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

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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 B²

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

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100 United States Patent			(in) Patient Na.2 US 6,771,290 BJ (in) Date of Patient) Aug. 3, 2004		
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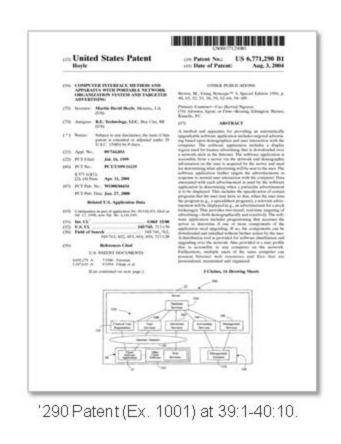
(10) Patent No.: US 6,77 (45) Date of Patent: Au

(54)	COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED ADVERTISING					
(75)	Inventor: Ma (US		a rtin David Hoyle , 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.

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Claim 2 of the '290 Patent



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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.

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