### UNITED STATES PATENT AND TRADEMARK OFFICE

#### 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**

# Google

RM

Δ

# **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 B<sup>2</sup>

Computer Interface Method and Apparatu With Portable Network Organization Syste And Targeted Advertising

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

## United States Patent Hoyle

			12606/7129301		
100 United States Patent			(in) Patient Na.2 US 6,771,290 BJ (in) Date of Patient) Aug. 3, 2004		
	UNITS THE	PATERIA & METHOD AND		A PUBLICATERS	
A 0	APPERATUS WITH PORTABLE SETWORK ORCANIZATION ATVITUS AND TABLETTIS ADVIDUTION		Brows, M., Using Network <sup>10</sup> λ, Special Solation (1999, p. 49, 45, 72, 55, 76, 76, 75, 425-64, 54-400.		
175.6		tartis Barbi Barbi, Musica, 1.4, 765	Penary Gamian - Co (70) Advents Apoll & Kandle, PC	er (Karlad Ngeres) e Fire- dalamij, Edington Barar	
C76 A	-	J. Technology, LLC, No. Core, MI		NETRACT	
(2), N	0	Agent to any disclations, the tests of data score is consided or adjusted angles (5 3-1, 1)14(6) to the days.	spywitchik uritweet a reg hand spec dulong prospect. The unitwo	too for providing an enterested aplication includes segural advanta ophics and one indexaction with the an application methods a displo- advectment that is described on	
	appl. Wes.	en 144,000	a surrently sould an the I	Intrait. The ultimat application	
120 P	TTIL	Jul. 16, 1999 PCT-UN99 Tai (20	advention in the real	it the dar philosoph and distoring tight is a signified by the native and one	
1.1	NUMBER OF		the determining what at authous application for	buttoning will be weat to the uters. It's willest targets the advertisements i	
0	75. (41.0ium)	Apr. 31, 2001	inspirios to accricial test	contraction with the crosposer Dis-	
		WORRASH	opplication in determine	ing which a particular advertisation	
		- Jue 21, 2000	prograde that the user I	may have so deat, whele the over the	
		d CA. Application Data	Institute will be display	aaliikot program), a scirrean adro sal is g., se adrottisettasis for e stro	
601 2	a 17, 1400, 1	r pari -d applicative No. 20118, 211, Illusi on aver Far No. 42, 51, 1997.	advertising - Auto dama	As revoluted, real-time surgering - regregitativity and manifolds. The well	
(71) B	in (11'	Cm2 1598	not approxime such actual or descention of	the properties the access of the	
175 K 176 F	bild of Near	A45/745, 717170	spectration word space	elling. If so, the components can be ad-without further action by the new	
		345743, 815, 833, 854, 854, 7171.34	A dominant to of a pr	created for software description of work. Also provided in a cast profil	
0.0		Balances Chat	that is according to	any probably to the survey	
	ER.	PARAMETERS CONTRACTOR	posses bruted ad	much of the same antipoler on it resonances and then that at	
	10.0 M	TYPE Page + 4	presented minute	of ant organized	
	8.00	compared on sense (edite ()	Athin	. 16 Druwing Hauts	
			~		
		0	A		
		1 Pro 100	arten 1	2010	
		and the second	1 miles	in the second se	
	1.1	Planature too	Arrow Arrow	Management -	
		the sector	1	1	
			The		
		4月4日月月日	4a (1mg		
		a Later Later Later Later	Control		
		· · · · · · · · · · · · · · · · · · ·		19 C 14 C	
-					
			01) at j		

DOCKET

Δ

RM

Δ

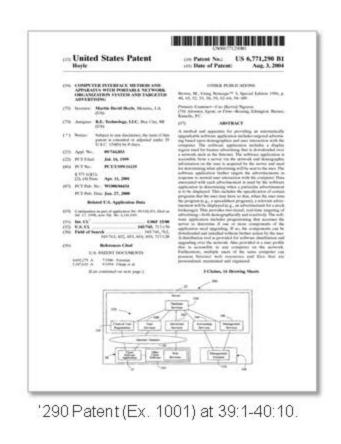
## (10) Patent No.: US 6,77 (45) Date of Patent: Au

(54)	COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED ADVERTISING					
(75)	Inventor: Ma (US		a <b>rtin David Hoyle</b> , Metairie, LA S)			
(73)	Assignee:	B.E (US	. Technology, LLC, Bay City, MI			
(*)	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			
	Rel	ated	U.S. Applicatio	on Data		

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

Find authenticated court documents without watermarks at docketalarm.com.

# Claim 2 of the '290 Patent



DOCKET

2. A computer-readable memory for use by computer in conjunction with a server that is acc the client computer via a network, the server stor profile and user library for each of a number of users, with the user library containing one or more the user profile containing at least one user link that 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 l 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 associated 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 selecter from the user library associated with the rec profile.

# DOCKET A L A R M



# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## **Real-Time Litigation Alerts**



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

### **Advanced Docket Research**



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## **Analytics At Your Fingertips**



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

### API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

#### LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

#### FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

### E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.