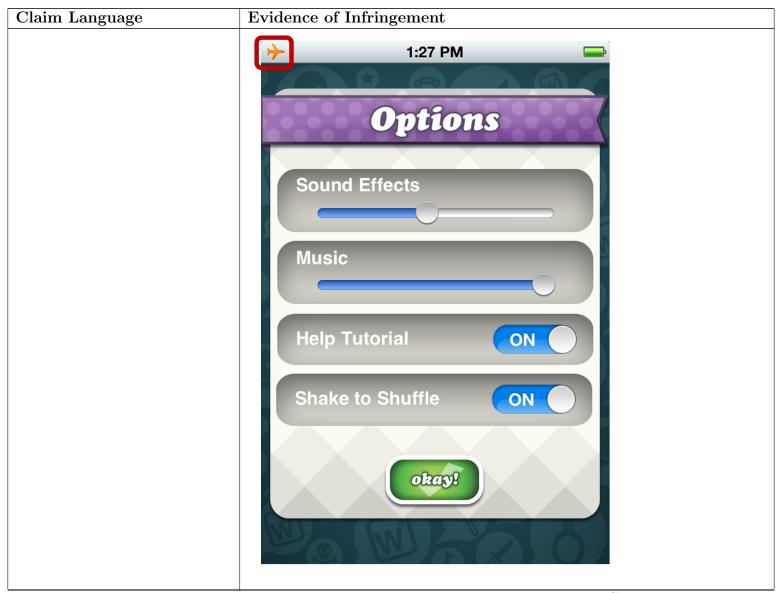


Continued on next page



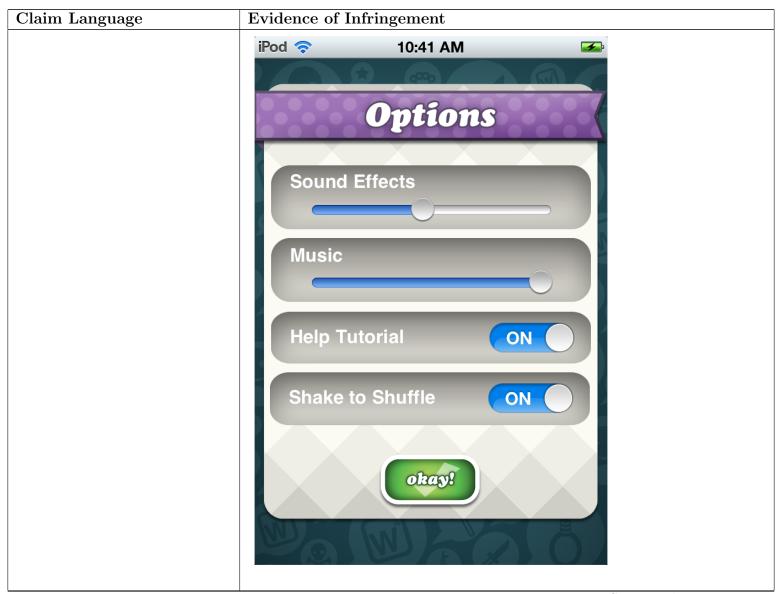
 $Continued\ on\ next\ page$

Claim Language	Evidence of Infringement
	Additionally, Hanging with Friends displays locally generated images that
	include information such as sound settings and notification settings, etc. This
	information comes from local storage. See, for example, below:



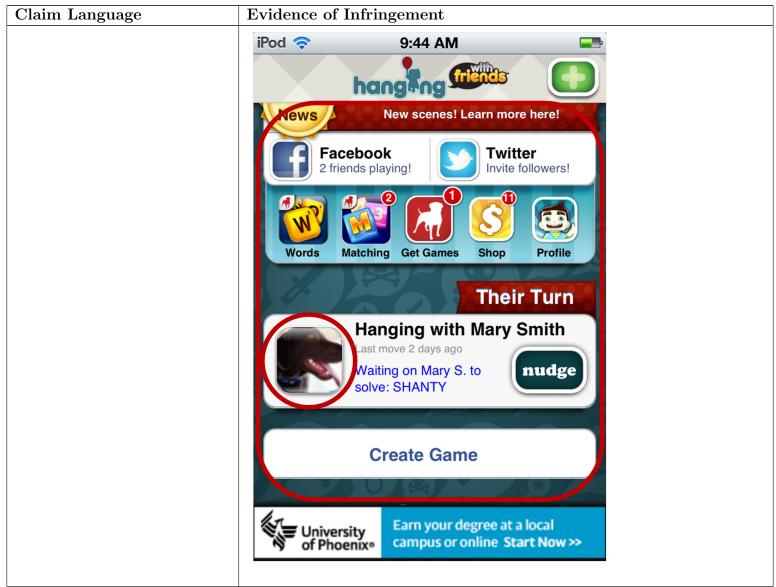
Continued on next page

Claim Language	Evidence of Infringement
receiving, at said audio receiver,	This claim element does not include a "software limitation" under P.R. 3-
audio which describes informa-	1(g). The audio receiver receives audio that describes information displayed
tion displayed in said video pre-	in the video game presentation. For example, Hanging with Friends has audio
sentation;	settings (as shown below) where music and sound effects are set. Those sound
	effects and music are stored at the mobile device and are received by the
	audio receiver when they are played during game play as sound effects and
	video presentation music. These sound effects and music describe information
	displayed in the video game presentation.



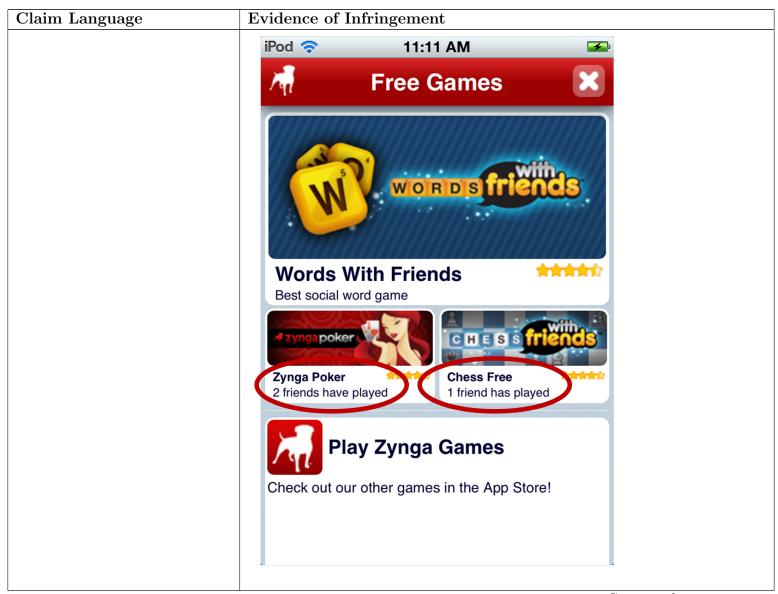
Continued on next page

Claim Language	Evidence of Infringement
simultaneously displaying said	Hanging with Friends simultaneously displays the locally generated image
locally generated image and said	and the image received from the remote video source at the video output de-
image received from said re-	vice. As an example, the locally generated image includes graphical elements
mote video source at said video	that are stored locally, such as the background and avatar graphics, while
output device, wherein said at	simultaniously displaying an image recieved from a remote video source, such
least some information content	as friend information or opponent information.
of said locally generated image	
is displayed;	

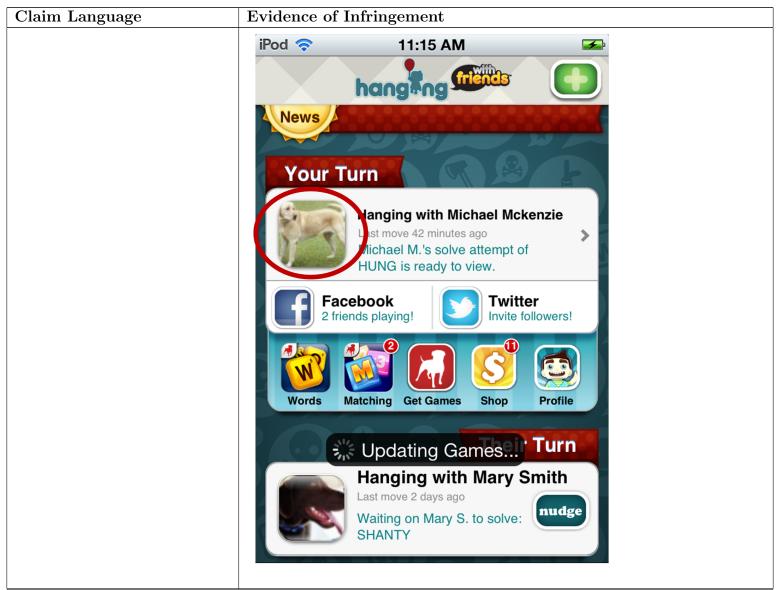


Continued on next page

Claim Language	Evidence of Infringement
	As another example, the locally generated image includes the user name,
	selected character, game statistics, profile picture, user preferences, and/or
	other game graphics that come from local storage. These images are dis-
	played simultaneously with an image received from a remote video source
	when Hanging with Friends also displays remote game information and data.
	For example, locally generated images are displayed simultaneously with in-
	formation received from a remote source. See below, where remotely received
	images are circled in red and local images include, for example, the header
	image or the Zynga icon:

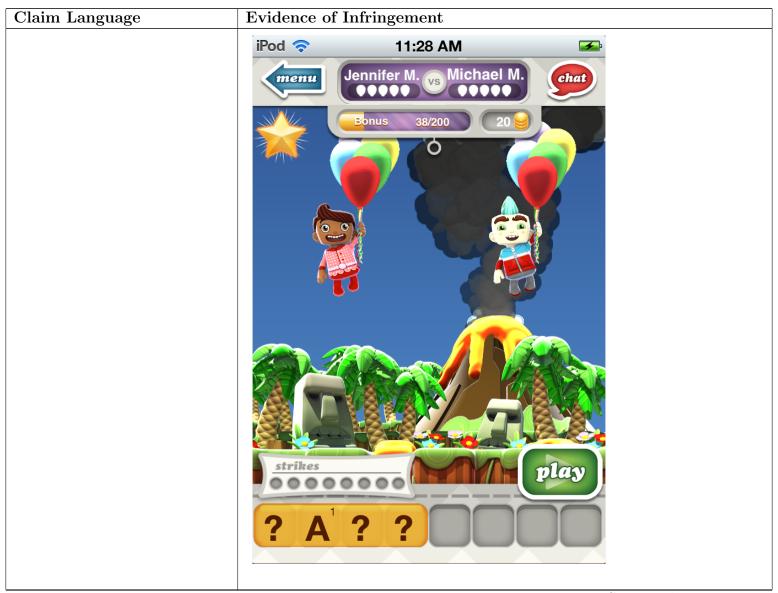


Claim Language	Evidence of Infringement
	Further, the game state is recieved from the remote video source by the video output device, such as the placement of graphical elements for friend information, etc.
	Additionally, remote images, such as friend photos are displayed along with locally stored graphics.



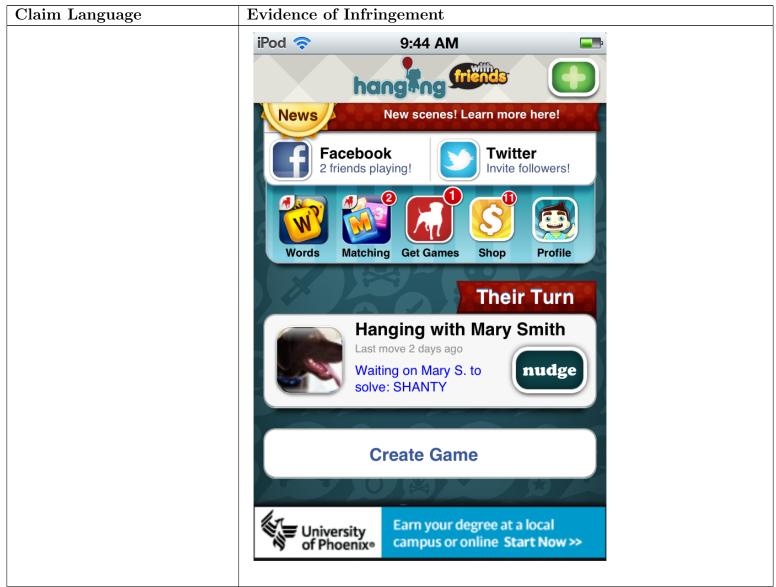
Continued on next page

Claim Language	Evidence of Infringement
and outputting said audio at	This claim element does not include a "software limitation" under P.R. 3-1(g).
said video apparatus before	Hanging with Friends outputs the audio at the video apparatus before ceasing
ceasing to display said locally	receives audio to display the locally generated images. For example, during
generated video image.	gameplay, sound effects play simultaneously with the video game display,
	which includes the display of locally generated video game images such as user
	specific information overlaid on background graphical displays. For example,
	in the screenshot below audio is output comprising running water and drum
	playing.



Continued on next page

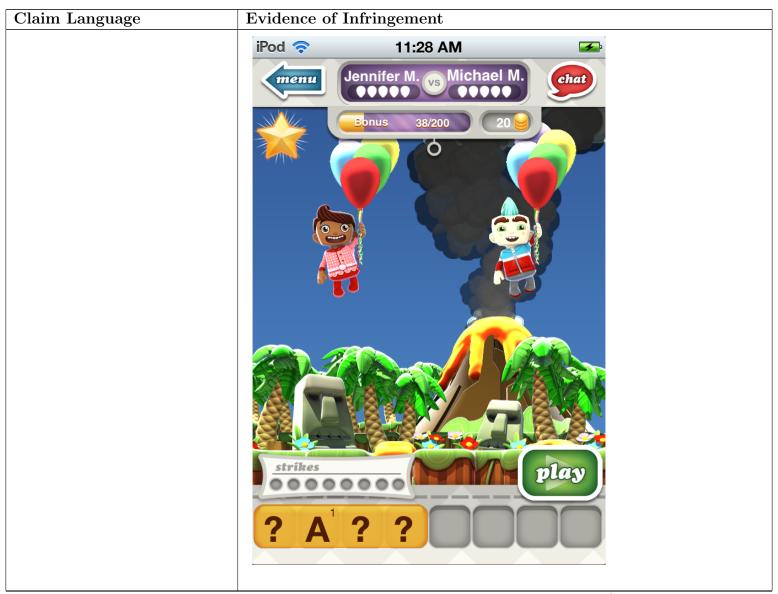
Claim Language	Evidence of Infringement
18. A method of outputting a	Zynga provides Hanging with Friends as a "mobile game" to its users play-
video presentation at a receiver	ing on personal computing devices such as, for example, mobile handheld
station, said method comprising	devices. A user of Hanging with Friends directly infringes Claim 18 by per-
the steps of:	forming the method steps on a personal computing device. Zynga indirectly
	infringes Claim 18 by inducing and contributing to the direct infringement
	of its users. Zynga directly infringes Claim 18 by testing and demonstrating
	Hanging with Friends. Unless indicated otherwise, each element in Claim
	18 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 doc-
	uments or testimony for Hanging with Friends. The priority date for Claim
	18 is November 3, 1981.
	Hanging with Friends outputs a video presentation at a receiver station. See
	screen shots of example video presentations below:



Continued on next page

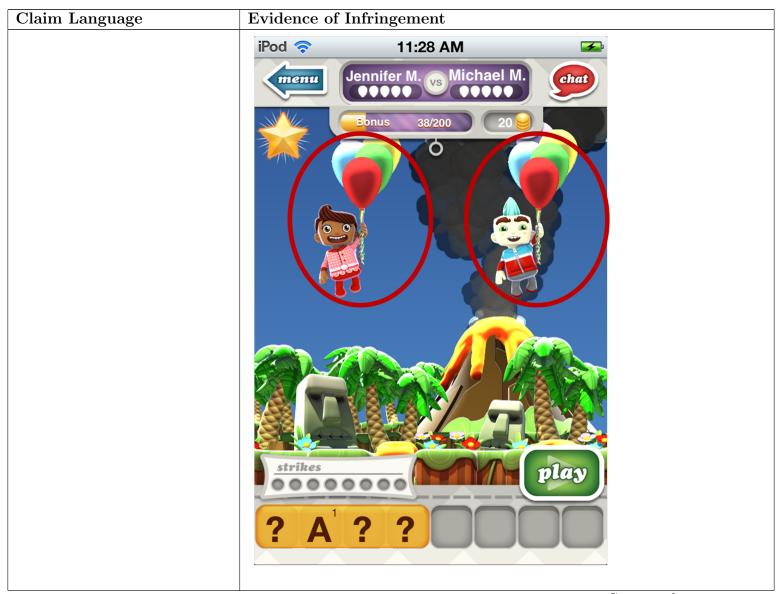


Continued on next page



Continued on next page

Claim Language	Evidence of Infringement
receiving at least one informa-	Hanging with Friends receives at least one information transmission at the
tion transmission at said re-	receiver station that includes a first discrete signal and a second discrete
ceiver station, said at least	signal. For example, Hanging with Friends receives the game status infor-
one information transmission	mation, which includes game information such as information related to the
including a first discrete signal	placement of a first game item (a first discrete signal) and information re-
and a second discrete signal;	lated to the placement of a second game item (a second discrete signal). As
	a second example, Hanging with Friends receives data related to other users,
	such as a the placement of a first game item (a first discrete signal) and in-
	formation related to the placement of a second game item (a second discrete
	signal).



Continued on next page