

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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GOOGLE INC.  
Petitioner

v.

Patent of AT HOME BONDHOLDERS' LIQUIDATING TRUST  
Patent Owner

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Case IPR2015-00666

U.S. Patent No. 6,014,698

Title: SYSTEM USING FIRST BANNER REQUEST THAT CAN NOT BE  
BLOCKED FROM REACHING A SERVER FOR ACCURATELY COUNTING  
DISPLAYS OF BANNERS ON NETWORK TERMINALS

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**PATENT OWNER'S PRELIMINARY RESPONSE  
UNDER 37 C.F.R. §§ 42.107**

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**Table of Exhibits**

<b>AHBLT-(Exhibit #)</b>	<b>Description</b>
<b>AHBLT-2001</b>	Jason Fry, Network Caching Catches Flak From Some Content Providers, WALL ST. J. (Nov. 21, 1997), <a href="http://www.wsj.com/articles/SB876847891653286000">http://www.wsj.com/articles/SB876847891653286000</a>
<b>AHBLT-2002</b>	Seth Schiesel, Updates/Media and Technology; Software to Track Business Prospects By Web Visits, N.Y.TIMES (Oct. 6, 1997), <a href="http://www.nytimes.com/1997/10/06/business/updates-media-and-technology-software-to-track-business-prospects-by-web-visits.html">http://www.nytimes.com/1997/10/06/business/updates-media-and-technology-software-to-track-business-prospects-by-web-visits.html</a>
<b>AHBLT-2003</b>	Rick E. Bruner, Interactive: Media & Marketing: Matchlogic Service Solves Cache Problem, Advertising Age (Oct. 13, 1997), <a href="http://adage.com/article/news/interactive-media-marketing-matchlogic-service-solves-cache-problem/70523/">http://adage.com/article/news/interactive-media-marketing-matchlogic-service-solves-cache-problem/70523/</a>
<b>AHBLT-2004</b>	What is ABC, Audit Bureau of Circulations, <a href="http://www.auditbureau.org/about-what-is-abc.html">http://www.auditbureau.org/about-what-is-abc.html</a> (last visited May 17, 2015)
<b>AHBLT-2005</b>	Tom Shields, Internet Advertising Banner Counting Methodology (Oct. 23, 1998), <a href="https://web.archive.org/web/19990819024111/http://www.netgravity.com/standards/WD-countmethod-19981023.html">https://web.archive.org/web/19990819024111/http://www.netgravity.com/standards/WD-countmethod-19981023.html</a>
<b>AHBLT-2006</b>	Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines, Interactive Advertising Bureau (Sep. 2004), <a href="http://www.iab.net/media/file/US_meas_guidelines.pdf">http://www.iab.net/media/file/US_meas_guidelines.pdf</a>
<b>AHBLT-2007</b>	CGI Programming Guide on the World Wide Web, Shishir Gundavaram, (1st Ed., March 1996), <a href="http://www.oreilly.com/openbook/cgi/">http://www.oreilly.com/openbook/cgi/</a>

<b>AHBLT-2008</b>	DART White Paper Counting Methodologies, DoubleClick, July 12, 2001
<b>AHBLT-2009</b>	W3C httpd CGI/1.1 Script Support, World Wide Web Consortium (W3C) (July 1995), <a href="http://www.w3.org/Daemon/User/CGI/Overview.html">http://www.w3.org/Daemon/User/CGI/Overview.html</a>
<b>AHBLT-2010</b>	“conjunction” Merriam-Webster Online, <a href="http://www.merriam-webster.com/dictionary/conjunction">http://www.merriam-webster.com/dictionary/conjunction</a> (last visited May 17, 2015)
<b>AHBLT-2011</b>	HTML 4.0 Specification, Dave Raggett et. al. eds. (Dec. 1997), World Wide Web Consortium (W3C), <a href="http://www.w3.org/TR/REC-html40-971218/">http://www.w3.org/TR/REC-html40-971218/</a>
<b>AHBLT-2012</b>	We've officially acquired DoubleClick, Official Google Blog (Mar. 11, 2008), <a href="http://googleblog.blogspot.com/2008/03/weve-officially-acquired-doubleclick.html">http://googleblog.blogspot.com/2008/03/weve-officially-acquired-doubleclick.html</a>
<b>AHBLT-2013</b>	Duane Wessels, Web Caching, O'Reilly & Associates, Inc. (June 2001)
<b>AHBLT-2014</b>	Excerpt of File History for U.S. Patent No. 6,286,045

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