UNITED STATES PATENT AND TRADEMARK OFFICE
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BEFORE THE PATENT TRIAL AND APPEAL BOARD
_____

GOOGLE INC.
Petitioner

v.

B.E. TECHNOLOGY, LLC
Patent Owner
_____

Case IPR2014-00033
Patent 6,771,290 B1
_____

PETITIONER GOOGLE'S DEMONSTRATIVES

Trial Hearing

Google Inc. v. B.E. Technology, L.L.C.

Case IPR2014-00031 (U.S. Patent 6,771,290)
Case IPR2014-00033 (U.S. Patent 6,771,290)
United States Patent and Trademark Office
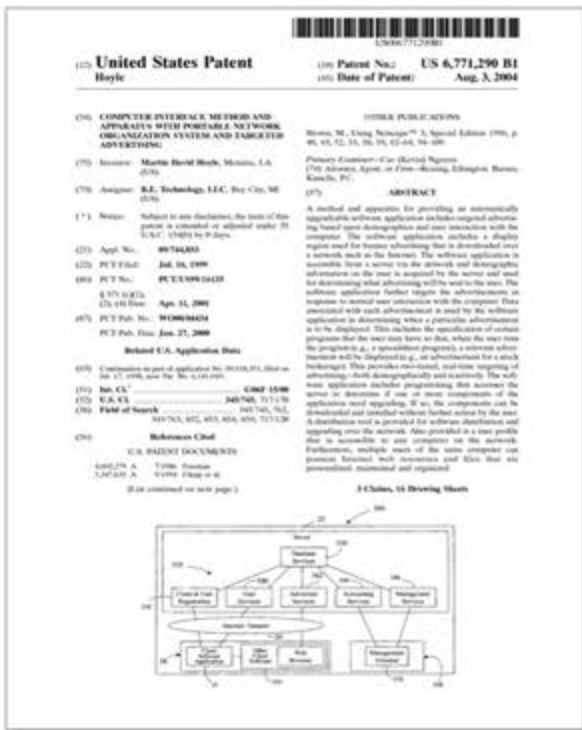
December 11, 2014

U.S. Patent No. 6,771,290 B1

Computer Interface Method and Apparatus With Portable Network Organization System And Targeted Advertising

United States Patent

Hoyle

(10) **Patent No.:** US 6,77...

(45) **Date of Patent:** Au...

'290 Patent (Ex. 1001) at p. 1.

(54) **COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED ADVERTISING**

(75) Inventor: **Martin David Hoyle**, Metairie, LA (US)

(73) Assignee: **B.E. Technology, LLC**, Bay City, MI (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/744,033**

(22) PCT Filed: **Jul. 16, 1999**

(86) PCT No.: **PCT/US99/16135**
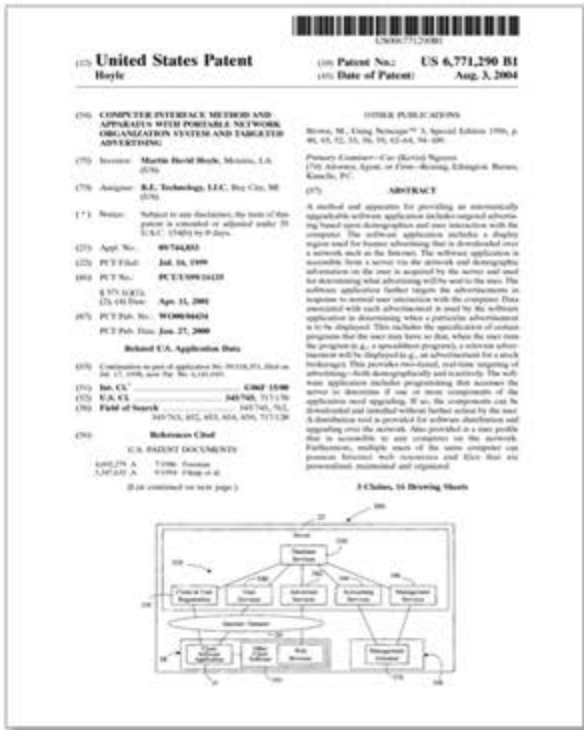
§ 371 (c)(1), (2), (4) Date: **Apr. 11, 2001**

(87) PCT Pub. No.: **WO00/04434**

PCT Pub. Date: **Jan. 27, 2000**

Related U.S. Application Data

(63) Continuation-in-part of application No. 09/118,351, filed on Jul. 17, 1998, now Pat. No. 6,141,010.

Claim 2 of the '290 Patent

'290 Patent (Ex. 1001) at 39:1-40:10.

2. A computer-readable memory for use b
computer in conjunction with a server that is ac
the client computer via a network, the server stor
profile and user library for each of a number o
users, with the user library containing one or mor
the user profile containing at least one user link tha
a, link to one of the files in the user library, the
readable memory comprising:

a non-volatile data storage device;

a program stored on said non-volatile data stor
in a computer-readable format;

said program being operable upon execution to
graphical user interface comprising an applic
dow having a number of user-selectable
played therein, wherein each of said items h
ated with it a link to an information resource
via the network and wherein said program i
upon execution and in response to selection
of one of said items to access the associate
tion resource over the network;

said program being operable upon execution
from server one of the user profiles and to
user-selectable item for user links contained
user profile, said program further being o
response to selection by a user of one of the
to access the file associated with the selecte
from the user library associated with the rec
profile.

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