DIGITAL RIVER, INC.
DEALER AGREEMENT

This Agreement, made this 27th day of January, 1997, by and between DIGITAL RIVER, INC., a Minnesota corporation with offices located at 5198 West 76th Street, Edina, Minnesota 55439 (the Company), and Ocral Publications Limited, a _____, with offices located at 14-391 Marwood Drive, Oshawa, Ont. L1H7P8 (the Dealer).

Premises

The Company is engaged in the business of electronically distributing products, including computer software to end users of such products (the End Users). The Dealer owns and operates the website (the Site) identified on Exhibit A, attached hereto and incorporated herein by reference, and is engaged in the business of soliciting orders from end users for the purchase of various products, including computer software. The Company desires to engage the services of the Dealer to facilitate the distribution of computer software, and the Dealer is willing to perform such services for the Company.

In consideration of the Premises, the mutual promises of the parties, and the mutual benefits to be gained by performance, it is agreed as follows:

1. Products - The Company distributes the products described on Exhibit A. Such products, as may from time to time be updated, modified, or enhanced, shall be collectively referred to as "the Products." The Company may from time to time, in its sole discretion, delete Products from this Agreement. In addition, the Company may from time to time, in its sole discretion, add Products to this Agreement, and any such added software products shall be considered to be part of the Products for the purposes of this Agreement.

2. Appointment of Dealer - The Company hereby appoints the Dealer to solicit orders for the sale of the Products. The Dealer shall maintain and continue to operate the Site. The Site shall prominently feature advertising and promotional information about the Products, together with instructions about the means by which the Products can be purchased. As may be requested by the Company, the Dealer shall consult and cooperate with the Company in connection with the design, content, format, and graphics that are a part of the advertising and promotion of the Products on the Site. The Dealer shall in each and every instance use its best efforts to promote the sale of the Products, and shall refrain from taking any actions that could impede the sale of the Products or injure the reputation and integrity of the Company.

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3. Order and Delivery Process - The Dealer shall continuously maintain a link to "www.digitalriver.com." The Dealer shall pay the Company the one-time set-up fee specified on Exhibit A, and the Company shall provide reasonable assistance to the Dealer in establishing the aforementioned link and duplicating the Site. All orders for the Products shall be transmitted directly to the Company. The Company shall be responsible for the processing of payments made by End Users, payment of all applicable credit card transaction fees, payment and filing of all applicable taxes, and for the delivery of the Products to the End Users.

4. Commissions - The Dealer shall be paid a commission based on a percentage of net sales of the Products. The commission rate shall be as specified in Exhibit A. Within thirty (30) days after the end of each month the Company will remit commissions to the Dealer based on amounts actually received by the Company during the immediately preceding month. As used in this Agreement, the term "net sales" shall mean the actual amount paid by an End User for the Products, reduced by sales and use taxes and delivery charges. The Company may from time to time adjust the amount of commissions payable to the Dealer based on returns, refunds, and exchanges.

5. Term - Subject to the provisions of Section 13, the initial term of this Agreement shall commence on the date of its execution and continue for a period of one (1) year thereafter. Unless the Company provides written notice of termination to the Dealer prior to the expiration of the initial term or any renewal term, this Agreement shall automatically be renewed for successive one (1) year terms.

6. Monthly Sales Requirement - On a monthly basis, the Dealer shall sell the amount of the Products specified on Exhibit A. In the event the Dealer fails to sell such amount, the Dealer shall pay the Company a sales fee in the amount specified on Exhibit A. In the discretion of the Company, the amount of the sales fee may be offset against future commissions payable to the Dealer.

7. End User Information - Within thirty (30) days after the end of each month the Company shall provide the Dealer with the Company's list of customers and End Users that purchased the Products through the Dealer's Site during the immediately preceding month (the Customer List). The Dealer shall have the right to use the Customer List in connection with its sales and marketing activities. The Dealer shall not reproduce or distribute the Customer List without the consent of the Company, and the Customer List may not be sold or otherwise transferred to any other person or organization.

8. Confidential Information - All of the trade secrets and other confidential information relating to the Company and the Products,

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including without limitation, methods, processes, configurations, intended uses, marketing plans, financial information, business plans, the Customer List, and inventory information shall be maintained in confidence, and the Dealer shall not, during the term of this Agreement or subsequent to the termination of this Agreement, divulge to any other person or organization, or use in any manner whatsoever, directly or indirectly, for any reason whatsoever, any of the trade secrets or confidential information relating to the Company and the Products without receiving the prior written consent of the Company. The Dealer shall take such actions as may be necessary to ensure that its employees and agents are bound by the provisions of this Section.

9. Distribution Restrictions - The Company shall be the exclusive electronic supplier of the Products for the Dealer at the Site. At the Site, or through the use of similar electronic distribution systems, the Dealer shall refrain from advertising or promoting the electronic sale of the Products by other persons or organizations.

10. Nature of Relationship - The Dealer shall be an independent contractor and not an employee of the Company. The Dealer shall not represent or imply to any person or organization that this Agreement authorizes it to act as an agent or on behalf of the Company, other than as provided for in this Agreement. The Company shall not be obligated by any agreement, representation, or warranty made by the Dealer, nor shall the Company be obligated for damages to any person or organization for personal injuries or property damage directly or indirectly arising out of the conduct of the Dealer.

11. Indemnification - The Company and the Dealer shall indemnify, defend, and hold harmless each other and their successors and assigns from and against any and all manner of action or actions, suits, claims, damages, judgments, levies, and executions, including reasonable attorneysí fees, whether known or unknown, liquidated or unliquidated, fixed, contingent, direct or indirect, that relate to the conduct of their respective businesses or the breach of any of their respective obligations under this Agreement.

12. Programming Services - As may be requested by the Dealer, the Company may from time to time provide computer programming services to the Dealer. The provision of any such computer programming services by the Company shall be on such terms and conditions as may be mutually agreed upon by the Dealer and the Company.

13. Termination - The Company shall have the right to immediately terminate this Agreement in the event the Dealer fails to substantially perform any of its material obligations under this Agreement; suspends or terminates the conduct of its business; or initiates or has initiated against it,

any act, process, or proceeding under any insolvency law, the Federal Bankruptcy Act, or any other statute or law providing for the modification or adjustment of the rights of creditors.

14. Miscellaneous - Injunctive or other equitable relief shall be a remedy available to the Company in the event of a breach of any provision of this Agreement by the Dealer. In no event shall the Company's liability to the Dealer exceed the aggregate amount of commissions paid to the Dealer by the Company during the one (1) year period immediately preceding the date of termination of this Agreement. Any notices required or permitted to be given under this Agreement shall be sufficient if in writing and personally delivered or sent by certified mail to the address of the other party at the address set forth herein. The Dealer may not assign its rights or delegate its duties hereunder without receiving the prior written consent of the Company. The waiver of any provision or the breach of any provision of this Agreement shall not be effective unless expressly made in writing. This Agreement shall be governed by the laws of the State of Minnesota in the United States. For the purpose of resolving conflicts related to or arising out of this Agreement, the parties expressly agree that venue shall be in the State of Minnesota only, and, in addition, the parties hereby consent to the jurisdiction of the federal and state courts in the State of Minnesota. In the event any portion of this Agreement shall be held to be invalid, the same shall not affect in any respect whatsoever, the validity of the remainder of this Agreement. This Agreement sets forth the entire understanding between the parties, there being no terms, conditions warranties, or representations other than those contained in this Agreement, and no amendments shall be valid unless made in writing and signed by the parties to this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first above written.

THE COMPANY:
DIGITAL RIVER, INC.

By:

Its:

THE DEALER:

By: Geoffrey C. Wells

Its: C.E.O.

DR149797

SYNTELLECT Interactive Communications

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SYNTELLECT Interactive Communications

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SYNTELLECT Interactive Communications

Executive Summary

Introduction

Over the past year, several companies ranging from regional Internet Service Providers to global telecommunications giants have announced their intention to provide a new breed of interactive transaction processing solutions for businesses and their customers.

These companies seek to use the Internet to provide automated services to financial institutions and companies in a growing number of other industries. These services typically enhance customer service, marketing, and new sales efforts. The quality of these products and services tends to vary greatly among competing firms and does not always correspond to a firm's size or the maturity of its products.

This report examines a cross-section of the companies which provide web-based transaction processing and other related services now offered by Syntellect. Information from a number of sources has been compiled, filtered, and analyzed to produce key insights which will help shape Syntellect's Internet strategy.

Competitive Analysis

- A handful of companies threaten the success of Syntellect Interactive Services' efforts to penetrate the online transaction processing market in the financial industry:
  - CheckFree Corporation, which has significant supplier power and strong existing capabilities
  - Security First Technologies, with its substantial experience, partnerships, and refined product offerings
  - Digital Insight, which possesses a large customer base among credit unions and is aggressively targeting this niche market

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SYNTELLECT Interactive Communications

Executive Summary

Analysis of Pricing Alternatives

- Flexibility is a critical success factor for all customers, particularly larger banks. Careful understanding of cost drivers and revenue expectations can facilitate customized pricing for key customers
- Smaller institutions prefer low setup fees with higher variable charges and minimum monthly fee requirements
- Medium-sized institutions are viable service bureau customers and will pay higher setup costs for more customization and somewhat reduced variable charges (per-account or per-transaction fees)

Review of Alternative Strategies & Potential Markets

- Over the next decade, countless new markets will require transaction processing services. Syntellect should consider new strategies which begin to address these future customers and their needs now. Syntellect can leverage its integrated IVR and IWR capabilities to serve additional markets including:
  - Retail transaction processing for merchants
  - Benefits enrollment and insurance providers
  - Corporate intranet development
  - Nonbank (private label) credit card issuers
  - Credit bureaus
  - Airline frequent flier and other point-based programs
  - Information providers
- Syntellect should strive to provide turnkey solutions
- Syntellect should consider creating alliances with core processors to resell its solutions

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Executive Summary

Recommendations

- In the transaction processing market, Syntellect Interactive Services can take the following steps to combat its competitors and create sustainable competitive advantages:
  - Leverage the company's strengths, such as its ownership of a service bureau, well-known IVR products, readily available IWR products, and general telephony experience
  - Form strategic partnerships with a variety of industry players in order to access greater numbers of customers. Suggested partnerships include:
    - Integrion Financial Network
    - Synitar Systems, Inc.
    - Fiserv
    - Smaller Internet banking solutions providers with strong regional ties
  - Use innovative and flexible thinking to create marketing strategies which seek untapped customers (and unexplored solutions to their needs)
- Syntellect needs to work quickly to take advantage of its immediate readiness to offer products and services, especially while its relatively slow competitors continue to develop their products and lose ground in building their customer bases
- Syntellect should offer electronic commerce services targeted to merchants
  - The company's service bureau already possesses the core systems and software necessary to provide these functions
  - Experts project that the market for e-commerce services will grow exponentially for several years
  - By adding e-commerce services, Syntellect will be able to offer companies more complete Internet-based solutions which better meet their needs

Competitive Analysis

Security First Technologies

(www.s-1.com)

SECURITY FIRST TECHNOLOGIES

Company Profile:

- Security First (formerly Five Paces) provides Internet banking solutions including software sales and outsourcing solutions
- The company has gained market attention through its Internet bank subsidiary, Security First Network Bank.

Products:

- Financial Services Applications
  - Virtual Bank Manager
  - Virtual Credit Card Manager
  - Virtual Investment Manager
  - Virtual Loan Manager
- Security Products
- Architecture
- Implementation
- Consulting Services

Security First Technologies

(www.s-1.com)

SECURITY FIRST TECHNOLOGIES

Product Features:

- Financial Services Applications
  - Virtual Bank Manager
    - Allows bank customers to perform secure banking transactions over the Internet
    - Account summary & statement information
    - Online check imaging
    - Bill payment & payment reports (by category or payee)
    - Cash flow reports
    - Reconciliation reports (reconcile the current bank balance against the current register balance, identifying discrepancies between the bank statement and register)
    - Online help
    - All graphics, text, etc. can be customized for each bank

Security First Technologies

(www.s-1.com)

Product Features:

- Financial Services Applications
  - Virtual Credit Card Manager
    - Provides credit card customers access to a real-time account statement
    - Interface is similar to bank account information
  - Virtual Investment Manager
    - Not yet available, this will enable financial institutions to add brokerage services to their product lines
    - Will include investment research and financial analysis. No mention of real time or delayed stock quote availability.
  - Virtual Loan Manager
    - Not yet available, this will enable applications for personal or commercial loans online
    - Payments to loans can be made between online accounts
  - Virtual Net Worth
    - All components can (will) be integrated so that customers can view total portfolio of debits and credits
  - Bill Payments
    - Contracted through CheckFree, S-1 allows online scheduling of bill payments (a pretty standard approach)

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Security First Technologies

(www.s-1.com)

Target Market:

- S-1 has signaled its intent to dominate the online banking market. The company aggressively promotes itself at trade shows, in industry publications, and online. The company's bank, Security First Network Bank (SFNB), has proven to be a useful sales tool (proving that it works), but some banks have expressed concerns over S-1's ownership of a competing institution.
- Currently, the company's oldest domestic client (excluding SFNB) is Huntington Banks, a stakeholder in S-1 Corporation. S-1 also recently signed an agreement with the Australia and New Zealand Banking Group, Ltd. (ANZ) to sell the Virtual Financial Manager (bank suite). A total of 13 financial institutions have signed up for S-1's products and services, and 7 of these will use the outsourcing option (S-1's service bureau).
- The service bureau (outsourcing) option appears to be favored by smaller institutions, whereas larger customers tend to purchase the solution outright. (The seven outsourcing clients manage approximately $30 billion of the $230 billion under management by all S-1 clients.)

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Security First Technologies

(www.s-1.com)

Strategic Partnerships:

- Sun Microsystems
  - S-1 will develop a version of S-1's Virtual Financial Manager that will run in a secure operating environment based on Sun's UltraSPARC platform running Solaris. S-1 will also incorporate Java technology into its VFM architecture, thus enhancing Internet/intranet functionality and providing universal access to S-1 applications across multiple platforms. Sun's global sales, marketing and distribution channels will promote the S-1 solution on the Sun platform as well.
- CheckFree Corporation
  - S-1 has an agreement with CheckFree in which CheckFree provides back-end bill payment processing for S-1's VFM customers, and utilizes VFM for their bill payment services, as well. Additionally, CheckFree is supposed to re-market Security First's VFM solution to their financial customers. The extent to which the latter occurs is uncertain, given that CheckFree has a competing solution of its own. To date, S-1 has not gotten any new clients through this partnership.

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Security First Technologies

(www.s-1.com)

Strategic Partnerships:

- Unisys
  - Unisys has agreed to recommend S-1 products to its systems customers who seek Internet solutions. In exchange for this, S-1 is rewarding Unisys with "commissions" for sales made through their referrals. It is uncertain whether this partnership has yielded any clients for S-1, but the relationship is actively pursued by S-1.
- Alltel
  - Alltel is the preferred service bureau used by S-1 customers who choose the outsourcing option. Alltel also actively promotes S-1 products to its other financial institution clients, including National Commerce Bancorporation, which recently selected S-1 as its Internet solution provider.
- Visa Interactive
  - Visa Interactive markets S-1's Virtual Financial Manager suite as its Internet banking solution and as a complement to its remote banking and bill payment services. Visa Interactive claims to offer its own solution as well, but no product literature is available. Security First has agreed to make its technology compliant with the Access Devise Messaging Specification (ADMS) financial systems standard created by Visa.

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Security First Technologies

(www.s-1.com)

Strategic Partnerships:

- Hewlett Packard
  - S-1 uses HP's VirtualVault security technology in its VFM product. HP is involved in the development of S-1 products and is essentially a supplier to S-1. S-1 refers clients to HP for systems solutions as an added feature of this relationship. HP promotes SFNB and S-1 solutions in the retail banking section of its web site.
- M&I Data Services
  - M&I is one of the banking industry's leading core processors. S-1 has an exclusive arrangement with M&I whereby M&I will promote only S-1 Internet banking solutions to its customers. M&I is also the service bureau used for processing SFNB transactions (a legacy of Cardinal Bancshares' relationship with M&I).
- Computer Services, Inc.
  - Structured similarly to the M&I relationship. Computer Services is a "core processor" of banking data and will market S-1 products to its customers. It will also use S-1's service bureau for the front-end processing of Internet banking applications.

Security First Technologies

(www.s-1.com)

Strategic Partnerships:

- Quintus Corporation
  - Quintus and S-1 have partnered to create an Internet call center designed to consolidate inquiries received through various communication channels, including voice response unit and e-mail, and to direct those inquiries to highly targeted response teams for efficient customer service. Quintus provides expertise in Web interaction with call centers.
- Open Banking Consortium (member)

Security First Technologies

(www.s-1.com)

Pricing:

- Setup fees: $40,000
- Per customer fees: Variable. This fee amount has an inverse relationship with the number of a client bank's customers.
- S-1 shows a strong willingness to be flexible with pricing within a certain range. Each client may have a different contract with S-1, but each contract is designed to meet S-1's costs and achieve revenue targets.

Security First Technologies

(www.s-1.com)

General Observations:

- S-1 is probably Syntellect's most significant competitor in the financial institutions market. They have several advantages over Syntellect at present:
  - Momentum - Security First has been in the market for 2 years and has attracted lots of media attention to its product offerings, primarily through SFNB ("the first Internet bank").
  - Partnerships - S-1's strong relationships with key partners, particularly the exclusive referral deals with four of the seven major "core processors" (Alltel, M&I, Computer Services, and CheckFree), are important assets to the company. Syntellect must build similar relationships in order to ensure full recognition of its web capabilities.
  - Product Development - S-1 has had a longer time to work on its product and a larger group of programmers as well. Syntellect should be able to benefit from S-1's experience, however, and this should mitigate this advantage.
- S-1 does not appear to be interested in markets other than financial services at present. Syntellect's willingness to enter diverse markets can strengthen its bid to enter the e-commerce market and accelerate the learning curve to the point at which many of the advantages enjoyed by S-1 can be met or overcome.

CFI Proservices, Inc.

(www.cfipro.com)

Company Profile:

- CFI Proservices claims to be the largest provider of PC-based software to the U.S. banking industry, with over 5,000 financial institutions using the company's products and services
- The company seeks to automate lending, operations, home banking, and customer sales and service for financial institutions
- CFI's products WebPB and JavaPB enable their customers to offer full-service interactive solutions

Products:

- Personal Branch (PC banking)
  - WebPB and JavaPB (Internet banking), LoanPB
- Encore! Call Center
- ACH Manager (processes file transfers between corporate customers, the Fed, and other ACH operators)
- StarGate (middleware product)
- Self-Service Terminal (kiosk software)

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CFI Proservices, Inc.

(www.cfipro.com)

Product Features:

- Personal Branch
  - Account balances
  - Account histories
  - Funds transfers
  - Bill payment
  - Download of history information to personal finance software *Quicken, Money*, and *Managing Your Money*
  - Payroll distribution information
  - Intrabank transfers
  - Tax information
  - Institution news and information

DDR0007698

CFI Proservices, Inc.

(www.cfipro.com)

Product Features:

- Encore! Call Center
  - Customer Service Module
    - Provides transaction detail, statement detail, stop function, and warning function
  - Information Reference Module
    - Provides check orders, customer contact history, mailings, branch directory, bulletins, institution policies and procedures, product information, rate information, what-if calculations, fax and phone referrals, and inter-institution telephone directory
  - Telemarketing Sales Module
    - Provides customer profiles, account opening, lead tracking, mail, product information, coupon processing, call follow-up, fax and phone referral, account opening, document preparation, call history, customer demographic and psychographic information, product recommendations, rate information, and what-if calculations
  - Letter Fulfillment Module
    - Provides letter requests, letter templates, letter printing, data merge, information about collateral materials, and fulfillment reports
  - Reporting Module
    - Provides standard reports and ad-hoc reports

DDR0007699

CFI Proservices, Inc.

(www.cfipro.com)

Target Markets:

- CFI mainly targets the credit unions and community banks, which typically prefer outsourcing over outright purchase for technology solutions

Strategic Partnerships:

- Hewlett Packard
  - HP lists CFI as a "channel partner" under HP's virtual bank manager product offering, implying that the companies have a mutual reseller agreement for each other's services
- Credit union core processors - Aftech, Automated Systems, CU Processing, Fiserv Savings & Community Bank Group Southwest Region, Fiserv Galaxy, FiTech, Member Data Services, Share One, Summit Information Systems, and USERS
  - CFI has developed interfaces for the host processing systems of these companies, all of which serve credit unions
  - CFI and these companies also have co-marketing agreements in place for CFI's Personal Branch product

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CFI Proservices, Inc.

(www.cfipro.com)

General Observations:

- CFI has focused on small financial institutions and credit unions. Note: There is concern in the market over whether their solution is scaleable to larger settings
- CFI's Personal Branch software has wide acceptance, which gives the company plenty of opportunity to transition the financial institutions using PB over to CFI's new Internet-based products
- CFI's clever strategy: core processors ultimately resell CFI's solution
- Syntellect should consider mirroring CFI's partner/reseller strategy

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Digital Insight

(www.diginsite.com)

Products:

- AXIS Internet Access Account System (Home Banking)
- Web services

Product Features:

- AXIS Internet Access Account System (Home Banking)
  - Account balances
  - Account histories
  - Funds transfers
  - Download of history information to *Quicken*
  - Bill Payment System
  - Internet Stock Quotes
- Web services
  - Site development, maintenance, and hosting

DDR0007102

Digital Insight

(www.diginsite.com)

Target Market:

- Digital Insight has 81 clients, 27 of whom use the company's AXIS home banking product. Credit unions comprise almost all of the clients, however the company is also clearly targeting the broader financial institutions market.

Strategic Partners:

- Travelers Express Company
  - Provides the bill paying service used to process Digital Insight's payment transactions
- Symitar Systems
  - This top-20-ranked core processor for credit unions co-markets Digital Insight's solution with its own home banking product, apparently as part of a licensing arrangement similar to those used by Security First Technologies

DDR0007103

Digital Insight

(www.diginsite.com)

General Observations:

- Digital Insight gained market acceptance by creating and hosting web sites for small financial institutions such as credit unions
- The company's customers now see its transaction-based product as the next progression in Internet-related services
- For example, the credit unions no longer simply use the Internet as a marketing channel; they are beginning to use it as a distribution channel for interactive services
  - This trend suggests that, as they become comfortable with the technology, financial institutions will accept the evolution of interactive products
- These observations support Syntellect's decision to position its IWR product as the next step in interactive banking services for its current customer base

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CheckFree Corporation

(www.checkfree.com)

Company Profile

- A $678 million company which provides electronic bill payment and collection, electronic home banking, and other electronic commerce-related services for consumers, businesses and financial institutions
- Operates a series of service bureaus -- in Austin, Chicago, Portland (OR), Columbus, and through Intuit Services Corporation -- which enable CheckFree to handle the outsourcing of bill payments for 850 financial institutions including Wells Fargo, PNC, Chase, NationsBank, Bank America, and Bank One
- Two CheckFree service bureaus offer outsourcing services similar to those available through Syntellect
  - Using real-time network links and working off strip files, these centers located in Chicago and Austin offer banks the ability to outsource key online banking functions such as account balance information, fund transfer, etc.

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CheckFree Corporation

(www.checkfree.com)

Products:

- CheckFree BankStreet Web
- CheckFree E-Bill
- Stock Quote Service

Product Features:

- CheckFree BankStreet Web
  - thin-client web banking software originally created by software company Servantis
  - can be customized by banks to feature bank's own brand name, logo, etc.

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CheckFree Corporation

(www.checkfree.com)

Product Features:

- CheckFree E-Bill
  - Service which allows consumers to receive and pay bills electronically
  - Works directly through CheckFree on the web
  - Is not capable of handling all payees; only companies signed up with CheckFree
- Stock Quote Service
  - The company's purchase of software company Security APL added the popular stock quote web site PAWWS.com to CheckFree's repertoire, giving CheckFree new competencies in Internet-based financial services such as stock trading, portfolio management, company research, information for investment advisors, etc.

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CheckFree Corporation

(www.checkfree.com)

Strategic Partnerships:

- Microsoft
  - Enables BankStreet Web and the web sites of CheckFree bank customers to leverage Microsoft's ActiveX technology which will enable them to create more sophisticated user interfaces and operate much like fat-client personal finance software
- QuestPoint
  - Adds QuestPoint's transaction processing capabilities and its list of bank clients and retail clients
- Security First Technologies
  - Has a joint marketing agreement with S-1
- Integrion Financial Network
  - Makes CheckFree's bill payment and other back-end services available to members of IFN
- Intuit Services Corporation
  - Brings online users of Quicken personal finance software to CheckFree
- Also AT&T, Automatic Data Processing, Spyglass, Spry and CyberCash

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CheckFree Corporation

(www.checkfree.com)

Target Markets:

- CheckFree targets several large markets:
  - Financial institutions of all sizes
  - Consumers who wish to pay bills electronically
  - Corporations, small business, merchants and others which could benefit from electronic versions of bill payment and various other transactional services

Pricing (outsourcing option):

- $50,000 - $60,000 in setup fees
- An ongoing monthly fee graduated according to number of accounts
- No charge for each transaction

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CheckFree Corporation

(www.checkfree.com)

Success Factors:

- Has large installed base of clients and customers
  - Over 1 million consumers served
- Possesses a near-monopoly on electronic bill payment
  - Has notorious reputation for pressuring partners and suppliers to offer concessions during negotiations
- Has developed comprehensive strategy to serve users of fat- and thin-client software
  - CheckFree customers can use direct dial-up, fat-client software such as *Microsoft Money*, *Quicken*, and *BankStreet*
  - Or, thanks to Microsoft's ActiveX technology, customers will be able to bank exclusively through the web using thin clients such as BankStreet Web and customized bank web sites
  - Either way, CheckFree promises to give all customers a feature-rich online banking experience

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CheckFree Corporation

(www.checkfree.com)

General Observations:

- CheckFree poses a potential threat to Syntellect
  - The company's market power and breadth of product and service offerings make it a formidable competitor, including in the market for service bureaus
  - To deal effectively with this threat, Syntellect should consider conducting market research in order to determine customer perceptions and preferences and find weaknesses in CheckFree's positioning
- CheckFree has not publicized its presence in the service bureau market effectively
  - Syntellect should move quickly to attract and sign on its targeted customers before CheckFree decides to apply greater resources to the service bureau market
- Syntellect should consider exploiting the dissatisfaction many financial institutions feel toward CheckFree, which often exercises a Microsoft-like power over them in the bill payment market

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Online Resources & Communications Corp.

(www.orcc.com)

Products:

- Online Banking Services
- Customer Support Software
- Marketing Support
- The Online Business Banker
- Internet Services

Product Features:

- Online Banking
  - Web, telephone, and screenphone access provided
  - Bill Payment
    - Offered as an independent service directly to consumers, enabling them to keep current bank account
  - Account information

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Online Resources & Communications Corp.

(www.orcc.com)

Product Features:

- Customer Support Software
  - Used by customer service centers
  - Tracks merchant records, maintains account notes, and includes entry validation protocols
- Marketing Support
  - A comprehensive marketing communications plan designed to help financial institutions develop effective consumer marketing programs
- The Online Business Banker
  - Cash management and bill paying service for small businesses
- Internet Services
  - Site development, maintenance and hosting

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Online Resources & Communications Corp.

(www.orcc.com)

Target Markets:

- 50 institutions signed up so far
- Targets small- to mid-size institutions with up to $11 billion in assets
- Current mid-size clients include:
  - Central Fidelity ($11 billion)
  - First Commerce ($8.4 billion)
  - United Carolina Bank ($5 billion)
  - Riggs National ($4 billion)
  - Current small clients include: Mechanics Bank in California, Sandy Spring Bank in suburban Washington, D.C., and Wilber National Bank in Oneonta, New York

Strategic Partnerships:

- Deluxe Corp. - provides transaction processing and software services to banks, ATM networks, and retailers; Deluxe will be marketing ORCC products directly to its banking customers.
- Intuit Open Exchange-compliant

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Online Resources & Communications Corp.

(www.orcc.com)

Success Factors:

- Designed for "100% outsourcing," the company does not "sell" its service.
  - This may signal the company's intent to focus on smaller institutions
  - ORCC offers both web-based and private network-based solutions

General Observations:

- ORCC allows consumers to sign up for bill payment regardless of whether the financial institution they use is a client of ORCC which is not unlike CheckFree's approach to bill payment. Customers "open" an account with one of ORCC's clients and give that account permission to draw funds from the customer's main account. Bills are then paid from the new account, although this is transparent to the customer.
- ORCC has positioned itself to serve both consumers, small businesses and financial institutions. It remains to be seen whether financial institutions will react unfavorably toward this strategy of disintermediation.

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Edify Corporation

(www.edify.com)

Company Profile:

- Edify develops, markets, and supports self-service software that enables organizations to provide automated services accessed by customers, employees, and business partners through the Internet, private Intranets, web browsers, telephones and electronic mail
- The company's only outsourcing client is the Atlanta Internet Bank

Products:

- Electronic Workforce
- Electronic Banking System
- Employee Service System

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Edify Corporation

(www.edify.com)

EDIFY CORPORATION

Product Features:

- Electronic Workforce (Software platform)
  - Can deliver services via telephones, online PCs, fax, pagers, interactive kiosks and others
  - Can quickly and cost effectively integrate with back-office systems
- Electronic Banking System
  - Account information is available (balances, account history)
  - Funds Transfer
  - Bill Payment
- Employee Service System
  - Common human resources tasks can be performed in an interactive environment

Edify Corporation

(www.edify.com)

EDIFY CORPORATION

Target Market:

- Edify supplies financial institutions with front- and back-end interactive applications. Until its recent partnership with AT&T, Edify did not offer an outsourcing solution. As a result, Edify's products may have appealed more to larger banks than to mid-size or small ones.

Strategic Partners:

- AT&T
  - Provides the outsourcing option for Edify's product using AT&T's call centers. AT&T also integrates IVR technology into Edify's solution.
- Aspect Telecommunications
  - Integrates IVR technology into Edify's product for the non-outsourced alternative (outright sale)
- NCR Customer Information Services
  - Under a licensing and distribution agreement, NCR provides an outsourcing alternative for Edify's web banking product. NCR processes data for more than 600 banks worldwide.

Edify Corporation

(www.edify.com)

EDIFY CORPORATION

Strategic Partners:

- Hewlett Packard
  - Edify licensed the VirtualVault technology to augment its product's security. In turn, HP was supposed to promote Edify's home banking solution with its electronic commerce tools. However, it is uncertain whether this has taken place.

Edify Corporation

(www.edify.com)

EDIFY CORPORATION

General Observations:

- Although Edify does not own a service bureau to provide support for its applications, the company has established strategic partnerships with AT&T and NCR to effectively provide an outsourcing alternative
- With these partners, Edify poses a competitive challenge to Syntellect in the home banking market. These partnerships demonstrate that effective competition can be enabled simply by adding strategic partners with complementary strengths. Thus, Syntellect should not dismiss as non-competitors companies which lack a comprehensive interactive solution.
- Syntellect can develop a competitive advantage over Edify by leveraging its ownership of both the technology and a service bureau to provide a more integrated and efficient solution for customers
- Edify also sees the ease of their product implementation as a strong advantage over competitors, such as Security First Technologies, which require significant effort to initiate a bank's online operations

Note: Syntellect's products can also be positioned as an easy-to-implement solution

AT&T Corporation

(www.att.com)

Company Profile:

- AT&T is a market leader in telecommunications products and services
- They have partnered with Edify to provide an Internet solution to financial institutions

Products:

- Call Center Automation
- Call Center Services
- Call Center Consulting
- Call Center Transaction Management

AT&T Corporation

(www.att.com)

Product Features:

- Call Center Automation
  - Customer Select (directs highly profitable customers to agents for cross-selling purposes)
  - Order Express (interactive voice response system to order products and services)
  - Talking Package (allows special voice messages to be included with gift products)
  - Answer Advantage (allows customers to record messages when agents are unavailable)
- Call Center Services
  - Networking of call centers
  - In-house or outsourced call routing between centers
  - Performance Monitoring
- Call Center Consulting
  - Evaluates strategic and operational aspects of a call center
  - Improves gathering and utilization of customer information
  - Offers customized services to solve specific problems
- Call Center Transaction Management
  - Allows all call center activity to be managed from a single desktop

AT&T Corporation

(www.att.com)

Target Market:

- AT&T is focused on providing complete call center support for businesses and financial institutions
- Outside of the financial services industry, AT&T targets the small- to mid-size business market. They offer site hosting and e-commerce packages to businesses through their "Easy World Wide Web (EW3)" product.

General Observations:

- AT&T is not in the business of offering front-end applications for financial institutions or businesses, but instead will partner with software companies (such as Edify) to increase penetration of their call center solutions
- Syntellect would benefit from examining AT&T's call center services to determine where further product development would enhance Syntellect's position in the service bureau market

Fiserv, Inc.

(www.fiserv.com)

Company Profile:

- Fiserv is an independent provider of financial data processing systems and related information management services and products to banks, credit unions, mortgage firms and savings institutions worldwide
- Fiserv is one of 7 major "core processors" for the banking industry

Products:

- The company's products currently do not include home banking solutions or automated customer service alternatives

Strategic Partnerships:

- Some units of Fiserv, including Fiserv Galaxy and Fiserv Savings & Community Bank Group, have a partnership with CFI Proservices. CFI has created an interface to the systems of these units to enable Fiserv to offer Internet banking to the customer groups served by these units.

Fiserv, Inc.

(www.fiserv.com)

General Observations:

- The company has all the capabilities required to enter these markets, although it seems more likely the company would license Internet-banking technology from a vendor. Therefore, Syntellect should consider pursuing a partnership with Fiserv in order to gain access to the company's substantial customer base.
- Fiserv's relationship with CFI Proservices is limited to specific units within Fiserv and presents only a limited obstacle to Syntellect.
- In addition, Fiserv is one of very few major core processors which does not yet have a relationship with Security First Technologies (SFNB). Syntellect should actively pursue core processors such as Fiserv which are open to alternative home banking solutions.

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Symitar Systems, Inc.

(www.symitar.com)

Company Profile:

- Symitar is a core processor for credit unions and offers its own Internet banking application to its clients
- Symitar considers itself to be in the top twenty of all core processors, although its entire business is comprised of credit unions. Symitar currently provides processing services for 170 credit unions in 30 states.

Products:

- MemberConnect Audio Response (IVR technology)
- MemberConnect (PC banking software package)
- Secure Internet Home Banking

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Symitar Systems, Inc.

(www.symitar.com)

Product Features:

- MemberConnect Audio Response
  - Complete account information
  - Document ordering (including automatic faxes of certain documents)
  - Ability to transfer funds
  - Note: Bill payment is not offered
- MemberConnect and Secure Internet Home Banking
  - Account information (balances, statements, account history)
  - Funds Transfer
  - Bill Payment
  - Supports up to ten different languages (English and Spanish included with purchase)
    - Note: To our knowledge, no other companies offer this multi-lingual feature

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Symitar Systems, Inc.

(www.symitar.com)

Target Market:

- Symitar seeks to provide complete interactive solutions for all credit unions and their customers

Strategic Partners:

- Digital Insight - Symitar co-markets Digital Insight's Internet banking product to its clients

Pricing Information:

- Setup and installation:
  - under $25,000 for licensing
  - under $25,000 for hardware
- Monthly home page basic services (hosting): $500
- Home page design consulting: not provided
- Monthly fee, per-member fee, per-transaction fee: none

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Symitar Systems, Inc.

(www.symitar.com)

General Observations:

- Symitar has entered into an uncommon agreement with Digital Insight whereby Symitar is allowed to market its solution to DI's customer base. In exchange, Symitar will simultaneously market DI's Internet banking solution as an alternative to its own.
- Syntellect might benefit by finding a company with which it could enter into a similar cross-marketing relationship
- Symitar might make a good strategic partner for Syntellect, however both companies would need to determine if and how such a relationship could improve the penetration of their company's products

Integrion Financial Network

(no corporate web site)

Company Profile

- Organization formed on 9/10/96 by IBM and a series of North American banks, each of whom invested several million dollars
- IFN will create a system through which member banks can offer customers a full slate of electronic banking services and share costs of technology and infrastructure development
- Integrion intends to provide customers access to banking services through 3 major access points:
  - PC / Internet
  - PC client software
  - Touch tone telephone
- Although currently focusing on consumer home banking and bill payment, Integrion ultimately intends to branch into other opportunities such as insurance industry services, commercial banking, etc.

Integrion Financial Network

Product Features (Front-end):

- Integrion's basic user interface and functionality has been modeled after Meca's *Managing Your Money* software, which is currently being re-written to comply with the Integrion Financial Network standard
- The interface will be completely brand-able & customize-able for individual member banks and will offer all basic banking features:
  - Balance inquiries, account statements, fund transfers, e-bill payments
  - In future:
    - Stock quotes & trading
    - Access to mutual funds
    - Loans
- Customer service functions will include
  - Direct e-mail to bank
  - E-Bill presentment
  - In future: interactive video sessions

Integrion Financial Network

Product Features (Front-end):

- Services will be accessible through any browser, ISP, or the private IBM Global Network, and ultimately through kiosks and interactive television

Product Features (Back-end):

- Increased security for financial institutions
  - Private IBM Global Network
  - Secure firewall/encryption solutions

Integrion Financial Network

Integrion

Target Markets:

- Large North American Banks
  - 16 U.S., Canadian partners will develop, own, and use service:

•ABN AMRO	•Fleet Financial Group
•Bank One	•KeyCorp
•Bank of America	•Mellon Bank
•Barnett Bank	•Michigan National Bank
•Comerica	•NationsBank
•First Bank Systems	•PNC Bank
•First Chicago	•Royal Bank of Canada
•NBD	•Washington Mutual, Inc.

Integrion Financial Network

Integrion

Target Markets:

- Small North American Banks
  - Will get same services as large banks by joining network
  - Will pay per-transaction fees
- International Banks
  - IBM is currently developing a similar network to Integrion for banks in Brazil

Success Factors

- Timing
  - Pilots to begin March 31, 1997 at NationsBank, Bank One
- Economies of scale will help reduce development costs
- Open architecture, infrastructure
- Built-in clients (partner banks serve over half of U.S. customers)

Integrion Financial Network

Integrion

Pricing:

- To be determined

General Observations:

- Integrion, if successful, could pose a challenge to today's online banking service providers
  - Integrion has the potential to shape the future of online banking, especially given the company's shared costs, billions of dollars committed to Internet-related R&D, and its impressive number of member banks
  - IFN's other competitive advantages, i.e., the company's open architecture and unrestricted use of the secure IBM Global Network, could give Integrion a sizable edge
- Transactions could be streamlined for IFN bank customers
  - For example, a customer of one IFN bank will be able to make automatic, directly-credited payments and transfers to customers of other IFN banks
- If IFN's shared-cost strategy works, certain transaction fees might be reduced or eliminated

Integrion Financial Network

Integrion

General Observations:

- **Window of opportunity for Syntellect-Integrion technology partnership is open, but only temporarily**
  - As IBM and Integrion member banks spend the next few months creating the first iteration of their network-wide standard (what they refer to as the "Gold Standard"), the organization seeks appropriate technologies and strategic partnerships
  - Syntellect should consider quickly proposing a technology-sharing arrangement under which Integrion's member banks would license Syntellect's IWR technology or services
  - All inquiries of this type can be referred to:

    David Chew
    IBM
    1133 Westchester Avenue
    White Plains, New York 10604
  - Syntellect should consider becoming IFN-compliant to support its bid to enter a partnership with Integrion

Integrion Financial Network

Integrion

General Observations:

- **Some downplay Integrion's threat**
  - Integrion has announced so little regarding its plans, standards, etc., that some industry experts have begun to doubt the company's progress and promises
  - Underground reaction to Integrion and its public announcements can be found at the Integrion Unofficial Updates web site at http://homepages.ihug.co.nz/~crump/Integrion/home.htm

Q-Up Systems

(www.qup.com)

UP SYSTEMS

Company Profile:

- Q-Up is a privately held company which offers products and services for financial institutions including online banking, web site design/development, and investment tracking tools. The company has offered its online banking product for 8 months.

Products:

- Internet Banking System
- Internet Portfolio Manager
- Stock Market News
- Q-Up Portfolio Manager
- InsuranceQuotes.com

Q-Up Systems

(www.qup.com)

UP SYSTEMS

Product Features:

- Internet Banking System
  - Account information (balances, history, etc.) for deposit and loan accounts
  - Funds transfer
  - Bill payment
  - Individual portfolio management
- Internet Portfolio Manager
  - Provides individual quotes, portfolio quotes, financial news summaries, research reports, and more. The service provides this information 24 hours a day via telephone, Internet, fax and e-mail. Quote information is static (end of day) and not real-time or otherwise dynamic.
  - Offered as total or partial outsourcing option
    - Total outsourcing: bank is only responsible for marketing, no other costs. All fees billed to customer ($19.95/month + hourly charges). Minimum fee requirement.
    - Partial outsourcing: bank provides the 800 number, signs up the customers, and administers the system. Bank pays setup fee plus monthly fee based on capacity.

Q-Up Systems

(www.qup.com)

UP SYSTEMS

Target Market:

- Community banks ($250-500 million) in Texas
- 2 year plan is to service banks outside of Texas

Strategic Partners:

- None at present. Company works closely with a core processor but declines to provide the identity of that processor.
- All products are built on the Microsoft NT 4.0 platform, but the company is not OFC compliant (or compliant to any other "standard")
- Uses third party bill payment company - not CheckFree - but does not disclose the firm's name
- Q-Up currently has one bank online and has a contract with a second bank which will be implemented soon

Q-Up Systems

(www.qup.com)

Pricing:

- Setup Fees: $1000. Setup charges are nominal, as the company is trying to build a client base. Most revenues will come through transaction- and account-based fees.
- Per-user fees: $1.00 per user, per month
- Per-transaction fees: $0.15 - 0.50 per transaction, depending upon type. Primarily applies to bill payment feature.
- Minimum monthly charges: $325

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Q-Up Systems

(www.qup.com)

General Observations:

- This is a small operation with only a few employees (10) at present. The outsourcing option appears to apply only to the portfolio management product and not to the web banking product.
- Like ORCC, Q-Up can offer services directly to consumers, although these product offerings are limited to investment portfolio information
- With its narrowly defined target market, this company does not present a serious threat to Syntellect. Strategic partnership may be a possibility. In such a relationship development costs could be shared, but Q-Up's technological capabilities appear to be inferior to those of Syntellect.

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BBN Planet

(www.bbn.com)

Company Profile:

- BBN is a large Internet service provider attempting to diversify into electronic commerce services. The company's stated mission is to "transition core business practices to the web"

Products:

- Custom Web Hosting
- Intranets and Document Delivery
- Self-Service Solutions
- Electronic Commerce
- Newspaper Publishing

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BBN Planet

(www.bbn.com)

Product Features:

- Self-Service Solutions:
  - Custom application development
  - Secure web infrastructure
  - Technical integration with content and back-end databases
  - Ongoing management of operations and maintenance
  - Solutions for Investment Banking Clients:
    - Funds Information
      - *Information on investment objectives, fund holdings and services; daily updates on share prices and total returns; fund performance updates; fund profiles and prospectuses; online account forms; online literature requests*
    - Planning Resources
      - *Information on retirement planning, IRA, employer-sponsored retirement plans, variable annuities; investment strategy tips; interactive investment worksheets for tuition, retirement and asset allocation planning*
    - News and Events
      - *A "What's New" section featuring recent updates to the site; online excerpts from the shareholder newsletter; background information on the firm's history and management*

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BBN Planet

(www.bbn.com)

Product Features:

- Electronic Commerce
  - Fee-Based Online Services
    - Enables customers to order, purchase, and receive the following services online:
      - *controlled information*
      - *subscriptions*
      - *pay-per-item services*
    - Offers clients three types of billing options: by the service, month, or click
  - Orders of Physical Goods
    - Streamlines order fulfillment process
    - Note: it is unclear whether BBN actually processes order requests or merely forwards them to vendors
  - Electronic Order Fulfillment
    - Designs solutions for online transactions involving digital content (information retrieval)
    - BBN's process:
      - *Accepts a customer's order*
      - *Verifies the validity of the order*
      - *Adds appropriate sales tax, shipping and other order charges*
      - *Collects buyer credit card payment information using a secure browser connection*
      - *Obtains payment authorization from the credit card facility*

BBN Planet

(www.bbn.com)

Pricing:

- Setup Fee: "a few thousand dollars"
  - Note: special promotion currently offers setup for $99
- Interface Customization Fee: variable per client
- Per-transaction fees:
  - 2% of purchase amount
  - minimum: $1.00
  - no pre-set maximum
- Monthly charge: $450 minimum
  - applied toward variable charges

BBN Planet

(www.bbn.com)

Strategic Partners:

- Merchant bank partners
  - NY Stock Exchange
  - Wells Fargo Bank
  - Fidelity Investments
  - TRW Financial
  - Chemical Bank
  - Scudder Financial
  - Bank of America
  - State Street Bank
  - Chicago Mercantile Exchange
  - Liberty Mutual
  - Bank of Boston
  - Financial Services Technology Consortium

  (Note: at present, BBN does not have any banks signed up for home banking)

- BBN also has many partners and customers outside of financial services

BBN Planet

(www.bbn.com)

General Observations:

- BBN Planet is a widely known organization with a relatively established reputation for providing quality products and services.
- If Syntellect offers electronic commerce solutions in the future, BBN will likely be a major competitor. Likewise, BBN is capable of entering the retail banking market and other markets contemplated by Syntellect.
- BBN's e-commerce product currently has few customers, none of which are banks
  - BBN launched the service in October 1996

Call Interactive

(http://www.callit.com)

Company Profile:

- Offshoot of First Data Corporation
- Provides 800- and 900-number interactive voice services
- Uses high-capacity telephone system to process up to 10,000 calls every 90 seconds
- Also analyzes various types of customer information, including customer name, address and phone number, total number of calls, number of "successful" calls (calls which meet company's goal), length of time each caller is in the calling cycle, and audience response to media buys
- Serves such clients as Signet and other banks who use First Data Corp.'s services

Products:

- Company offers no IWR-type services or products at this time
- However, company claims they **will** have a web version of their IVR service available in 3 - 4 months

Target Market:

- Primary focus (today) is credit card issuers, mostly clients of First Data Corporation

Call Interactive

(http://www.callit.com)

Pricing (800 Service):

- Includes call handling, 800 transport, and patent licensing
- Assessed on second-by-second basis with 30-second per call minimum

Minutes Per Month	*Price Per Minute*
– 0 - 50,000	.24
– 50,000 - 150,000	.23
– 150,000+	.22

Optional Automatic Number ID	.02 per call
Campaign Set-up	2,500.00
Client-requested Programming Charges	95.00 per hour
Transcription	.32 per record
OPTIONAL SERVICES	
Script recording	300.00
First Phone number	No charge
Additional Phone numbers (per #, per month)	50.00
Address Labels	.03
MINIMUM MONTHLY BILLING	8,000.00

Call Interactive

(http://www.callit.com)

Success Factors:

- Call Interactive's considerable experience helping banks outsource their IVR needs may increase the company's success at efforts to outsource IWR services for banks in 1997
- Therefore, speed-to-market will be the greatest factor in Call Interactive's success
- In addition, the quality of the company's IWR product and its applicability to the company's service bureau model will play significant roles in the success of their IWR outsourcing business

General Observations:

- Syntellect has a significant "head start" over Call Interactive in the race to offer IWR technology to the banking industry.
- In the next 3-4 months, Syntellect should exploit its timeframe advantage over Call Interactive and should reach out as widely as possible to potential banking customers. Syntellect can tout the nature -- and immediacy -- of its advantages over Call Interactive and other such late entrants.

MicroSolve Computer Solutions, Inc.

(www.homebank.net)

Company Profile:

- Provides services to credit unions in Canada
- MicroSolve believes it is not in the business of promoting and selling a specific product, but rather finding, installing, and maintaining solutions for a client's technological demands
- Used by 12 Canadian credit unions

Products:

- Setup, hosting, and maintenance of bank web sites
- Processing of applications (loan, credit, etc.)
- Stock Quotes
- Home Banking

MicroSolve Computer Solutions, Inc.

(www.homebank.net)

Product Features:

- Application Processing
  - Can be customized to product offerings
  - Can be part of (or separate from) other home banking features
- Stock Quotes
  - Modeled after other Internet stock quote services
- Home Banking
  - Account information is available (balances, account history, etc.)
  - Funds Transfer
  - Bill Payment

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MicroSolve Computer Solutions, Inc.

(www.homebank.net)

Target Market:

- MicroSolve currently serves the Canadian credit union market exclusively, but offers services to U.S. credit unions as well

Strategic Partners:

- None
- The company's protocol has been described and demonstrated to several credit union associations, however none has chosen to endorse it

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MicroSolve Computer Solutions, Inc.

(www.homebank.net)

Pricing Information:

- Setup and installation: $250.00
- Monthly home page basic services (hosting): $200.00
- Home page design consulting: $60.00
- Monthly fee: $100.00
- Per-member fee: $25 per 1,000 members
- Per-transaction fee: $0.25 per "banking session"

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MicroSolve Computer Solutions, Inc.

(www.homebank.net)

General Observations:

- This company may actually be a good strategic partner for Syntellect. MicroSolve is not exclusively focused on Internet services and solutions, and much of the company's revenues seem to come from other lines of business, such as computer systems sales. MicroSolve does not have an IVR product, so a relationship with Syntellect could enable them to offer a turnkey automated customer service feature. Essentially, MicroSolve could become a reseller of the Syntellect Bankworks suite.

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Implications & Recommendations

Provide turnkey solutions:

- IBM leverages this idea to great effect
- "[IBM CEO] Gerstner says the last thing he wants to do is ask customers to assemble parts themselves. ``Customers have arrived at the point where they say, `This technology is too complex. It changes too rapidly. We can't afford the technological obsolescence. We can't afford the labor costs to maintain it and just stay up to date.' " - USA Today, 12/4/96
- Financial institutions appreciate vendors that can simplify and consolidate all interactive services into one suite of products.

DDR0007757

Implications & Recommendations

Establish partnerships:

- One important aspect of every company's interactive banking solutions strategy is the use of strategic relationships (outsourcing). Developing all of the capabilities required for a complete solution (e.g., bill payment) in-house is expensive and unnecessary.
- Effective competitors in this market are also using their strategic partners as distributors of their products to complement a direct sales force, thereby reaching a broader customer base.
- Managing and developing alternative sales channels will improve Syntellect's access to the interactive services market.

Not all analysts are bullish on the future of Internet-based banking:

- "SRI Consulting concluded that no more than 10% of U.S. households will be banking online regularly in three to five years." - *American Banker*, 12/13/96
- Citicorp chairman John Reed has said it could take a half-century for online banking to gain mass acceptance.

DDR0007758

Implications & Recommendations

However, don't doubt Internet-based banking's potential:

- Some industry executives say the number of banks offering home banking services will triple, that the use of paper checks will drop by 60%, and the use of the Internet for banking services will multiply 40 times over the next five years. Industry officials project that banks and other organizations providing financial services will spend over $50 billion by the year 2001 to support the development, implementation and operation of new electronic retail banking services.
- Bank clients are expected to make wide use of the Internet at home. By the year 2001, information technology industry officials believe that the volume of bill payment over the Internet will exceed $200 billion globally.
- The Internet will also be used for sales and service of financial services products such as loans, savings, investment and insurance policies. These 'Internet' financial services products are expected to represent a market worth $300 billion in additional revenues by 2001.

DDR0007759

Analysis of Pricing Alternatives

DDR0007760

Examples of Various Pricing Models

	Setup	*Monthly*	*Per Transaction*	*Per Account*	*Customization*
BBN	$99	$450	2%	-	TBD
Checkfree	$55,000	Graduated	-	-	-
Microsolve	$250	$300	$0.25	-	$60 / Hr
S1	$40,000	Flexible	-	-	-
Symitar	$50,000	$500	-	-	-
Q-up	$1000	$325min	$ 0.15 - 0.50	$1.00	-

Explanation of terms:

- Setup - Initial costs including site development, and equipment
- Monthly - Maintenance costs for site hosting and other services. "Graduated" refers to a fee amount that is tied to a volume driver, such as the number of active accounts
- Per transaction - Fees assessed to each transaction
- Per account - Fees assessed for each system user or active account of the client
- Customization - Costs of designing interface to a legacy host system

DDR0007761

Small Financial Institutions

Profile:

- Banks with less than $1 billion in assets under management

Recommendations:

- Low Set-up Fees (under $5,000)
- High Per-Account Monthly Fees ($1.00 - $3.00)
- Minimum per Month ($200 - $400)

DDR0007762

Small Financial Institutions

Rationale:

- Since these financial institutions will not have the resources to make major up-front investments, a low set-up fee is required to attract their business.
- Most small banks use outside data processors, so customization expenses can be divided across multiple institutions
- Once activated, these institutions are more likely to agree to higher variable costs (per account) for several reasons:
  - Incremental benefits of on-line service are relatively higher than for larger organizations
  - Smaller organizations typically are subject to higher costs because of reduced bargaining power
  - Price reductions can be offered as organization achieves growth milestones

Example:

- Q-up Systems

DDR0007763

Medium Sized Financial Institutions

Profile:

- Banks with $1 billion to $10 billion in assets under management

Recommendations:

- Medium Set-up Fees ($5,000 - $10,000)
- Graduated Per-Account Monthly Fees ($0.25 - $3.00)
- Minimum per Month ($200 - $400)

DDR0007764

Medium Sized Financial Institutions

Rationale:

- Midsize banks are less likely to be deterred by higher upfront costs and are more likely to have invested large amounts in technology in the past.
- Although some of these banks use outside data processors, the variety of products and more diverse system configurations make customization more expensive.
- Graduated variable costs act as incentive to promote the on-line service, but combined labor and overhead savings are greater than those for small institutions, so this group is still willing to pay a premium for the service.

Example:

- Digital Insight

DDR0007765

Large Financial Institutions

Profile:

- Banks with more than $10 billion in assets under management

Recommendations

- High Set-up Fees ($25,000 - $50,000)
- Flexible Per-Account Monthly Fees
- Possible maximum monthly fees or flat monthly fees

DDR0007766

Large Financial Institutions

Rationale:

- Large banks are less likely to use a service bureau (outsourcing) solution simply because the significantly higher customization costs make outright purchase of the product more attractive.
- For those which choose outsourcing, a higher setup charge is expected to cover the customization expense. This can be reduced to the extent that the client is willing to provide the programming labor required to complete the task.
- If variable costs are applied, larger organizations may insist on a maximum monthly amount, and lower, graduated fee amounts will also be demanded. Syntellect should set pricing levels to meet revenue and margin targets while ensuring that the costs are competitive.

DDR0007767

Large Financial Institutions

Rationale:

- Alternatively, large institutions may prefer a flat monthly fee, possibly graduated based upon total system users. This makes their costs more predictable and generates higher near-term revenue for the service bureau as well.
- Critical success factor: flexibility in pricing. Although switching costs are fairly high once a bank has been signed up, it is important that each of these major clients is made to feel that its individual requirements are being met in pricing as well as services provided.

Example

- Security First Technologies

DDR0007768

Review of Alternative Strategies & Potential Markets

Retail E-Commerce Services

Demand for e-commerce software and systems is projected to grow at a staggering rate:

- 1996 projected sales through electronic commerce: $700 million
- By the year 2000, revenue from electronic payments will account for fully two-thirds of all non-cash transactions in the U.S.
- Within 5 years, Internet-based electronic commerce will reach $30 billion in the U.S. alone
- Expected size of market in 2010: $1 trillion

Syntellect's voice processing and telephony capabilities may be a source of strategic advantage over existing providers:

- Syntellect can offer service solutions not available to other e-commerce providers.

Retail E-Commerce Services

Syntellect's e-commerce solutions could become big contributors to sales and utilization of capacity if they make it easy for online merchants to:

- Sell and distribute products
- Interface effectively with customers
- Save money, resources and time while doing so

Virtual superstores such as Amazon.com and CDNow will be the wave of the future

- Typically feature unlimited selection, worldwide distribution, and carry no inventory
- Will need various services which Syntellect can provide, including:
  - Customer interface
  - Order fulfillment & tracking software
  - Customer and inventory information, etc.

CDNOW

Retail E-Commerce Services

Online catalogs represent growing market

- System requirements are relatively simple and are within Syntellect's capabilities
- Excellent model for outsourcing, retailers are accustomed to revenue sharing

Pricing comparison: networkMCI

networkMCI

- Offers E-commerce site hosting using Open Market's OM-Transport software
- Charges $1500 for installation and $500 monthly with unlimited transactions

Currently, no pricing standards have been established, so creative pricing and flexibility are critical advantages

Strategic Alliances to Consider:

- Owners of warehouse space for merchants' inventory
- Programmers of Intelligent Agents and Data Mining software to help merchants store and analyze customer information, buying preferences, etc.
- Internet marketing specialists
- Freight carriers (UPS, Airborne Express)

Other Industries to Target

In order to grow Syntellect's VocalPoint business, it will be critical to cross-sell the IWR product to current IVR customers and find new clients in Syntellect's currently targeted industries (banking and financial services, healthcare, newspaper publishing, etc.). Also Syntellect should expand its client base in new directions, seeking industries whose needs fit Syntellect's products and services.

The following industries and markets could serve as targets for future marketing efforts and growth:

Other Industries to Target

Benefits Enrollment

- Employees choose benefit options such as life insurance, health insurance, 401K, etc.
- Syntellect can target benefits management companies as strategic partners (similar to core processors in banking)
- This feature can be sold as an add-on to clients of the banking or merchant products.

Insurance

- Customers of insurance agencies require access to information on policy details, premium balance, etc.
- Insurance agencies can solicit customers directly by providing instant quote services and online applications.
- Customers can customize products or determine the effects of various scenarios on premiums (i.e., effect of "points" on auto insurance).
- Claims can be filed online, and customers can access claim status information automatically.

Other Industries to Target

Corporate Intranet Development

- The number of companies which are implementing internal web networks (intranets) require many of the features used by Syntellect clients for their external customer service solutions.
  - Performance measures across divisions
  - Product or project information
  - Human resource information
  - Intranet telephony (saves on tolls and may be of acceptable quality for intra-company communication) can be offered through strategic partners such as NorTel
  - Requests for information on market conditions, inventory levels, sales figures, sales quota fulfillment, etc.

Other Industries to Target

Automated retailer customer service

- Give customers of large retail stores and other private label credit card issuers the opportunity to receive online information regarding account balance, status, recent purchases, available credit limit, immediate connections with customer service representative
- Spot ads or personalized solicitations can focus on individual purchasing patterns and preferences

Nonbank private label credit card services

- Issuers of fuel company and other providers of non-bankcard credit cards will want to take advantage of lower cost automated customer service solutions to improve margins and enhance customer satisfaction.

Other Industries to Target

Credit Bureaus (Equifax, Experion, Trans Union)

- Each of these companies currently has a presence online, but none are currently providing individual credit reports online
- Syntellect can offer a secure service for consumers to order and receive their credit reports on the Web, file disputes, and investigate the status of pending disputes

Airline Frequent Flier and Other Points Programs

- Program providers can use website featuring latest partners, deals, bargains, etc. with information on account balance, recent expenditures, etc.
- Redemption requests can be made online
- Instant statements and other service requests can be made exclusively online

DDR0007177

Other Industries to Target

Sports/News/Entertainment Information Providers

- Digital information providers are a growing market segment, and the number of consumers using these services is also increasing
- Syntellect can partner with an information provider such as a news agency to offer advertising and/or subscription reported services to online consumers
- Telephone options will provide unique access method and will distinguish Syntellect from web-only providers

DDR0007178

Critical Success Factors

In response to new entrants into the IVR, IWR, and E-commerce markets, it will be critical to position VocalPoint products as superior on several fronts:

- Cost-Effectiveness -- Syntellect needs to be able to quantify the benefits of its services and products to potential customers
- Superior service and product quality
- Turnkey solutions -- "one stop shopping" for IWR and IVR solutions is an important, short-term differentiating factor which will be attractive to clients in many market segments
- Robust, flexible and customizable solutions which provide next generation technologies and competitive pricing
- Scaleable, upgradable product offerings, particularly with regard to customized solutions. Modular offerings may be the optimal solution.

DDR0007179

Critical Success Factors

- Commitment to client satisfaction -- a competitive market with varying cost structures across competitors requires a strong, consistent attention to quality
- Awareness and compliance with established standards -- Syntellect should work to shape these standards as the market matures
- Proven automated customer service solutions -- Syntellect should leverage its experience in this industry to create a competitive advantage. Most competitors have very limited experience and shorter histories.
- Borderless processing capabilities -- The web is global, and successful companies will focus on product and service offerings which facilitate international transactions and customer service

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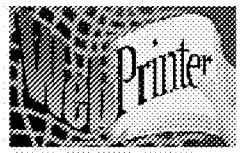
Content Management Products

WebSeeker
Search more than 100 of the most popular search engines at once! WebSeeker retrieves search results, sorts them, removes duplicates and allows you to visit, manipulate, monitor, and more.

WebWhacker
The ultimate off-line browser! Download single pages, groups of pages, or entire sites from the World Wide Web and surf from your local desktop without an Internet connection.



WebPrinter
Dramatically expand the printing capabilities of your Internet browser. The printing solution for the online world, WebPrinter effortlessly turns Web pages into attractive paper-saving booklets.

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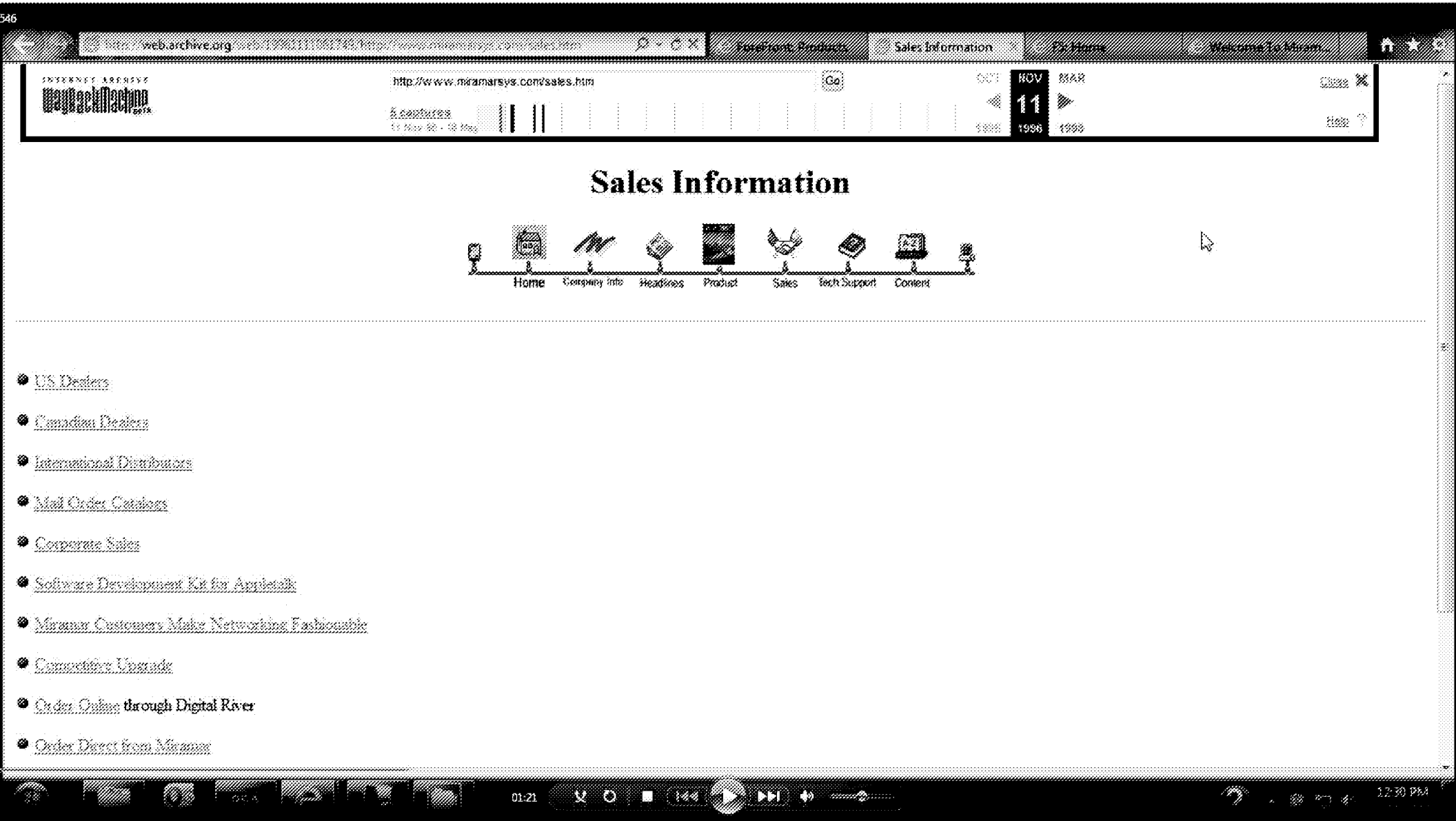
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Intelligent Networking Between PCs and Macs

Home | Company Info | Headlines | Product | Sales | Tech Support | Contact

MacUser

MW

"Simply the Best AppleTalk For Windows product you can buy."

MacUser - Nov. '95

Miramar Systems, Inc. - Nov. 1996

PC MACLAN Version 6.0 now shipping!!

By combining the benefits of Windows 95 and Macintosh OS into one powerful networking resource, PC MACLAN lets you redefine your environment and.... "Make your own rules!"

PC MACLAN - IT'S COMING TO A TV SET NEAR YOU

"COMPETITIVE UPGRADE OFFER "

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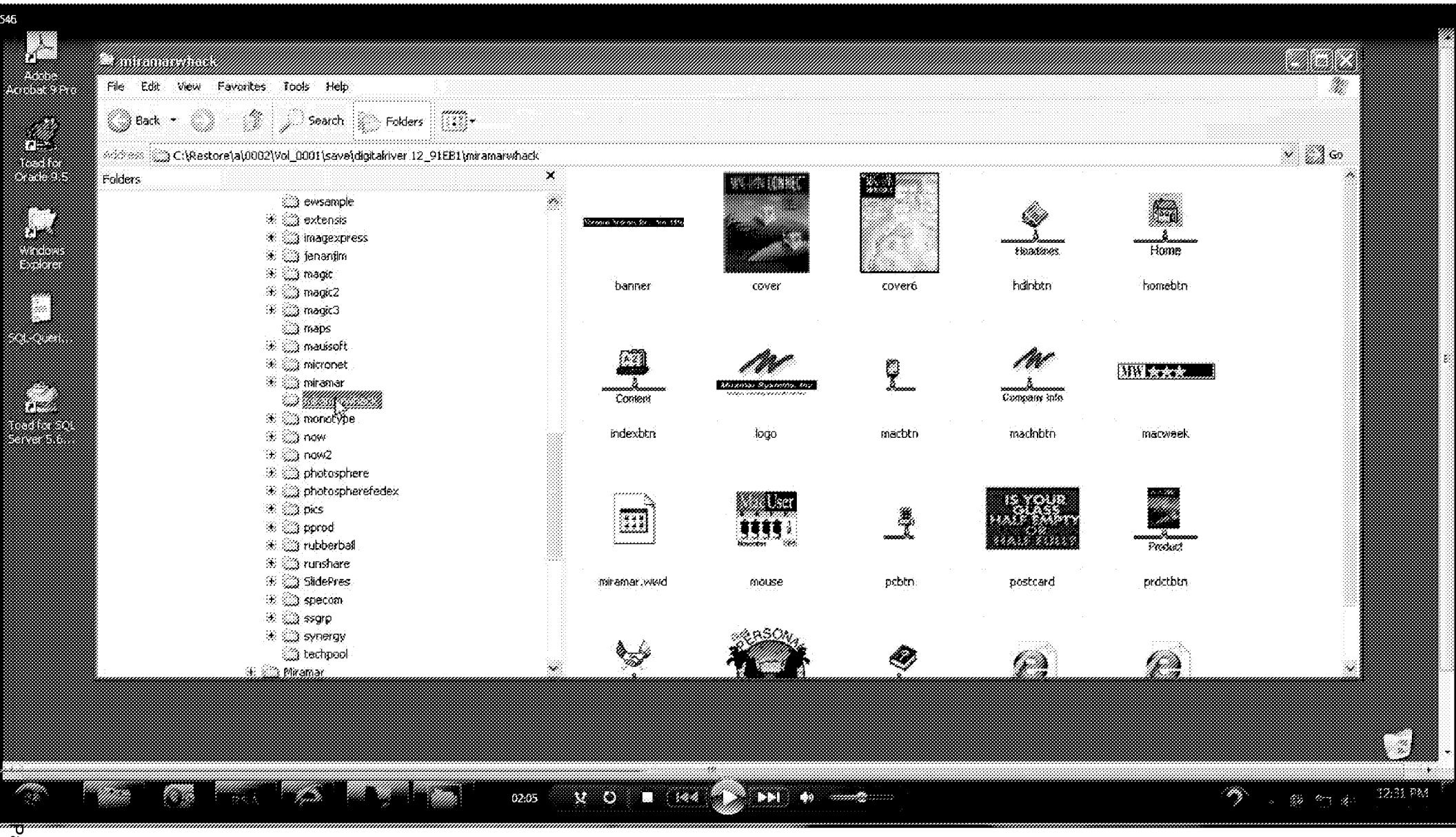
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Toad for SQL Server 5.5
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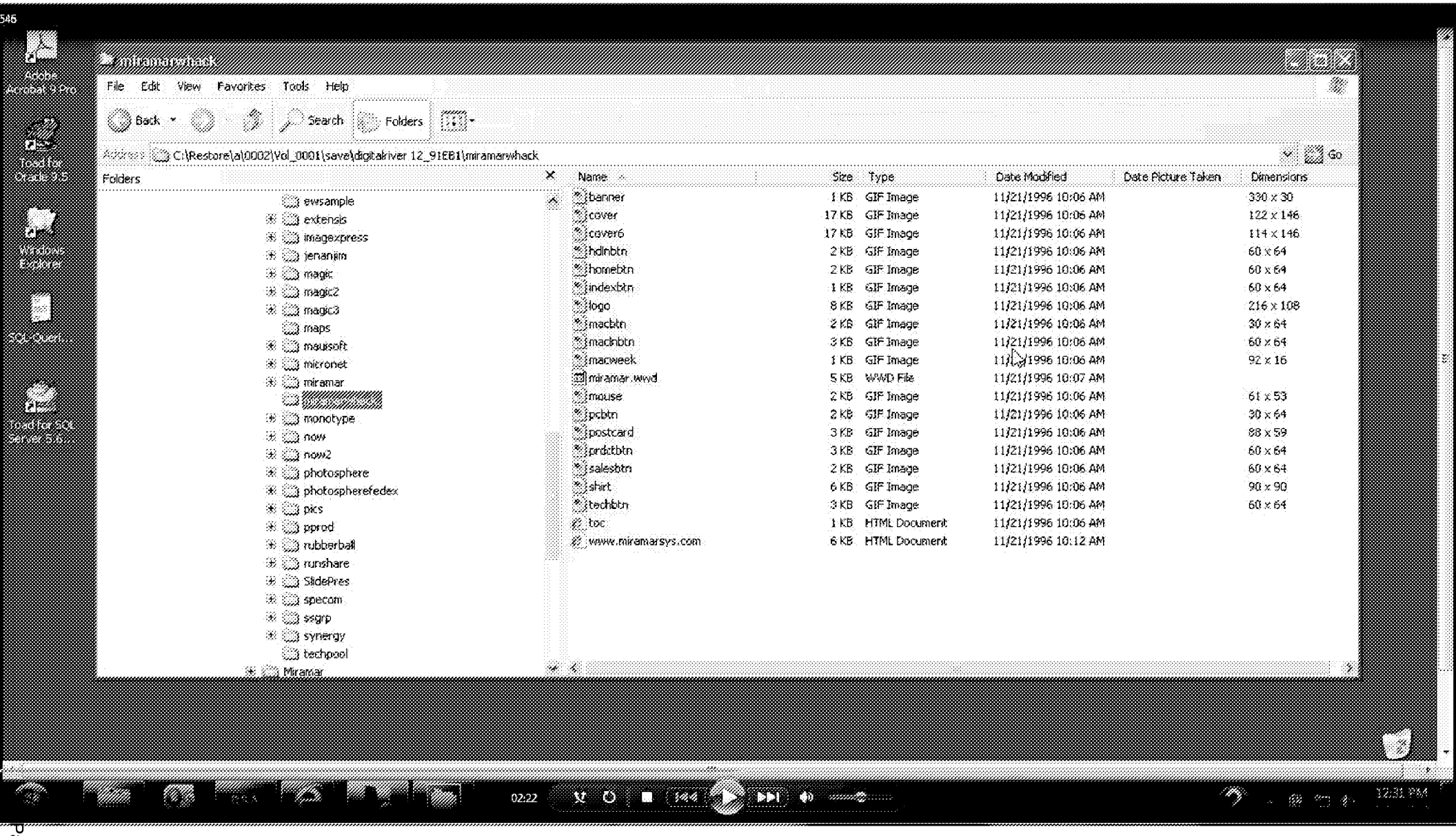
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homebtn 2 KB GIF Image 11/21/1996 10:06 AM 60 x 64
indexbtn 1 KB GIF Image 11/21/1996 10:06 AM 60 x 64
logo 8 KB GIF Image 11/21/1996 10:06 AM 216 x 108
macbtn 2 KB GIF Image 11/21/1996 10:06 AM 30 x 64
machbtn 3 KB GIF Image 11/21/1996 10:06 AM 60 x 64
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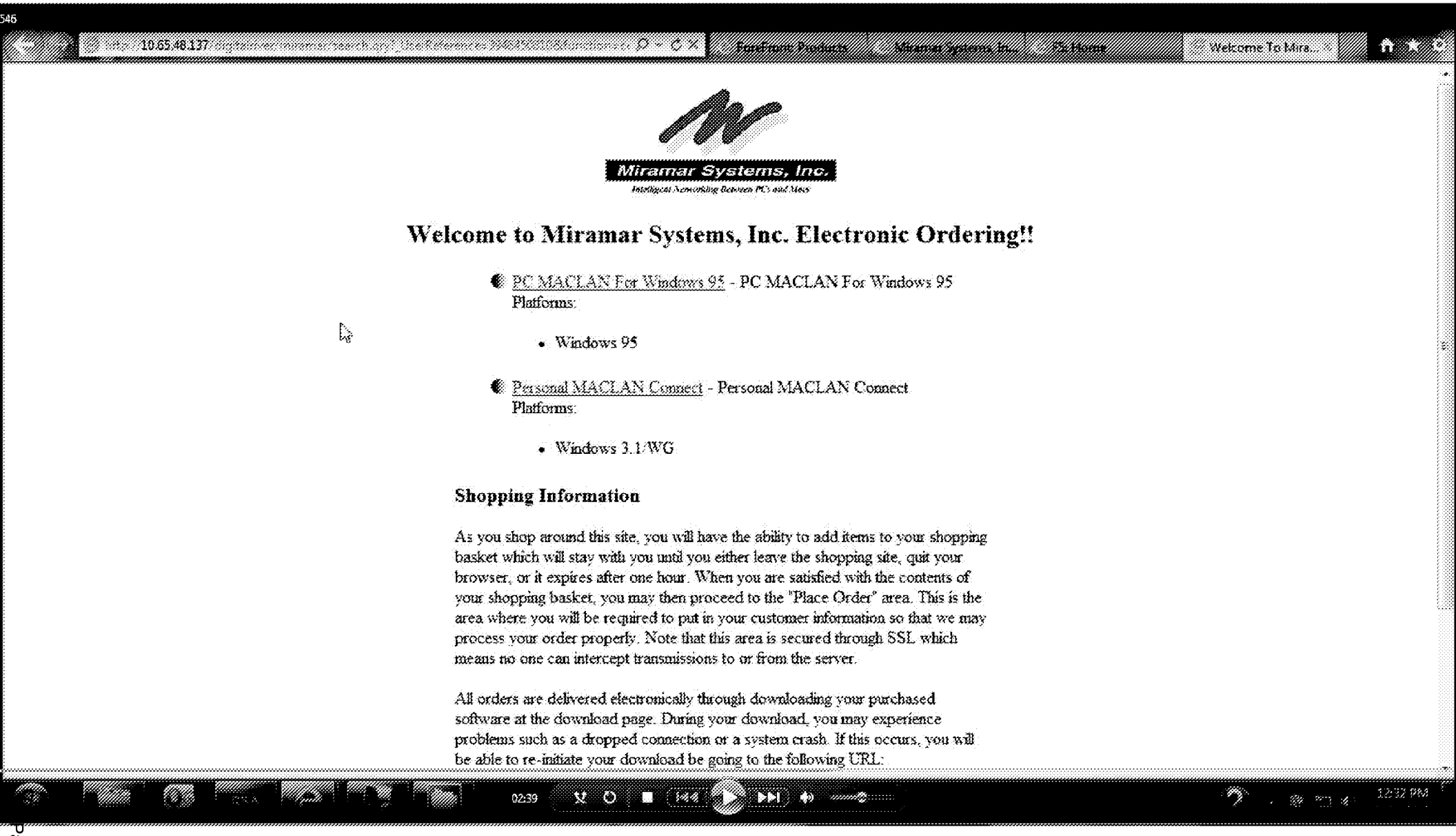


Miramar Systems, Inc.

Intelligent Networking Between PCs and Macs

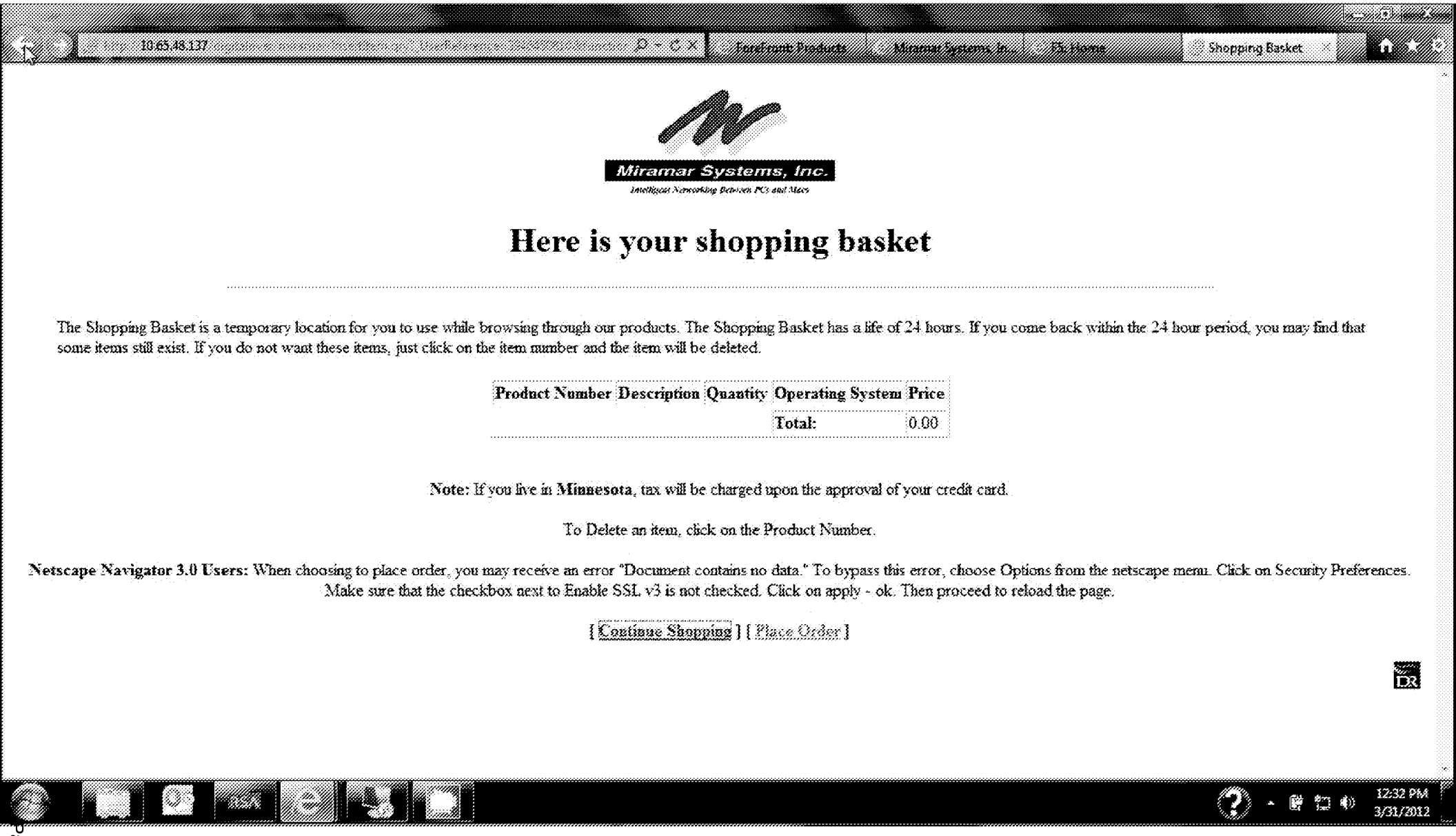
Welcome to Miramar Systems, Inc. Electronic Ordering!!

- PC MACLAN For Windows 95 - PC MACLAN For Windows 95
  Platforms:
  - Windows 95
- Personal MACLAN Connect - Personal MACLAN Connect
  Platforms:
  - Windows 3.1/WG

Shopping Information

As you shop around this site, you will have the ability to add items to your shopping basket which will stay with you until you either leave the shopping site, quit your browser, or it expires after one hour. When you are satisfied with the contents of your shopping basket, you may then proceed to the "Place Order" area. This is the area where you will be required to put in your customer information so that we may process your order properly. Note that this area is secured through SSL which means no one can intercept transmissions to or from the server.

All orders are delivered electronically through downloading your purchased software at the download page. During your download, you may experience problems such as a dropped connection or a system crash. If this occurs, you will be able to re-initiate your download be going to the following URL: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FS Home
Shopping Basket
Miramar Systems, Inc.
Intelligent Networking Between PCs and Macs
Here is your shopping basket
The Shopping Basket is a temporary location for you to use while browsing through our products. The Shopping Basket has a life of 24 hours. If you come back within the 24 hour period, you may find that some items still exist. If you do not want these items, just click on the item number and the item will be deleted.
Product Number
Description
Quantity
Operating System
Price
Total:
0.00
Note: If you live in Minnesota, tax will be charged upon the approval of your credit card.
To Delete an item, click on the Product Number.
Netscape Navigator 3.0 Users: When choosing to place order, you may receive an error "Document contains no data." To bypass this error, choose Options from the netscape menu. Click on Security Preferences. Make sure that the checkbox next to Enable SSL v3 is not checked. Click on apply - ok. Then proceed to reload the page.
[Continue Shopping] [Place Order]
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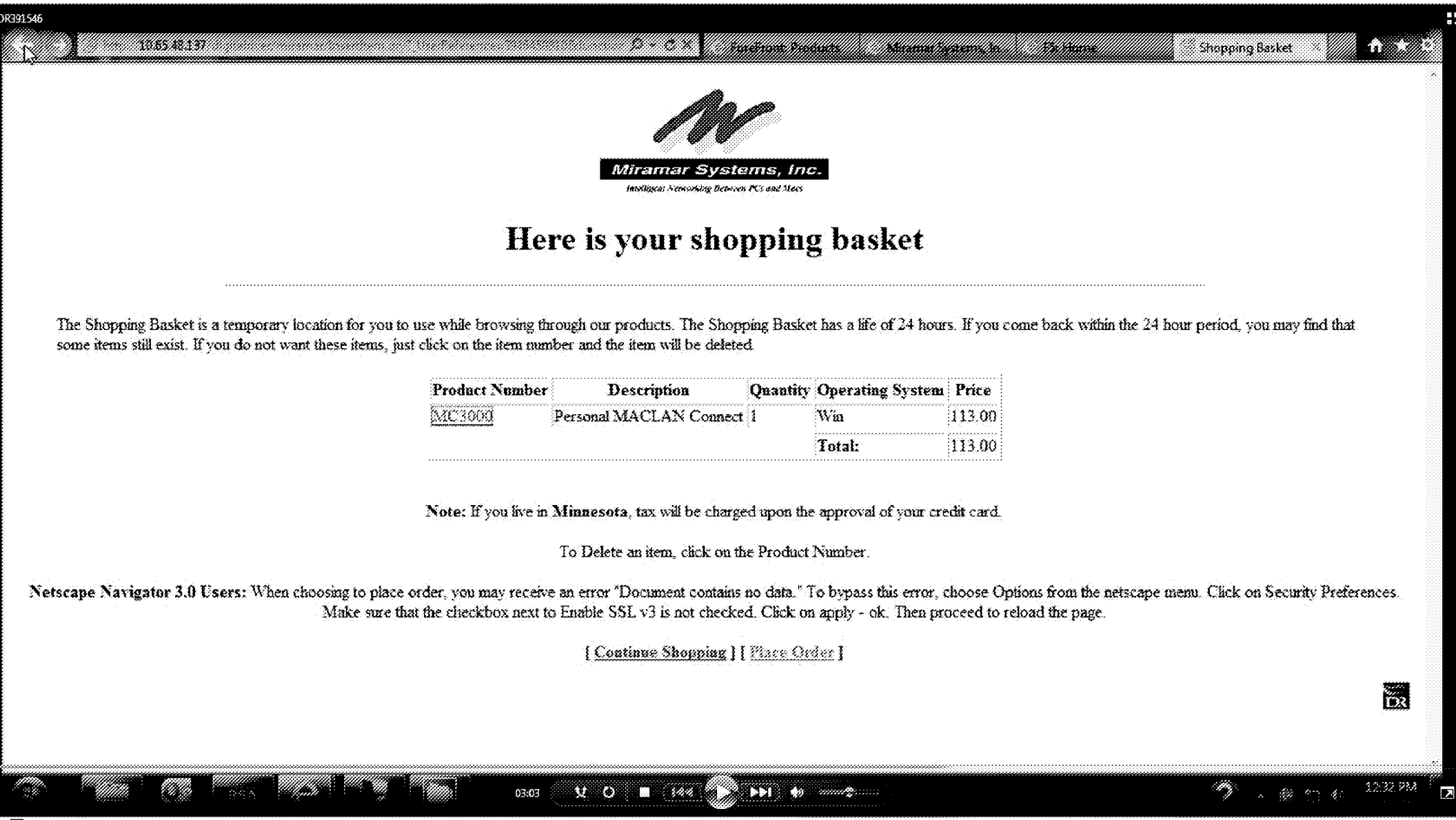

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Product Number	Description	Quantity	Operating System	Price
MC3000	Personal MACLAN Connect	1	Win	113.00
			Total:	113.00

Note: If you live in **Minnesota**, tax will be charged upon the approval of your credit card.

To Delete an item, click on the Product Number.

Netscape Navigator 3.0 Users: When choosing to place order, you may receive an error "Document contains no data." To bypass this error, choose Options from the netscape menu. Click on Security Preferences. Make sure that the checkbox next to Enable SSL v3 is not checked. Click on apply - ok. Then proceed to reload the page.

[Continue Shopping] [Place Order]

Miramar Systems, Inc.

Intelligent Networking Between PCs and Macs

Personal MACLAN Connect

Item Name: Personal MACLAN Connect
Item Number: MC3000
Description: Personal MACLAN Connect

Platforms/Versions Available:

- Windows 3.1/WG

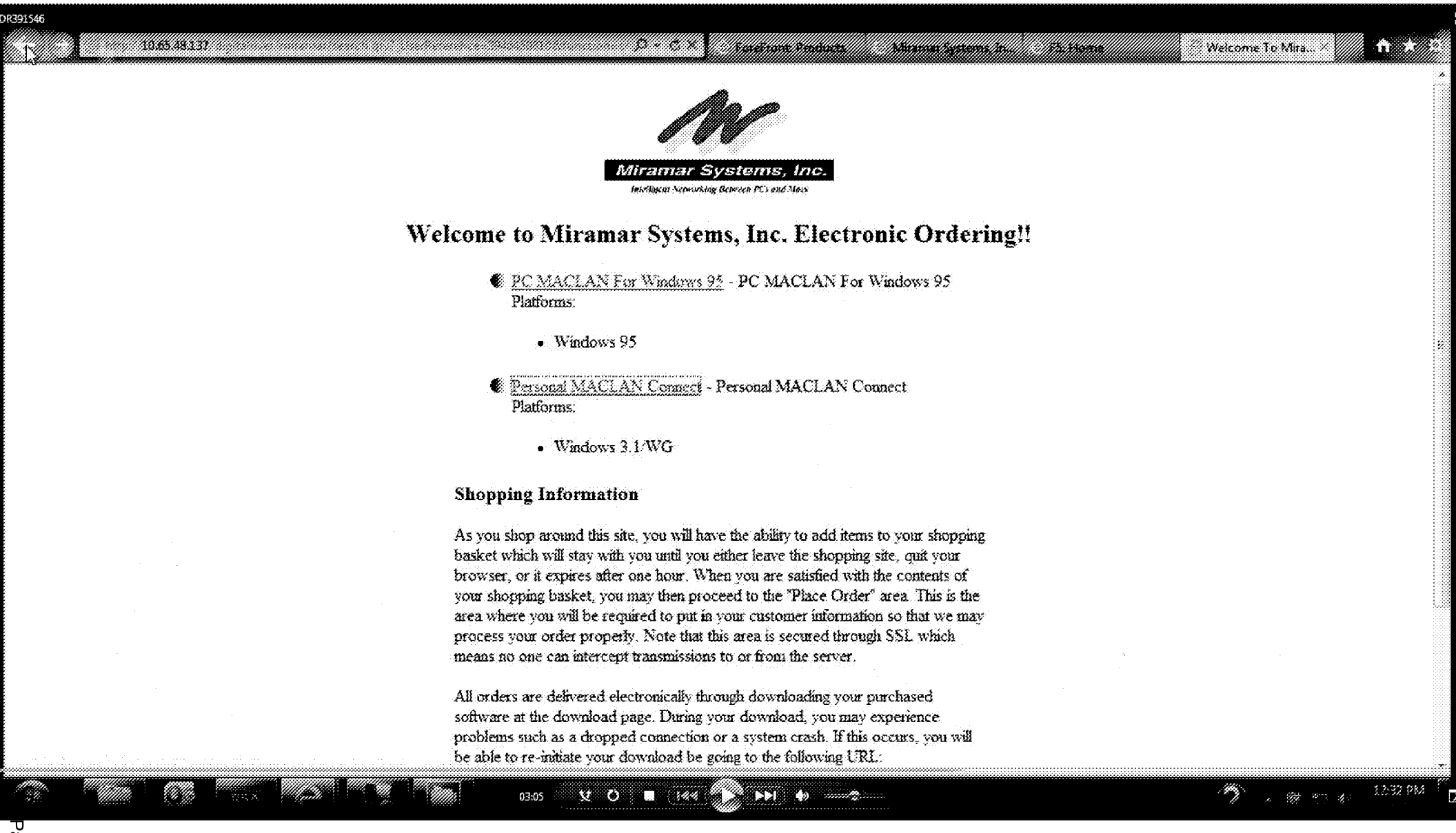
To add an item to your Shopping Basket, click on the platform.

- **Peer to Peer Access Between Macintosh and Windows Users**
- **Cross Platform Printer Sharing**
- **Flexible, Cost Effective Solutions**

Peer to Peer File & Print Sharing for Macintosh and Windows PC

Personal MACLAN Connect version 5.5 is the only cross platform networking software that provides full peer to peer file and printer sharing between Macintosh and Windows PCs. Personal MACLAN Connect is PC Windows software that gives Macintosh and Windows users an easy to use full featured way to share disk drives, printers (PostScript or otherwise), CD-ROM drives and other resources among a mix of computers. Sharing information between Windows and Macintosh users is now as transparent as working off your own local hard drive. Print jobs go to the output device of your choice regardless of its location on the network.

Peer to Peer File Services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Windows 95
Personal MACLAN Connect - Personal MACLAN Connect Platforms:
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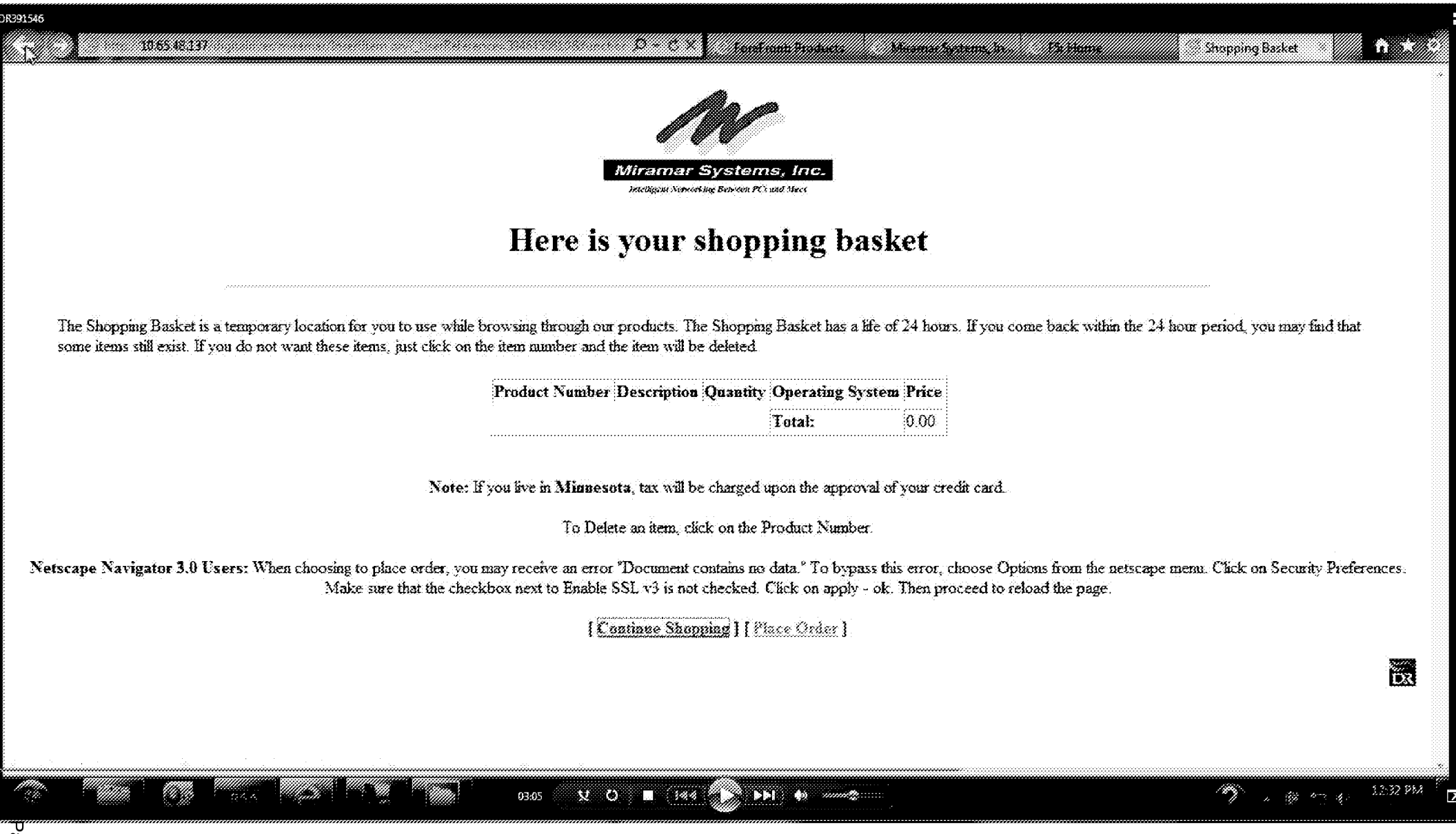
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Total:
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[Continue Shopping] [Place Order]
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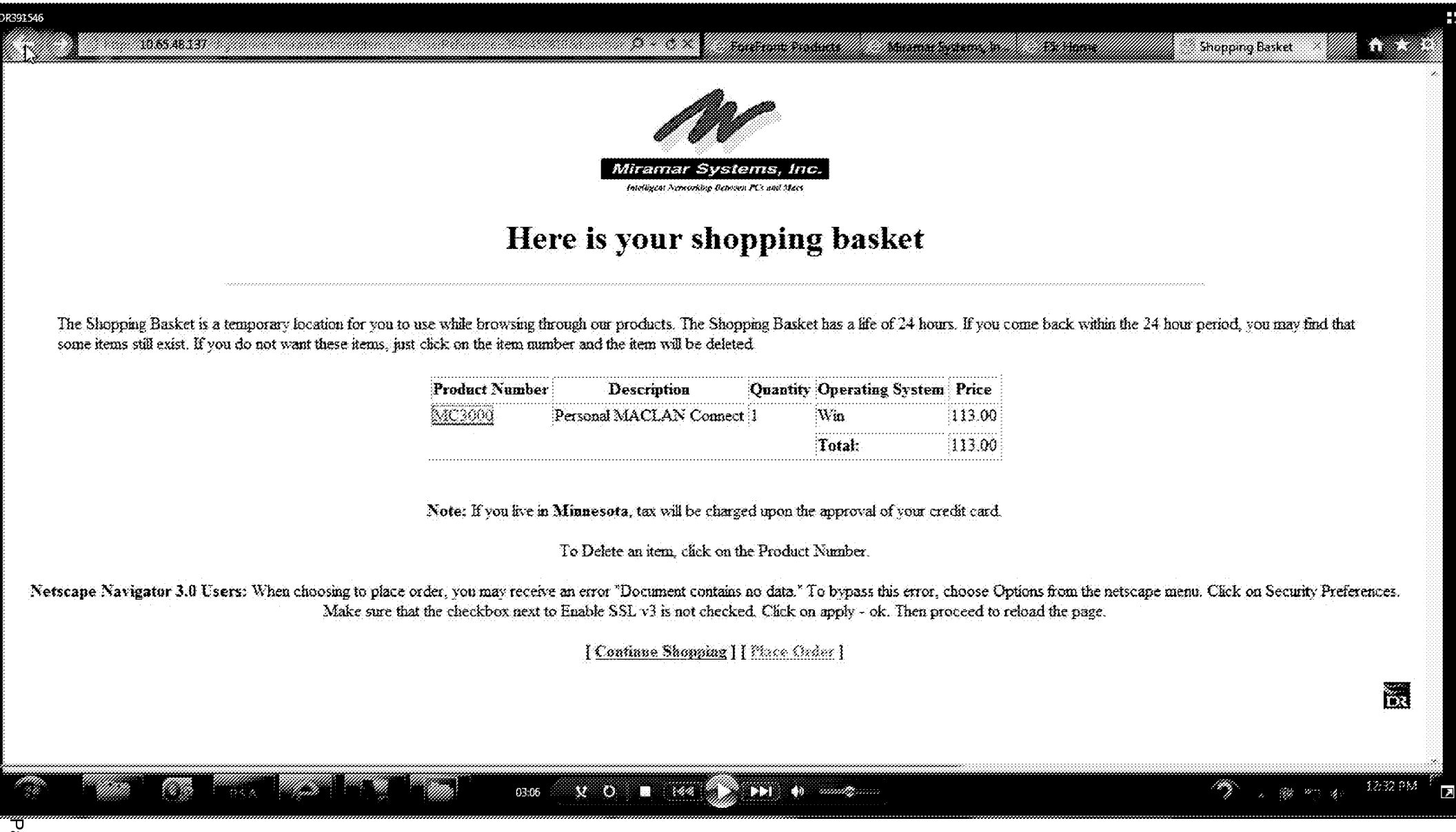

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Product Number	Description	Quantity	Operating System	Price
MC3000	Personal MACLAN Connect	1	Win	113.00
			Total:	113.00

Note: If you live in **Minnesota**, tax will be charged upon the approval of your credit card.

To Delete an item, click on the Product Number.

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[Continue Shopping] [Place Order]

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Personal MACLAN Connect

Item Name: Personal MACLAN Connect
Item Number: MC3000
Description: Personal MACLAN Connect

Platforms/Versions Available:

- Windows 3.1/WG

To add an item to your Shopping Basket, click on the platform.

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- **Cross Platform Printer Sharing**
- **Flexible, Cost Effective Solutions**

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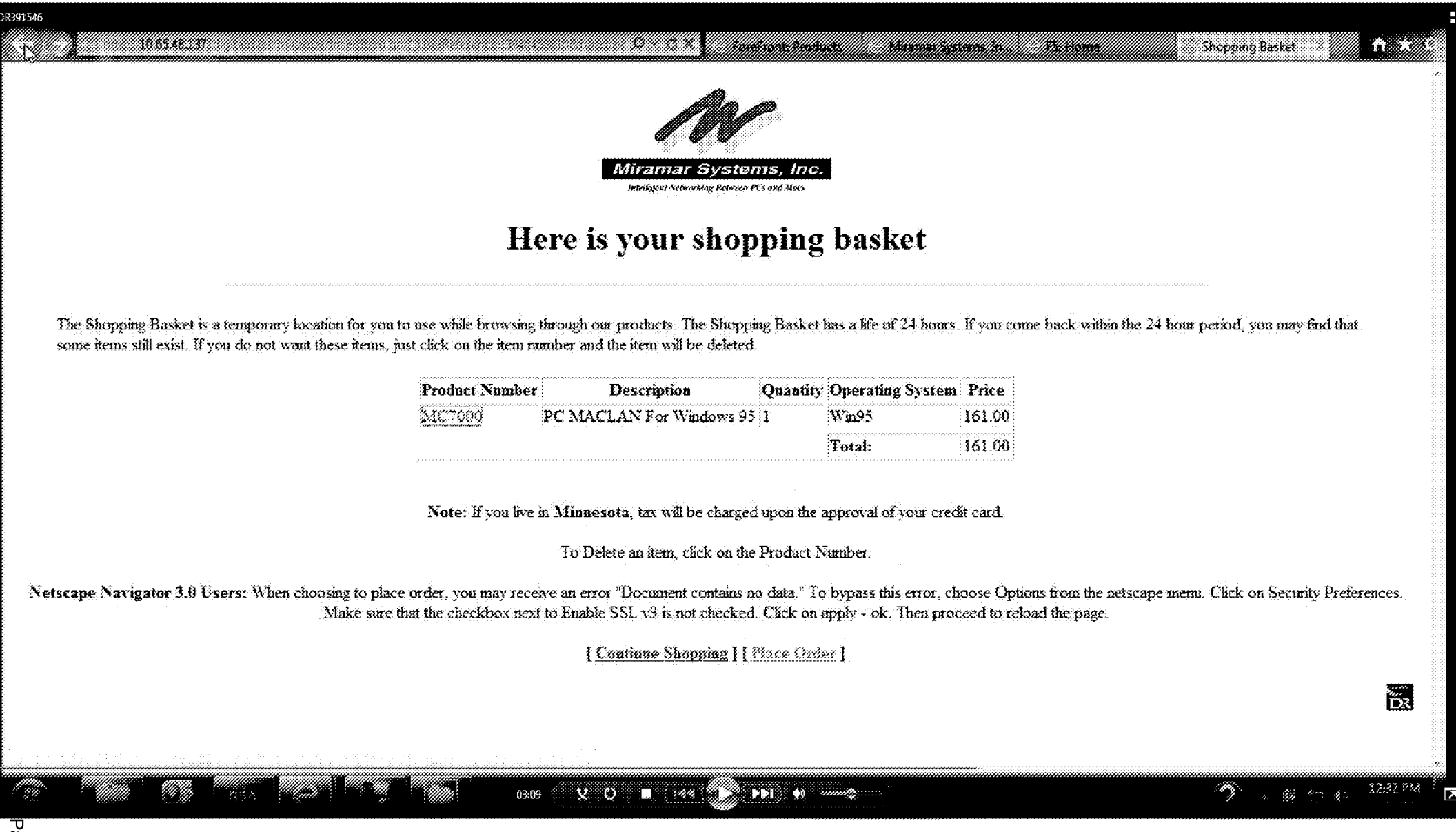
Peer to Peer File Services



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Product Number	Description	Quantity	Operating System	Price
MC7000	PC MACLAN For Windows 95	1	Win95	161.00
			Total:	161.00

Note: If you live in **Minnesota**, tax will be charged upon the approval of your credit card.

To Delete an item, click on the Product Number.

Netscape Navigator 3.0 Users: When choosing to place order, you may receive an error "Document contains no data." To bypass this error, choose Options from the netscape menu. Click on Security Preferences. Make sure that the checkbox next to Enable SSL v3 is not checked. Click on apply - ok. Then proceed to reload the page.

[Continue Shopping] [Place Order]

PC MACLAN For Windows 95

Item Name: PC MACLAN For Windows 95
Item Number: MC7000
Description: PC MACLAN For Windows 95

Platforms/Versions Available:

- Windows95

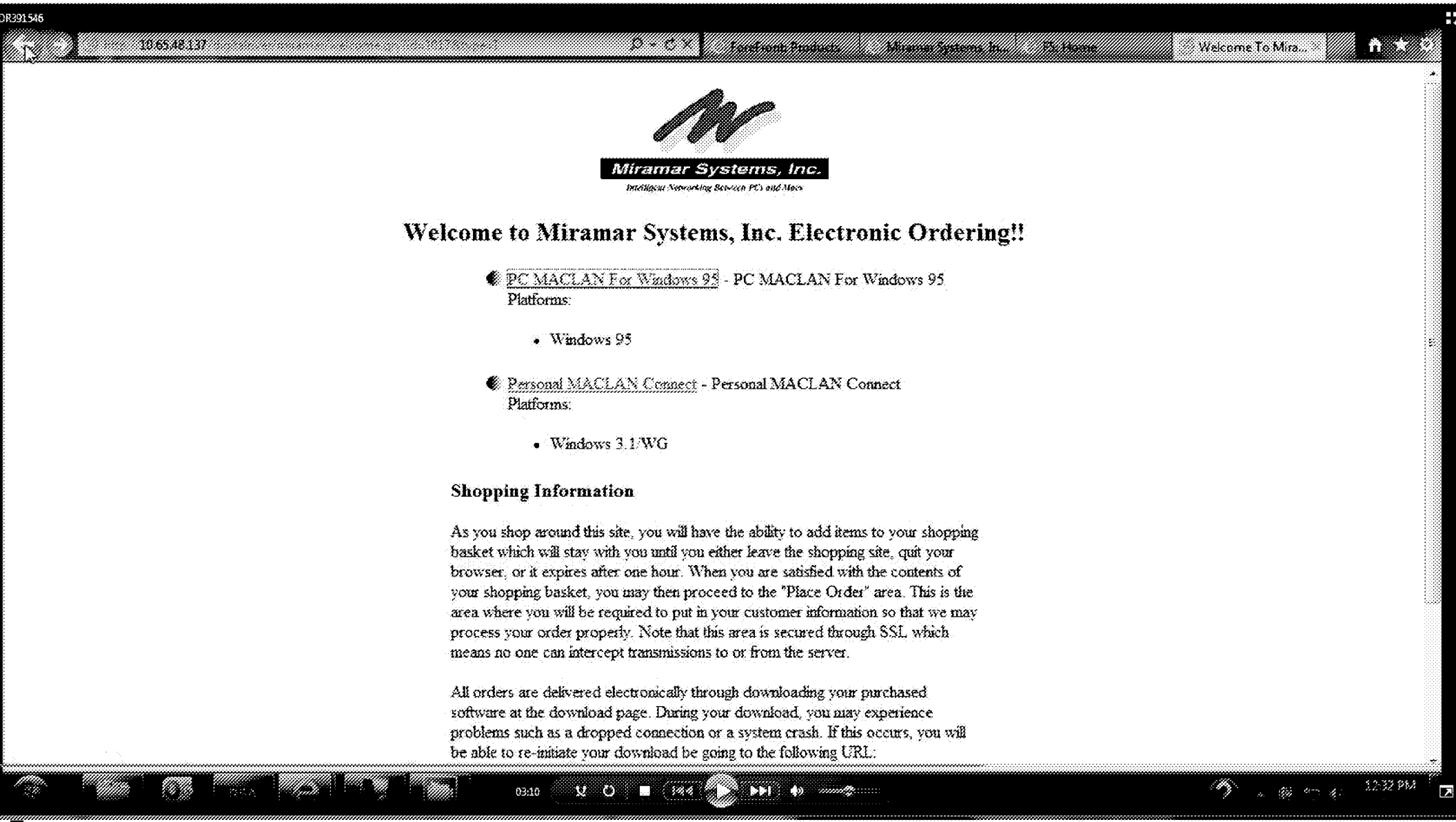
To add an item to your Shopping Basket, click on the platform.

One Powerful Networking Resource
PC MACLAN for Windows 95 is the only software product for peer-to-peer networking between Windows 95 and Mac OS. Its 32-bit AppleShare client and server technology allows users to share files, printers, drives and other resources bi-directionally.

How PC MACLAN Works
PC MACLAN installs AppleShare client and server functionality on the Windows 95 machine, giving the PC and Mac user unmatched cross-platform print and file sharing capabilities.

As a File and Print Client...
Windows 95 PCs simply view and access Macintosh directories, hard or floppy drives, AppleTalk printers and other network resources by choosing the appropriate icons in the Network Neighborhood browser. (PC MACLAN also lets PCs read Mac files in their original long file name format).

As a File and Print Server...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Welcome to Miramar Systems, Inc. Electronic Ordering!!
PC MACLAN For Windows 95 - PC MACLAN For Windows 95
Platforms:
Windows 95
Personal MACLAN Connect - Personal MACLAN Connect
Platforms:
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All orders are delivered electronically through downloading your purchased software at the download page. During your download, you may experience problems such as a dropped connection or a system crash. If this occurs, you will be able to re-initiate your download be going to the following URL:
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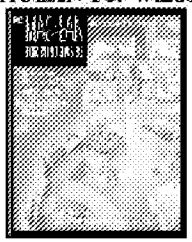
Intelligent Networking Between PCs and Macs

PC MACLAN For Windows 95



Item Name: PC MACLAN For Windows 95
Item Number: MC7000
Description: PC MACLAN For Windows 95

Platforms/Versions Available:

- Windows95

To add an item to your Shopping Basket, click on the platform.

One Powerful Networking Resource
PC MACLAN for Windows 95 is the only software product for peer-to-peer networking between Windows 95 and Mac OS. Its 32-bit AppleShare client and server technology allows users to share files, printers, drives and other resources bi-directionally.

How PC MACLAN Works
PC MACLAN installs AppleShare client and server functionality on the Windows 95 machine, giving the PC and Mac user unmatched cross-platform print and file sharing capabilities.

As a File and Print Client...
Windows 95 PCs simply view and access Macintosh directories, hard or floppy drives, AppleTalk printers and other network resources by choosing the appropriate icons in the Network Neighborhood browser. (PC MACLAN also lets PCs read Mac files in their original long file name format).

As a File and Print Server...
PCs share their files, drives, disks (including CD-ROM) and PostScript and non-PostScript printers with Macs through the familiar Macintosh Chooser interface.

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Product Number	Description	Quantity	Operating System	Price
MC7000	PC MACLAN For Windows 95	1	Win95	161.00
MC3000	Personal MACLAN Connect	1	Win	113.00
			Total:	274.00

Note: If you live in **Minnesota**, tax will be charged upon the approval of your credit card.

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Intelligent Networking Between PCs and Macs

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MacUser ★★★★

MW ★★★

"Simply the Best AppleTalk For Windows product you can buy."

MacUser - Nov. '95

Miramar Systems, Inc. - Nov. 1996

PC MACLAN Version 6.0 now shipping!!

By combining the benefits of Windows 95 and Macintosh OS into one powerful networking resource, PC MACLAN lets you redefine your environment and.... "Make your own rules!"

PC MACLAN - IT'S COMING TO A TV SET NEAR YOU

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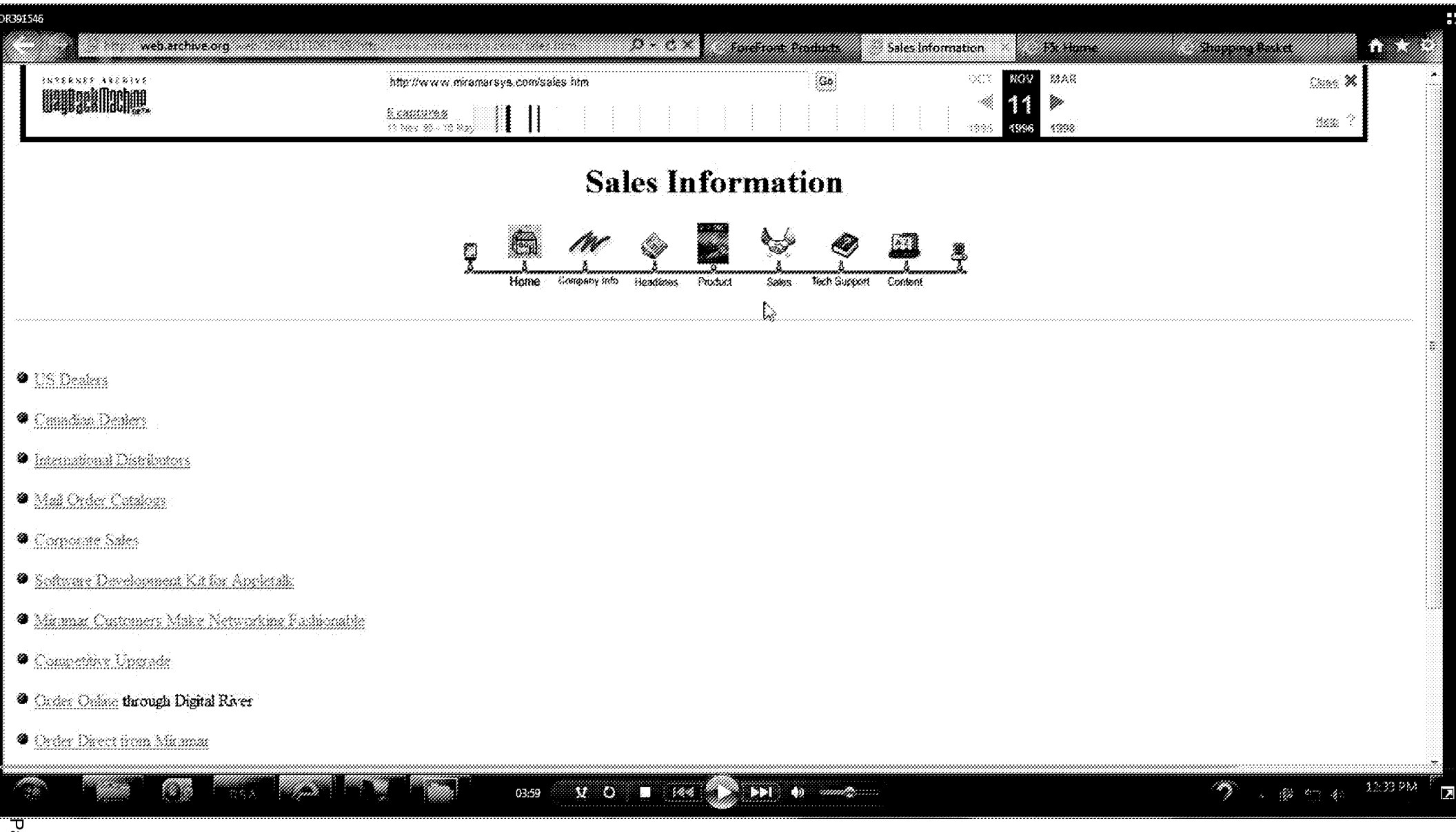
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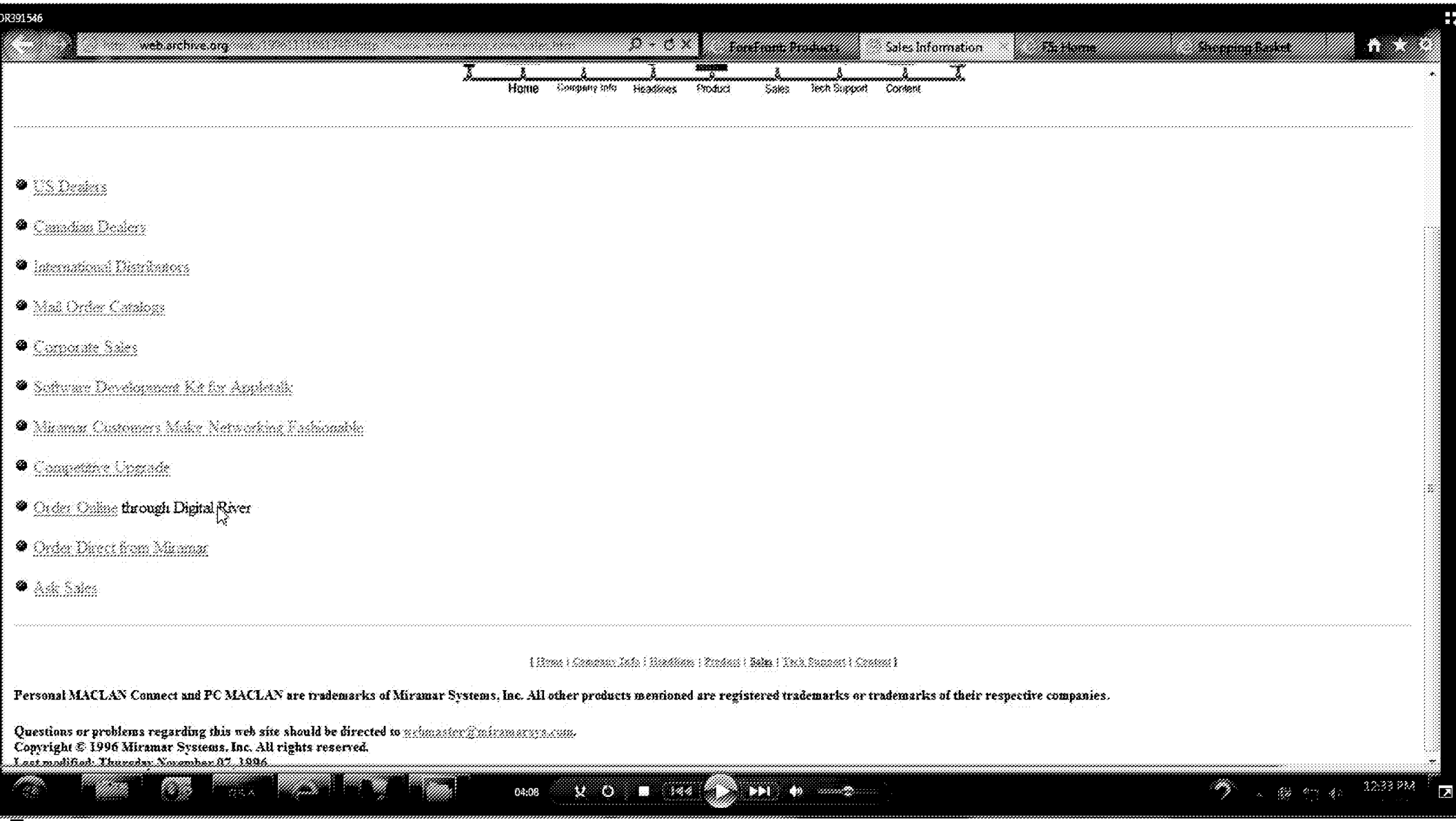
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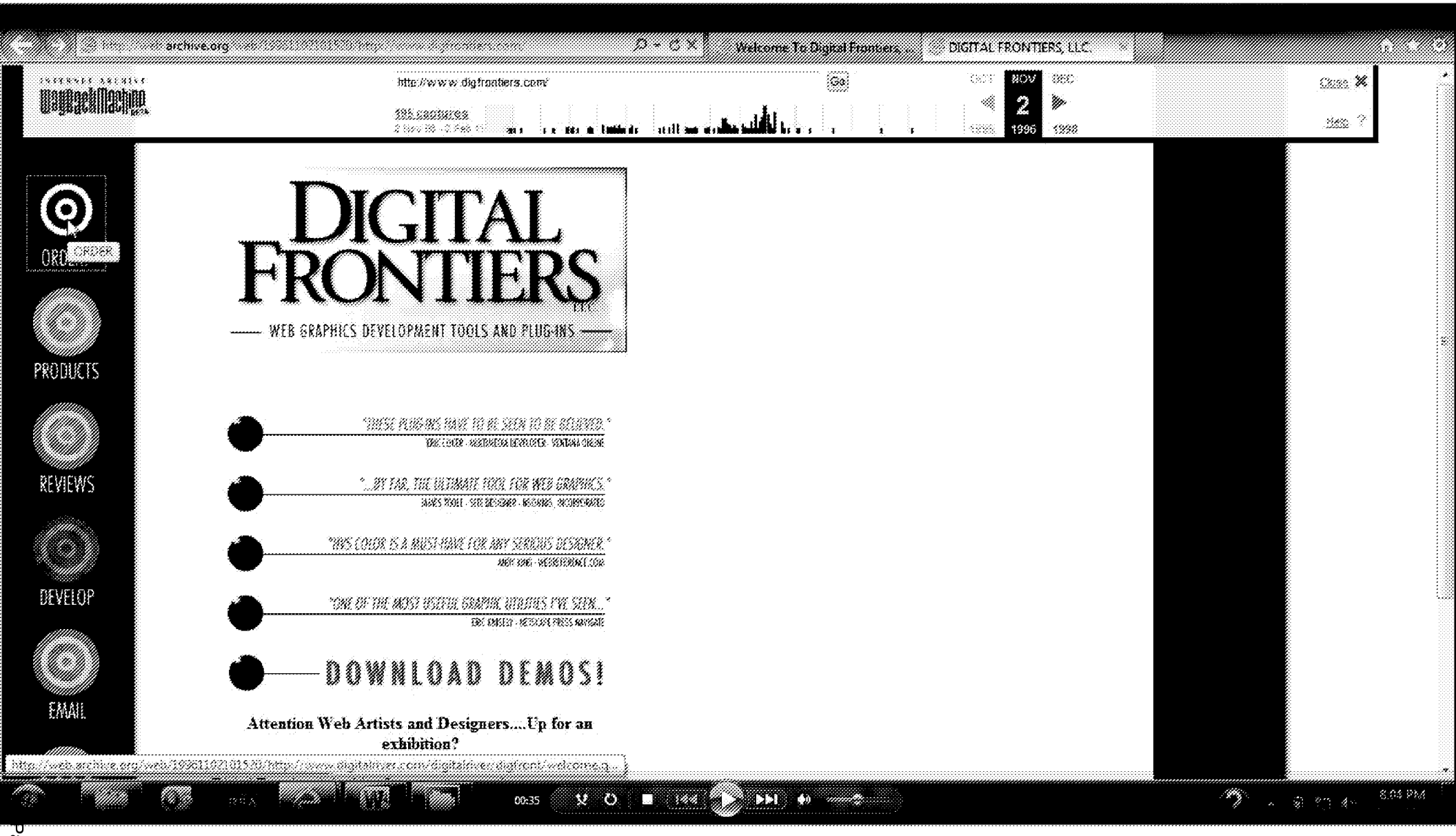
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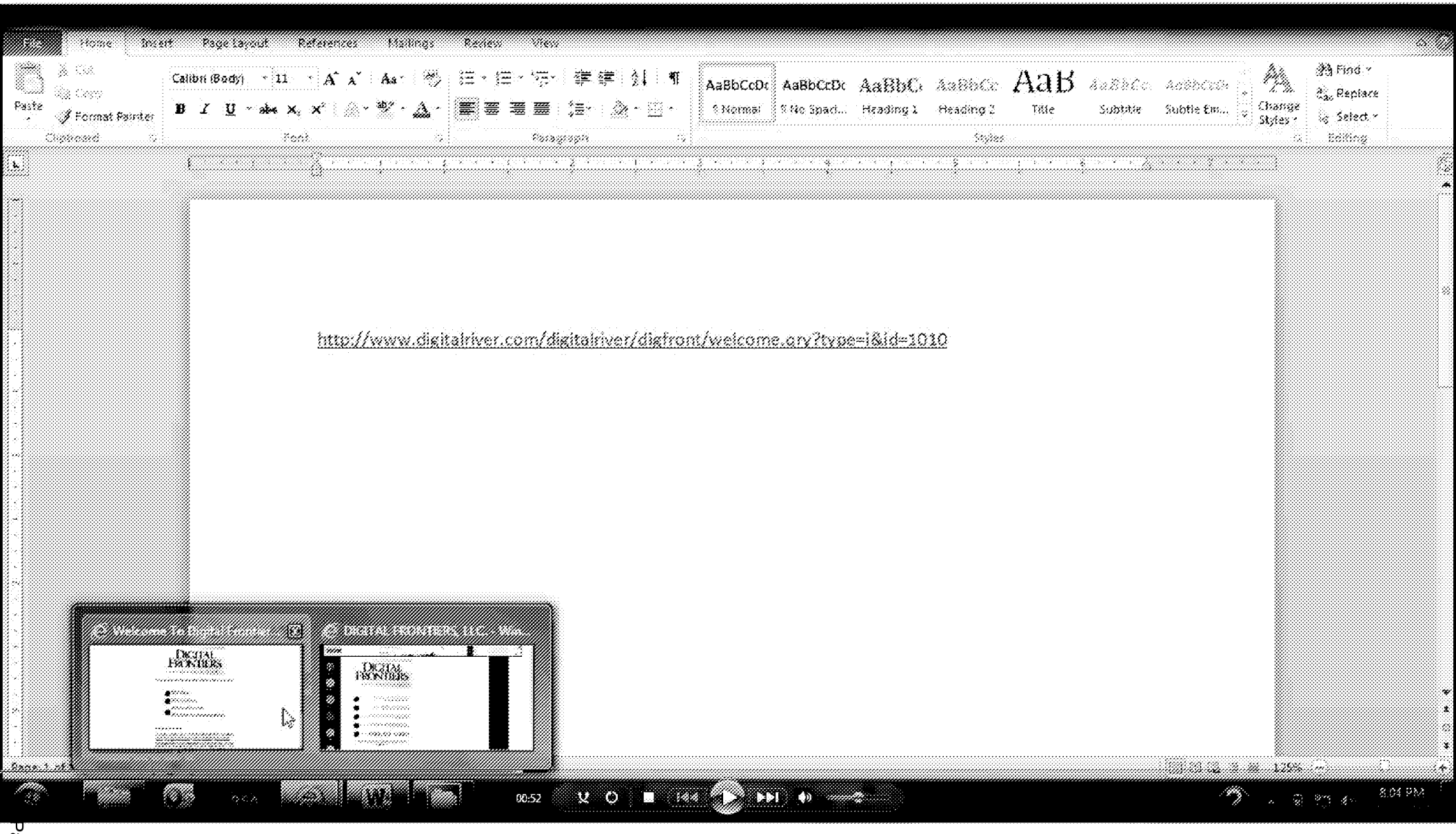
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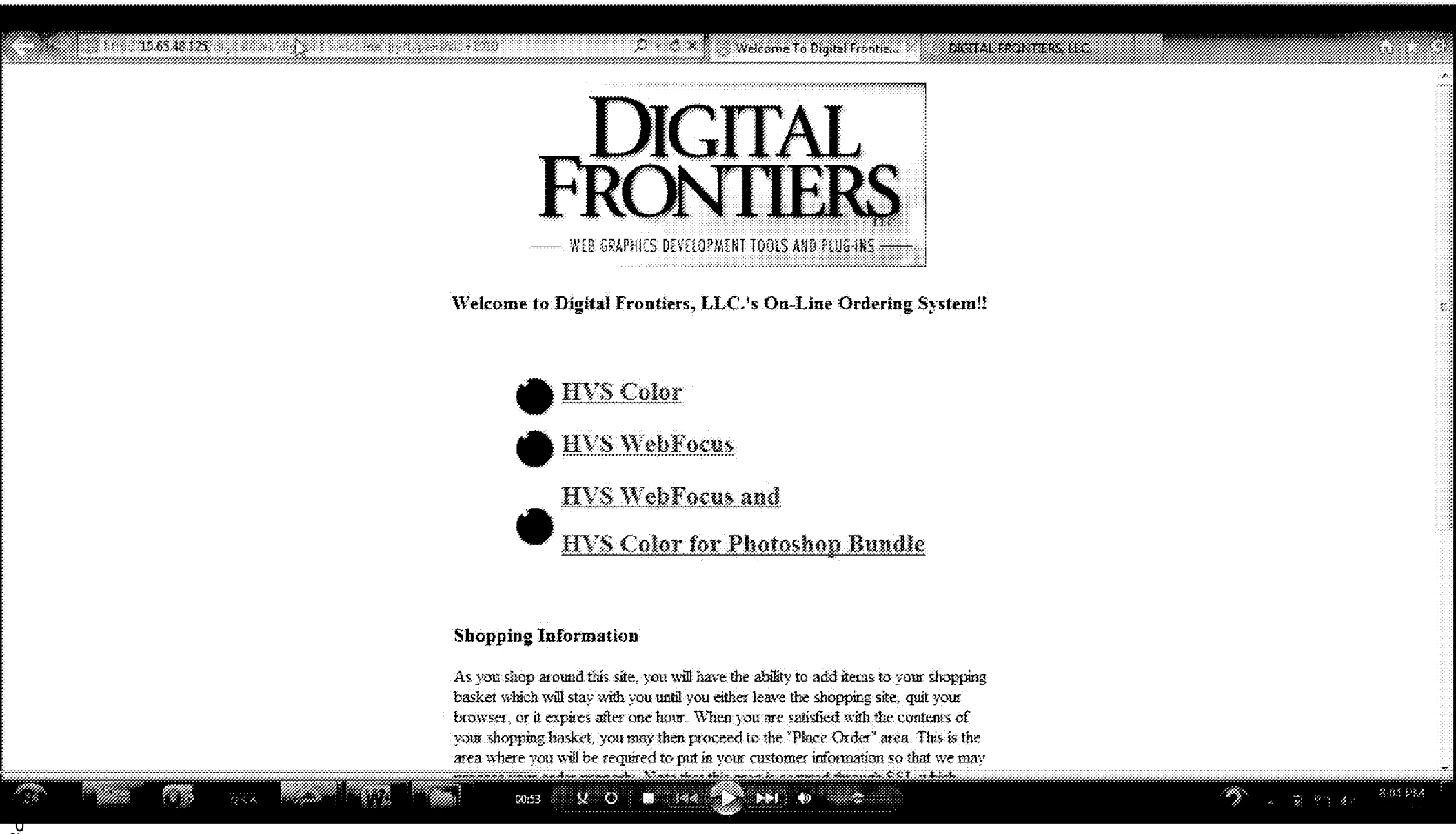
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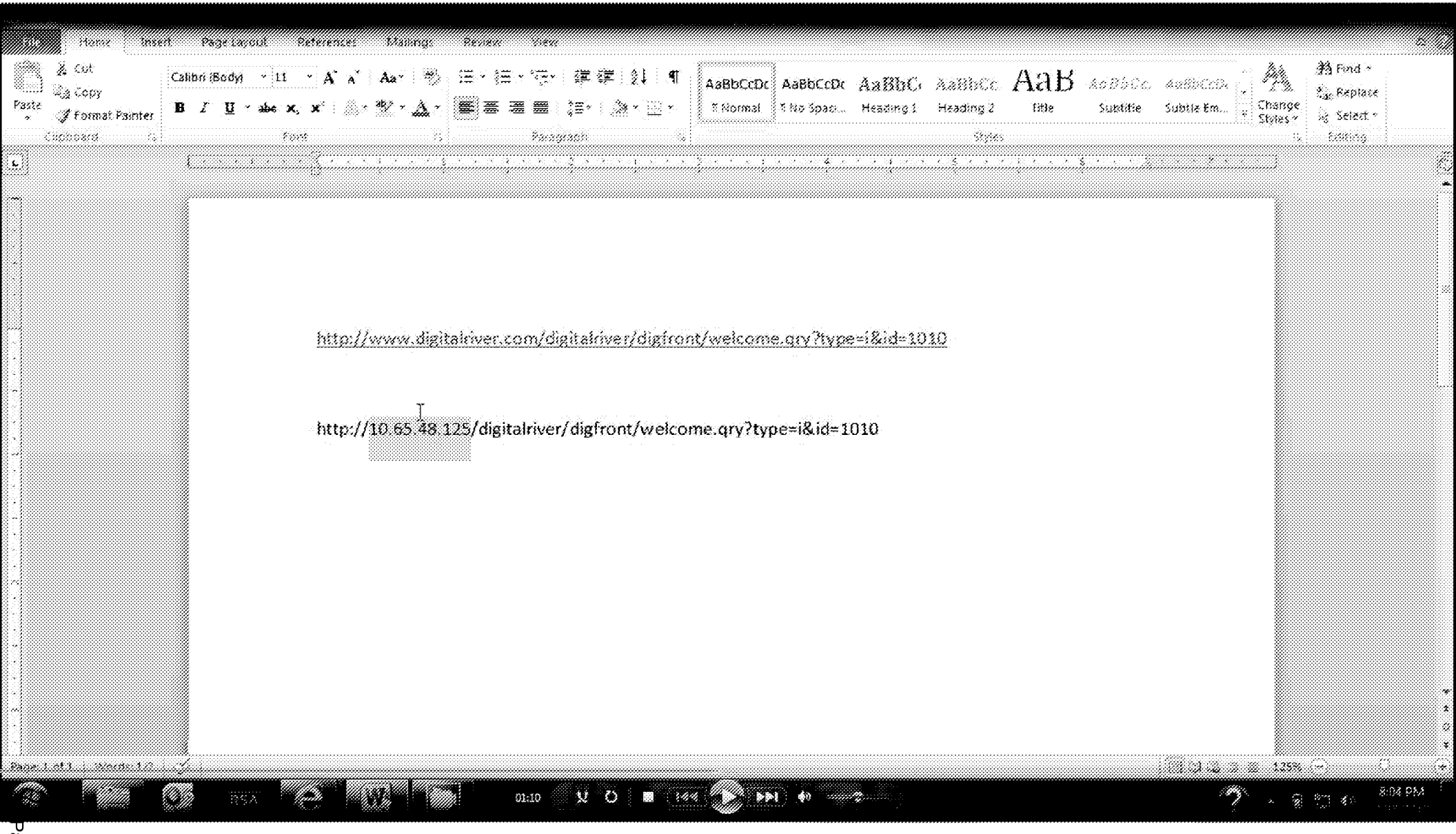
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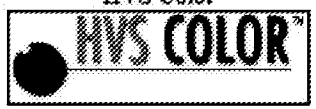
Item Name: HVS Color
Item Numbers:HVSMDB1 HVSMPS1 HVSMPW1
Description: Color Reduction Plug-In

HVS Color



Platforms/Versions Available:

- Mac For Photoshop - $99.00
- Mac For DeBabelizer - $99.00
- Win 95/NT For Photoshop - $99.00

To add an item to your Shopping Basket, click on the platform.

HVS Color is a ground breaking plugin for Adobe Photoshop and Equilibrium Debabelizer that allows you to convert 24-bit images to 8 bits with no visible loss in quality. Its patented psychovisual algorithm models the way the human visual system perceives and masks colors. The results are truly startling -- now you can have realistic photographic images as GIF files. All the advantages of 24-bit at less than a third the size! And because HVS Color achieves its effect without dithering, your GIF files will compress up to 70% better, meaning less download time for your web pages. HVS Color also adds more sophisticated color reduction capabilites to HVS WebFocus -- together, they make an unbeatable web image development toolkit!

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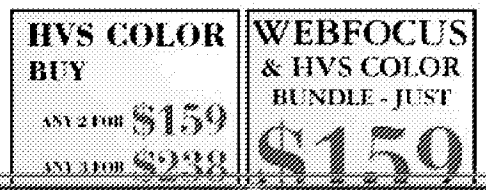
Product Number	Description	Quantity	Operating System	Price
HVSMP[illegible]	HVS Color for Mac Photoshop	1	Mac	99.00
			Total:	99.00

To Delete an item, click on the Product Number.

Note: If you live in Minnesota, tax will be charged upon the approval of your credit card.



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HVS WebFocus

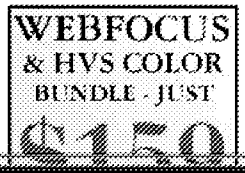
Item Name: HVS WebFocus
Item Number: HVSWF1
Description: Photoshop Plug-in

Platforms/Versions Available:

- Macintosh - $129.00

To add an item to your Shopping Basket, click on the platform.

HVS WebFocus is a comprehensive toolkit for anyone who prepares images for the World Wide Web or for multimedia. HVS WebFocus is a revolutionary new set of plug-ins that turns Photoshop into a one-stop Web image factory. It has all the tools you need to edit interlaced, transparent and animated GIFs as well as progressive JPEGs. Because WebFocus incorporates Digital Frontiers' proprietary color reduction and optimized JPEG encoding, your images will look better and load more quickly.



Purchase HVS WebFocus and HVS Color for Macintosh Photoshop at the same time for only $159 - Regular Price $228. Save $69

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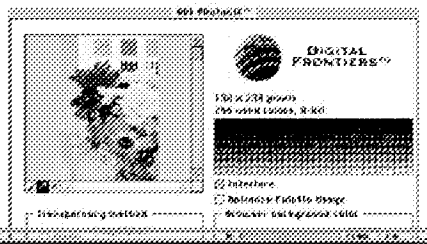

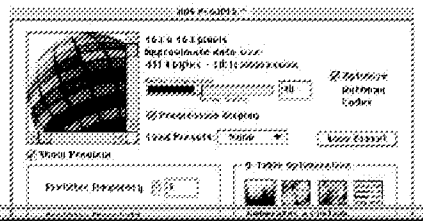

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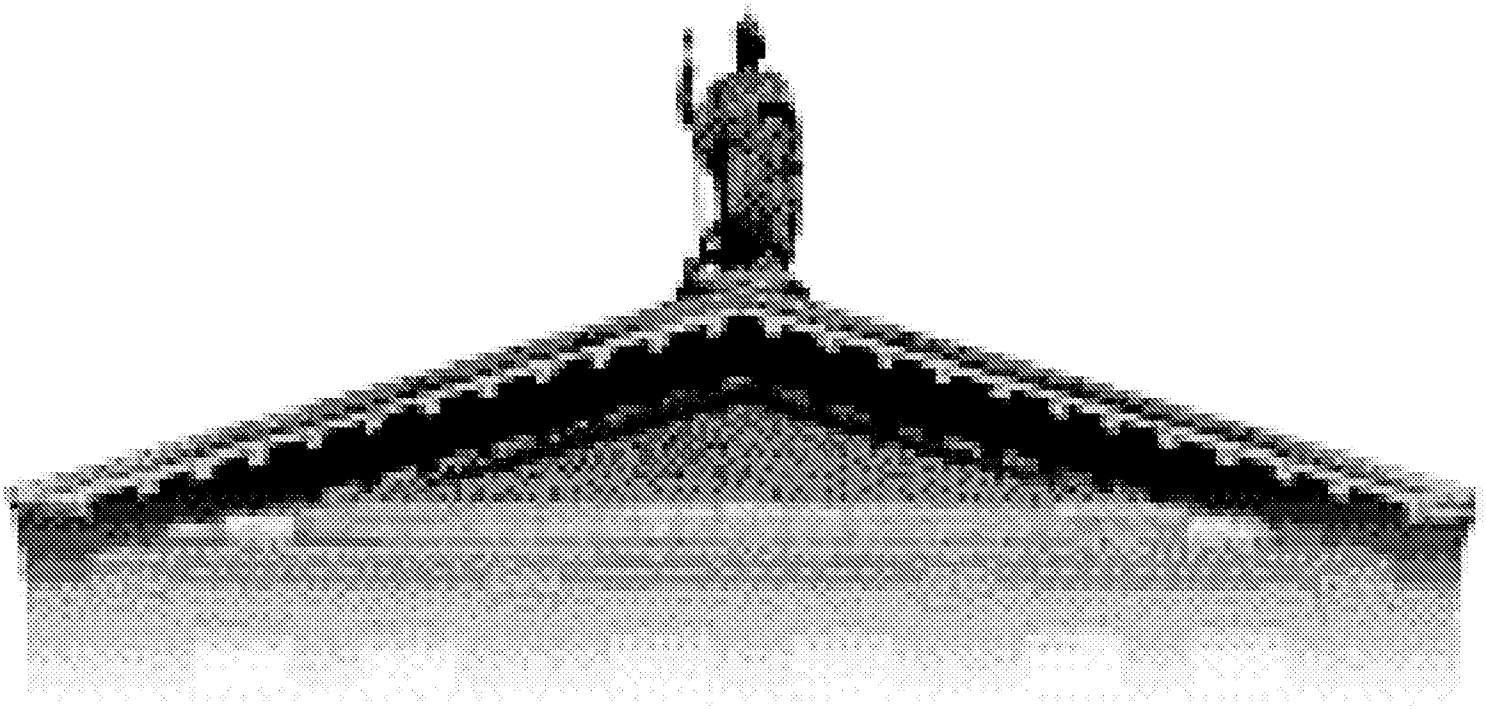
St. Paul Pioneer Press
Tuesday, April 28, 1998
Business Section
2E

Firm does placement

Digital River, a provider of management for companies selling software on the Internet, said Monday it received net proceeds of $13 million from its recently completed private placement of common stock in combination with venture capital financing.

The company said net proceeds from the offering, which began last November, totaled $10 million. It received an additional $3 million in venture capital from Wasserstein Adelson Ventures L.P., New York, a venture capital fund managed by the investment banking firm Wasserstein Perella & Co.



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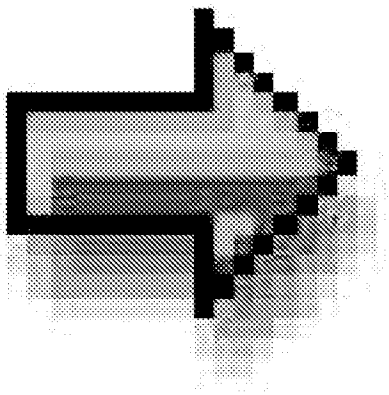

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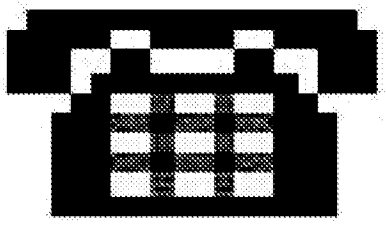

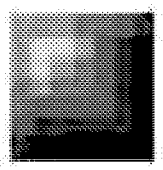

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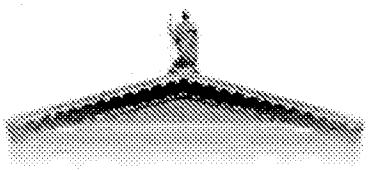

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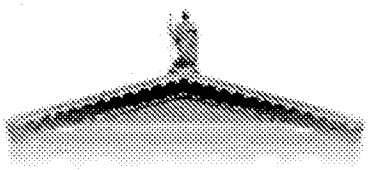

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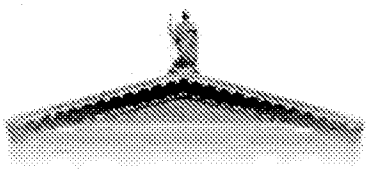

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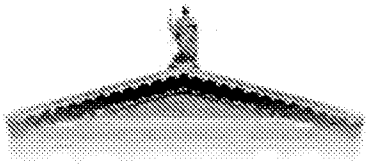

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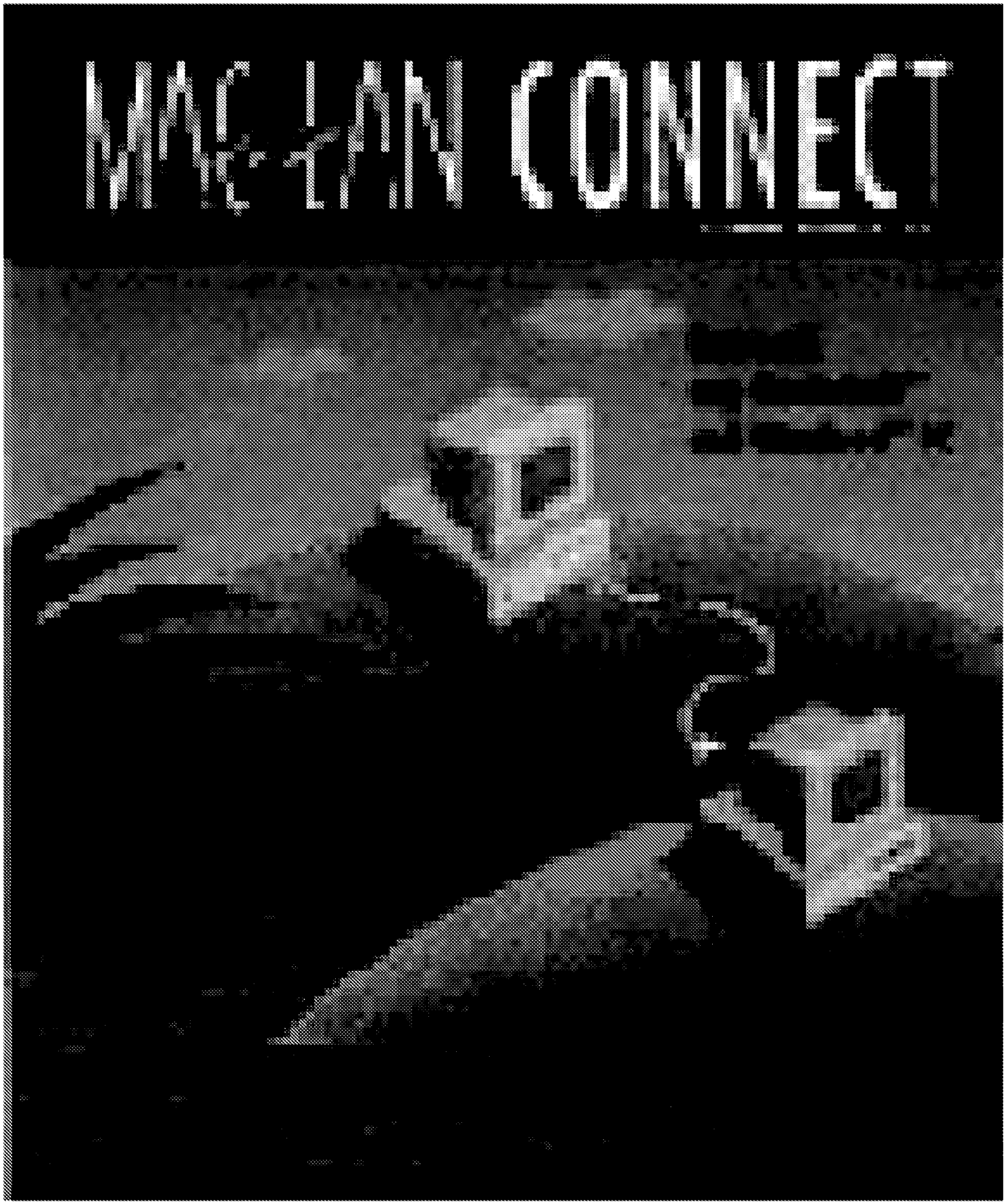
MAC LAN CONNECT

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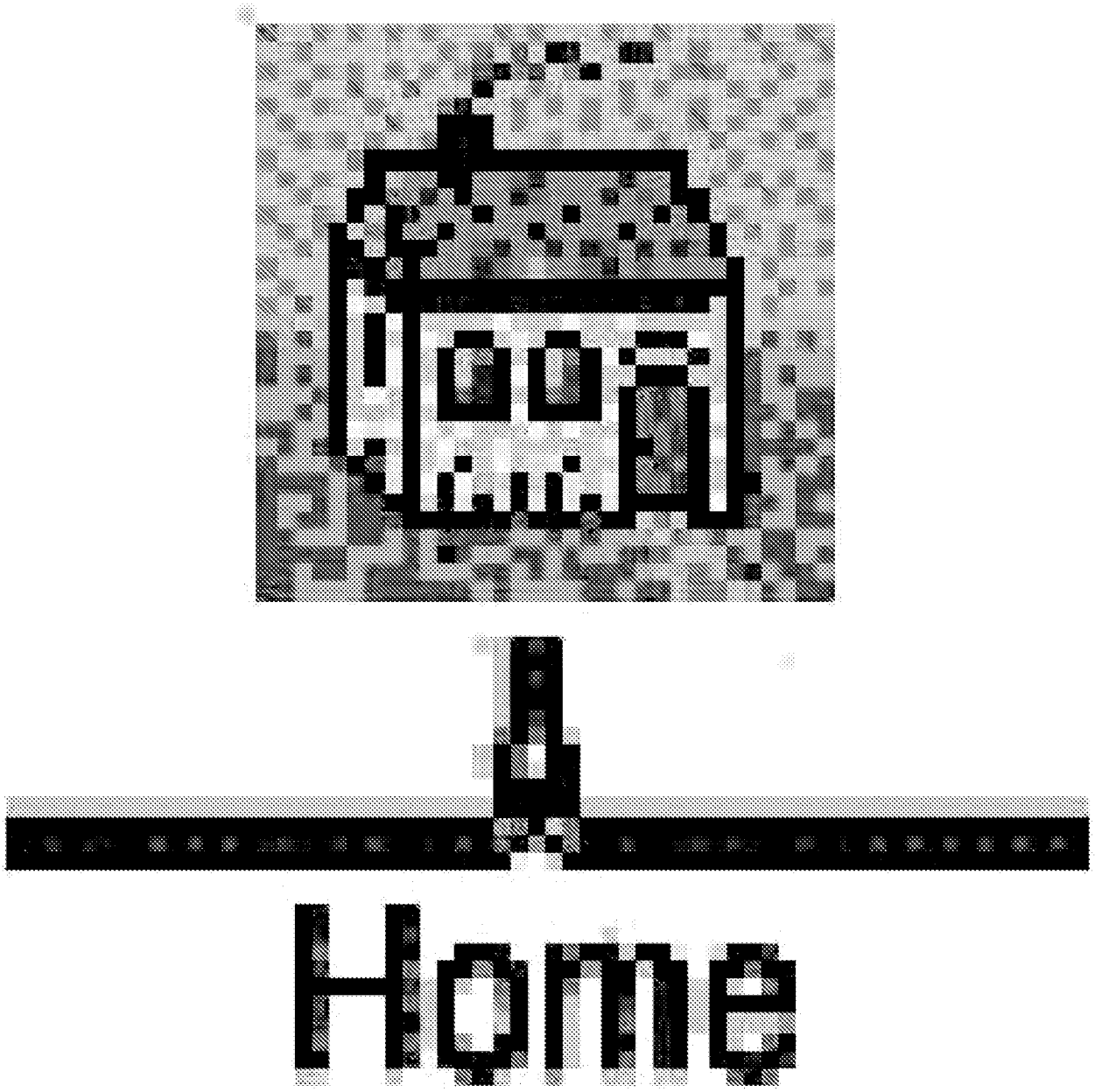
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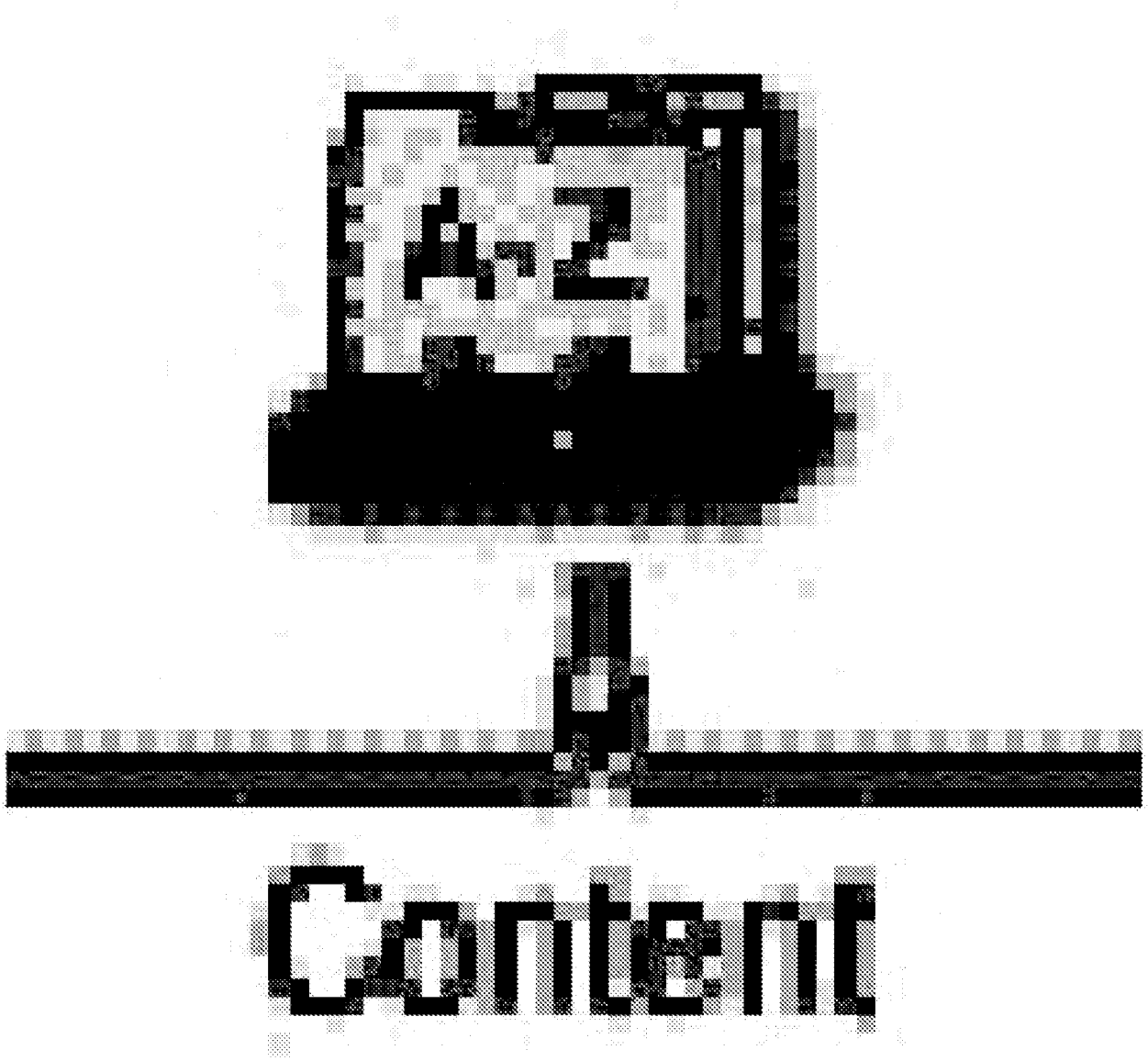
Content

Miramar Systems, Inc.

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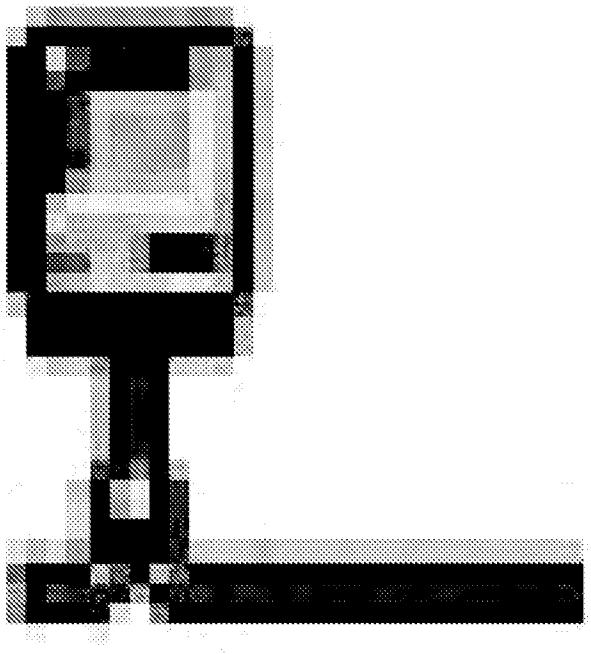

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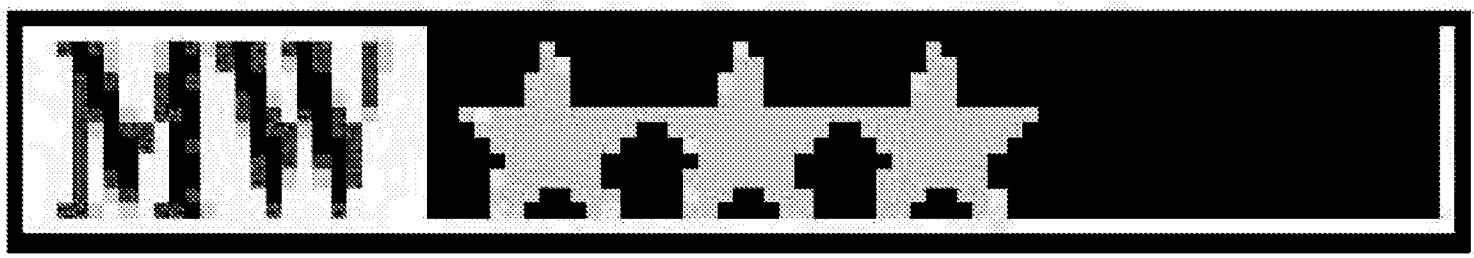

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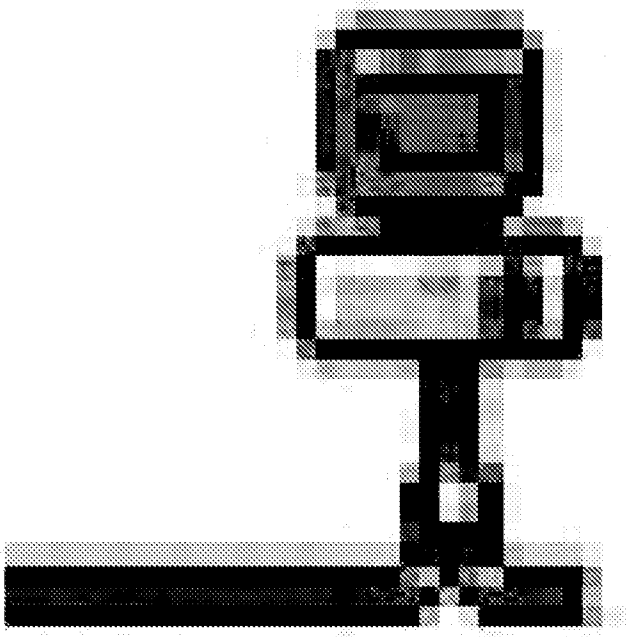

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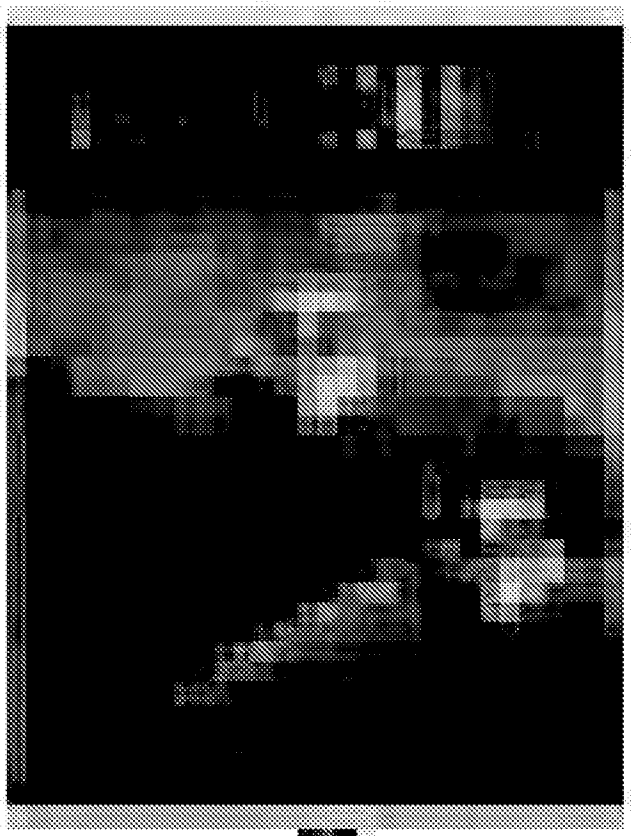
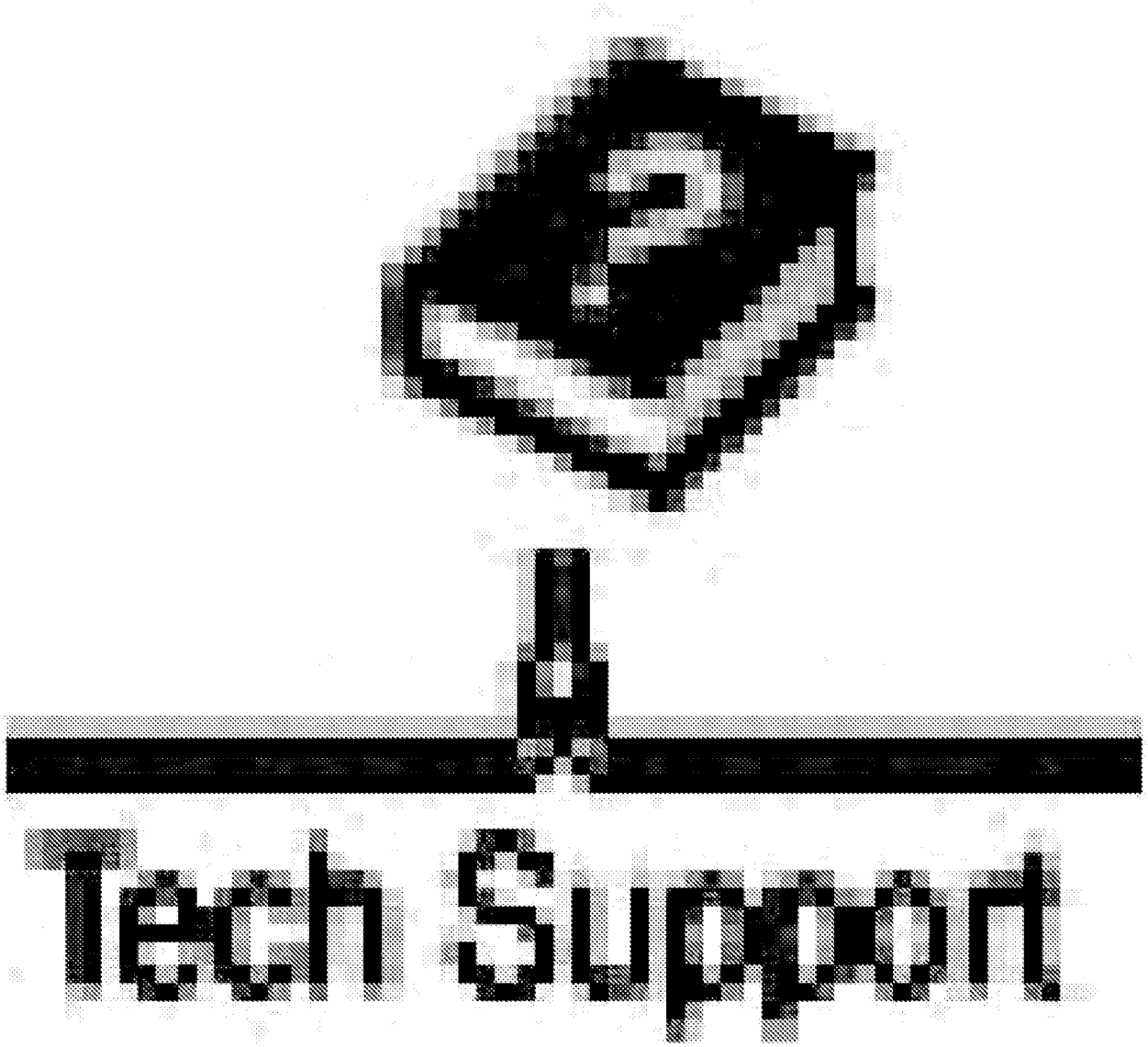


Product

Cakes


Tech Support

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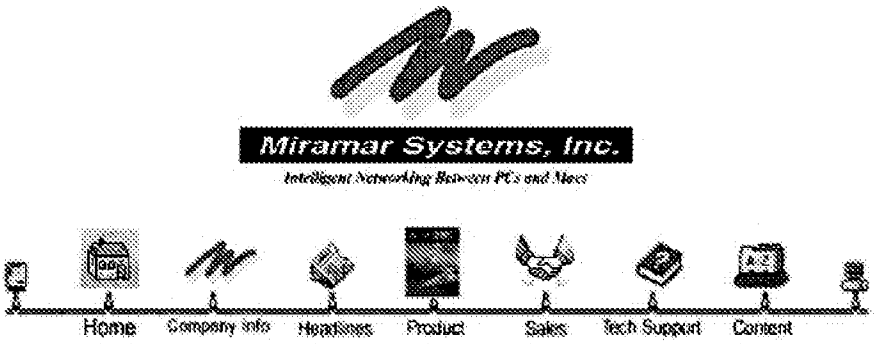

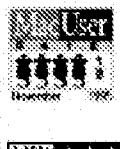

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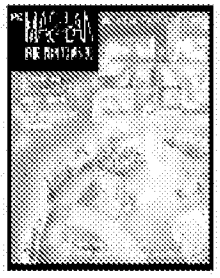

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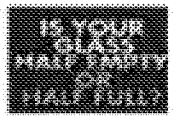

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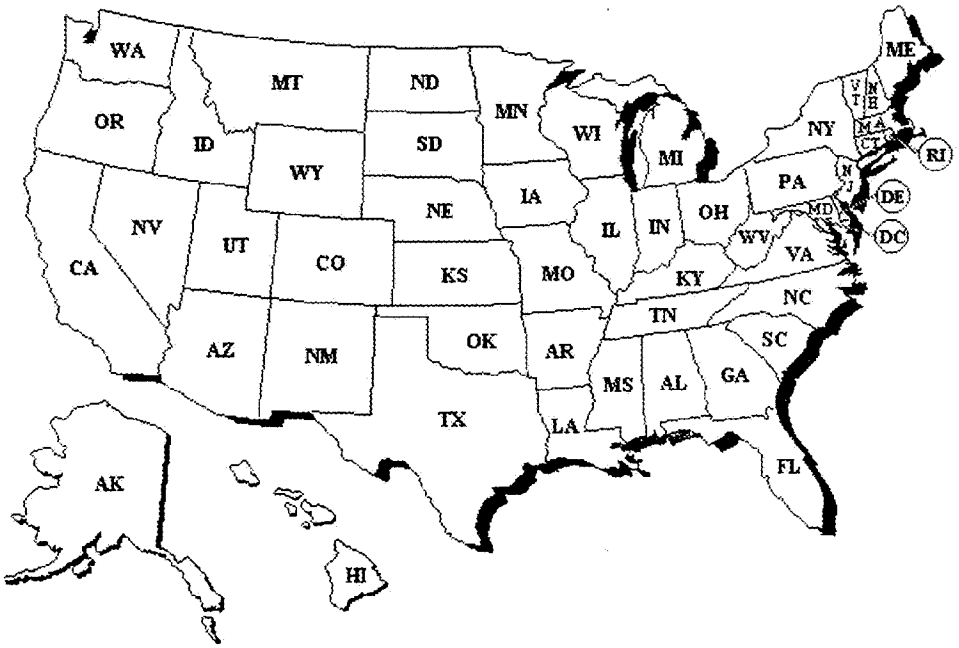

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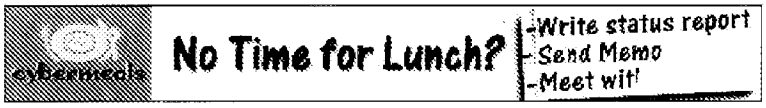

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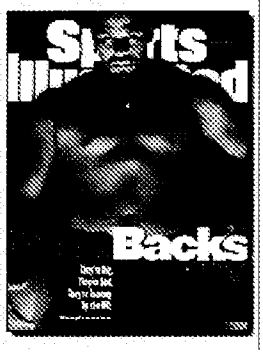

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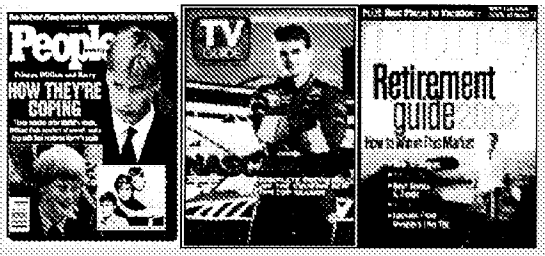

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- Daily TravelGram
- Travel Weekly News
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- Newsletter Access: List of Travel Newsletters

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- Foreign Language and Culture
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- Yamada Language Guides *Language pointers and Font archives*
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- walk&talk Die Reisesprachführer der neuen Generation. *(PDF files of phrase books for travelers - **German Only**)*

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- MapBlast *Interactive Maps!*
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- A small English-Spanish and Spanish-English Dictionary
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- U.S. Zip+4 Code Lookup.

Are we there yet??

- Klutz Kids Travel *Backseat fun for those long drives.*
- Penny Whistle Traveling with Kids Book *Planning and activities for travel with the kids.*

General Travel Resources

Pathfinder's

Getting Around the planet City Net

- Atevo
- Lonely Planet Online *"Down to earth travel information"*
- Rec.Travel Library, or mirrors in Canada, Thailand, and Singapore.
- Microsoft's Expedia
- TRAVEL WEEKLY
- The Travel Channel Online.
- TravelEZ
- Travel Source
- Travelspots
- HotWired: World Beat
- Travelocity *On-line reservations, Destination Info, more.*
- Epicurious Travel
- The Opinionated Traveler
- Travel Vision
- Travel Wiz
- TraXXX - Alles was Reisen Schöner macht (auf Deutsch)
- The Down Under Travelers Webzine
- Where to get tourist information - worldwide.
- Worldwide Travel Brochures - how to get over 10,000 brochures.
- Travel Tips Magazine
- Travigator
- U.S. State Department Travel Warnings
- Foreign Entry Requirements for U.S. Citizens for all countries.
- CAMWORLD *Real time images from around the world.*

- English-Belarussian dictionary
- Polish-English dictionary
- Indonesian-English Dictionary
- English-Chinese Dictionary or see the Chinese Character Genealogy
- Sanskrit - English - Sanskrit Dictionary
- The Internet Living Swahili Dictionary (Kamusi Project).
- Hawaiian - English Dictionary
- Esperanto - English Translator
- The Alternative Dictionaries: Slang and "dirty" words in various languages, updatable.

Multilingual Dictionaries:

- **travlang's Translating Dictionaries** covering an ever expanding list of languages!
- New Eurodicautom Experimental European Languages Translator (old Eurodicautom), or a direct ECHO telnet connection.
- The LOGOS Dictionary between **many** languages; you can add to it too.
- WinDi Dictionary from English to French, Spanish, German, Dutch, Italian, or Portuguese. Also try the WinDi Verb Conjugator.
- Internet Dictionary Project

Translating Services:

- Globalink *with FREE machine translations into and from English and French, German, Spanish and Italian. And their WebTranslator.*
- Legal Translations, Benemann Translation Center, LOGOS *Fee for translation by humans services.*

Language Schools and Student Exchange Programs:

- Edunet *A great list of schools teaching languages all around the world and resources for studying abroad.*
- AFS Intercultural Programs, and Pacific Intercultural Exchange *High School Student Exchange Programs*

World Cultures:

- One-World Global Calendar *Holidays and events around the world*
- Event Seeker *Worldwide calendar of events*

Multilingual On-line Bookstores

- **World of Reading**
- Multilingual Books and Tapes

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Departure Date:	January 02
Number of Adults:	1
Hotel or Chain Name:	
Search the Metroplex Area of the City Selected? ☑	
Sort Listings ○ Alphabetically ○ Price	
Search	

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U.S. State:	Type In or Select From List
Country:	USA
Arrival Date:	May 11
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Step 2. Enter your Departure Information

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(e.g., Los Angeles *or* LAX)
To:
On: April 20 **at:** Departure Time Any Time

Step 3. Enter Your Return Date/Time

Returning on: April 20 **at:** Departure Time Any Time

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- Search All Airlines
- Search **only** my preferred airlines.

1st choice: No Preference
2nd choice: No Preference
OR (enter a different airline):

Step 5. Enter Other Information

Total number of travelers: 1
How many are aged 2 through 11: 0
How should we price your trip? Coach Class with Restrictions

- Show me all flights
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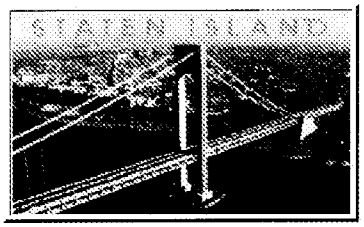

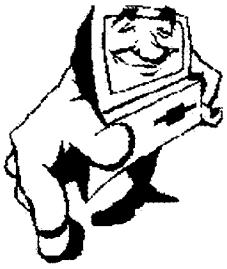

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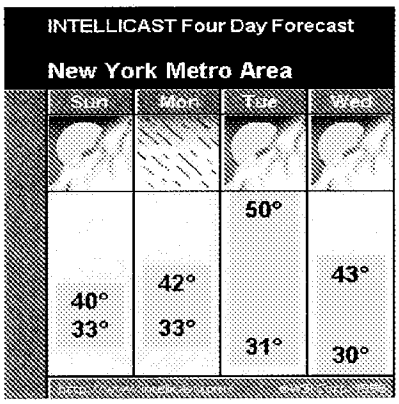
The St. George Civic Association
Victim Services
YMCA

Museums
Children Museum
Tibetan Museum



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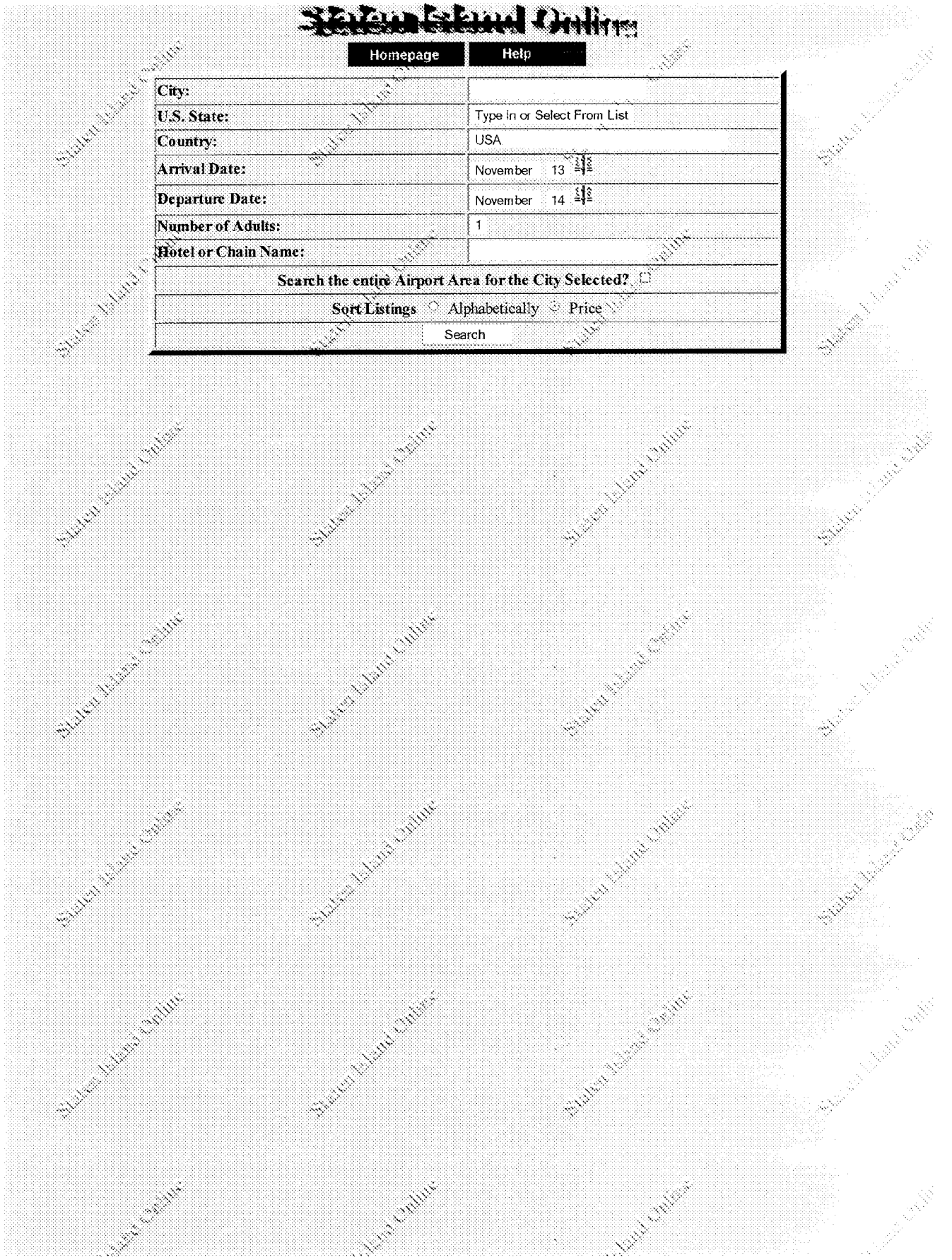
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Electronic Acknowledgement Receipt

EFS ID:	13377563
Application Number:	12906979
International Application Number:	
Confirmation Number:	1141
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	23-CON3
Receipt Date:	30-JUL-2012
Filing Date:	18-OCT-2010
Time Stamp:	22:28:28
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Non Patent Literature	57-Incognito.pdf	275475 007e8a1e584e4eaa2d82a5d6b6397110c7a8a02e	no	5

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2	Non Patent Literature	58-Nexchange-Dunwoody_Agmt.pdf	467735 aa532300a3a1766bf6f876c7edff97a0c4fa74c3	no	9
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3	Non Patent Literature	59-MicroShops_Plan-March1998.pdf	1136749 ba9926621aebcb53842fc15faeed2bffc3a29c6b	no	55
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5	Non Patent Literature	61-Syntellect-4_UP.pdf	7793645 654c9496434f086e8d2f8a99284f463c54f0f839	no	25
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6	Non Patent Literature	62-DR391546-screenshots-FILE.pdf	9995543 76ceaba93fd825e3c339403b76ad417ecb53b14c	no	21
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10	Non Patent Literature	66-egonet-12-22-97.pdf	3345986 8924b7c7a5ed354c47bec5c293e25fab251a0936	no	3
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New International Application Filed with the USPTO as a Receiving Office

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Doc Code: DIST.E.FILE Document Description: Electronic Terminal Disclaimer - Filed	PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	12906979
Filing Date	18-Oct-2010
First Named Inventor	D. Ross
Attorney Docket Number	23-CON3
Title of Invention	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action

☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.

Owner	Percent Interest
DDR HOLDINGS, LLC	100%

The owner(s) with percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of prior patent number(s)

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- expires for failure to pay a maintenance fee;
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- (◉) Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request.
- (○) I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.

- (○) Applicant claims SMALL ENTITY status. See 37 CFR 1.27.
- (○) Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).
- (◉) Applicant(s) status remains as SMALL ENTITY.
- (○) Applicant(s) status remains as other than SMALL ENTITY.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

I certify, in accordance with 37 CFR 1.4(d)(4) that I am:

- (◉) An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application

  Registration Number 38918

- (○) A sole inventor
- (○) A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors
- (○) A joint inventor; all of whom are signing this request
- (○) The assignee of record of the entire interest that has properly made itself of record pursuant to 37 CFR 3.71

Signature	/Louis J. Hoffman/
Name	Louis J. Hoffman

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal

Application Number:	12906979
Filing Date:	18-Oct-2010
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	23-CON3

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Statutory or terminal disclaimer	2814	1	80	80
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
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Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
			Total in USD ($)	**80**

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 12906979

Filing Date: 18-Oct-2010

Applicant/Patent under Reexamination: Ross et al.

Electronic Terminal Disclaimer filed on July 30, 2012

☒ APPROVED

This patent is subject to a terminal disclaimer

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Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

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Electronic Acknowledgement Receipt

EFS ID:	13377581
Application Number:	12906979
International Application Number:	
Confirmation Number:	1141
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	23-CON3
Receipt Date:	30-JUL-2012
Filing Date:	18-OCT-2010
Time Stamp:	22:43:42
Application Type:	Utility under 35 USC 111(a)

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RAM confirmation Number	7622
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Electronic Terminal Disclaimer-Filed	eTerminal-Disclaimer.pdf	34035 eb0fee4c77f2a164cc7ff8cd87f82ce1dab422a4	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30315 138ef0b8729ac58632efdf2328d81b6587c53500	no	2
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New Applications Under 35 U.S.C. 111

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New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
12/906,979	10/18/2010	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	07/30/2012	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
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	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $125 =	0	OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/ADRIENE SELLMAN/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/906,979	10/18/2010	D. Delano Ross JR.	23-CON3	1141

26362 7590 07/03/2012

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
GARG, YOGESH C	

ART UNIT	PAPER NUMBER
3625	

NOTIFICATION DATE	DELIVERY MODE
07/03/2012	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Office Action Summary	Application No.	Applicant(s)	
	12/906,979	ROSS ET AL.	
	Examiner	Art Unit	
	YOGESH C. GARG	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *09 September 2011*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

5)☒ Claim(s) *71-92* is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *71-92* is/are rejected.

8)☐ Claim(s) _____ is/are objected to.

9)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☒ The drawing(s) filed on *18 October 2010* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

12)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

13)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *2/21/12, 9/9/11, 6/28/11, 10/18/10*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

1. Applicant's preliminary amendments filed 9/9/2011, 6/28/2011, 10/8/2010 are entered. Currently claims 71-92 filed 9/9/2011 are pending for examination.

Claim Rejections - 35 USC § 112

2. The following is a quotation of the first paragraph of 35 U.S.C. 112:

> The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

2.1. Claims 71-86 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the enablement requirement. The claims 71 and 81 contain subject matter, "automatically, with the server computer, serving to the visitor computer a composite web page of a second website that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page ", which was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention. As described in claims 71 and 81 and as well in the originally filed applicant's specification the invention includes three parties that is owner of the first website, owner of the server computer and the merchant. The limitation, cited above, indicates a fourth party in the form of a second website. The way this limitation is recited implies that the second site is separate from the owner of the first website, owner of the server computer and the

merchant thereby introducing the fourth party in the transaction and the same was not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention. Since dependent claims 72-80, 82-86 do not overcome this deficiency, they are rejected for the same reasons.

Examiner suggests amending the claims 71 and 81, for example claim 71, as follows to overcome this rejection:

"automatically, with the server computer associated with a second web site , serving to the visitor computer a composite web page ~~of a~~ from the server computer associated with the second website that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page ".

2.2. Claims 71-86 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claims 71 and 81 contain subject matter, "automatically, with the server computer, serving to the visitor computer a composite web page of a second website that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page ", which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that

the inventor(s), at the time the application was filed, had possession of the claimed invention. As described in claims 71 and 81 and as well in the originally filed applicant's specification the invention includes three parties that is owner of the first website, owner of the server computer and the merchant. The way this limitation is recited implies that the second site is separate from the owner of the first website, owner of the server computer and the merchant thereby introducing the fourth party in the transaction and the same was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. . Since dependent claims 72-80, 82-86 do not overcome this deficiency, they are rejected for the same reasons.

This rejection can be overcome, as suggested above.

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claims 71-86 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention as there is inconsistency between the limitations recited in claims 71 and 81 and Specification. **See .MPEP <2173.03 [R-1]**

Inconsistency Between Claim *>and< Specification Disclosure or Prior Art :

Although the terms of a claim may appear to be definite, inconsistency with the specification disclosure or prior art teachings may make an otherwise definite claim take on an unreasonable degree of uncertainty. In re Cohn, 438 F.2d 989, 169 USPQ 95

(CCPA 1971); In re Hammack, 427 F.2d 1378, 166 USPQ 204 (CCPA 1970). In Cohn, the claim was directed to a process of treating a surface with a corroding solution until the metallic appearance is supplanted by an "opaque" appearance. Noting that no claim may be read apart from and independent of the supporting disclosure on which it is based, the court found that the description, definitions and examples set forth in the specification relating to the appearance of the surface after treatment were inherently inconsistent and rendered the claim indefinite. Notwithstanding the subject matter recited in claims 71 and 81, "automatically, with the server computer, serving to the visitor computer a composite web page of a second website that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page ", the disclosure/definitions/examples set forth in the specification states that the invention includes three parties that is owner of the first website, owner of the server computer and the merchant. The way this limitation is recited implies that the second site is separate from the owner of the first website, owner of the server computer and the merchant thereby introducing the fourth party in the transaction which renders the claims inconsistent and indefinite. Since dependent claims 72-80, 82-86 do not overcome this deficiency, they are rejected for the same reasons.

This rejection can be overcome, as suggested above.

Double Patenting

4. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory obviousness-type double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the conflicting application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement.

Effective January 1, 1994, a registered attorney or agent of record may sign a terminal disclaimer. A terminal disclaimer signed by the assignee must fully comply with 37 CFR 3.73(b).

Claims 71-92 are rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims (a) 1-26 of U.S. Patent No. 7,818,399, (b) claims 1-27 of US Patent No. 6,993,572 and (c) claims 1-18 of US Patent No. 6,629,135 . Although the conflicting claims are not identical, they are not patentably distinct from each other because the inventions claimed in both the patent and the instant application are directed to the same inventive concept that is an outsource provider serving web pages offering commercial opportunities, the method comprising: (a) automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been activated; wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other; (b) automatically retrieving from a storage pre-stored data associated with the source page; and then (c) automatically with the server computer-generating and transmitting to the web browser a second web page that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.

5 Discussion of best prior art:

(i) The prior art of Arnold et al. (US Patent, 6016,504) is already discussed and analyzed in the two BPAI decisions mailed 4/16/2010, Reexamination of US Patents 6,993,572, and 6,629,135, filed in the IDS filed 10/18/2010 in the instant application. Arnold et al., alone or combined, does not teach a transaction taking place among three separate entities that is a host website, an outsourcing provider server/web site and a merchant where on the basis of activating a link by a visitor computer on the source web page of the host website, automatically the server of the outsource provider website retrieve pre-stored data and serves to the visitor computer a composite web page including information associated with the commerce object associated with the activated link and a plurality of visually perceptible elements derived from the pre-stored data visually corresponding to the source web page of the host website.

(ii) The prior art of Tobin (US Patent 6,141, 666) is already discussed and analyzed in the parent application 11/343,464 now US Patent 7,818,399 and the applicant's arguments in remarks filed 9/8/2009 , see pages 9-11 that Tobin, alone or combined with another art does not teach or suggest a transaction taking place among three separate entities that is a host website, an outsourcing provider server/web site and a merchant where on the basis of activating a link by a visitor computer on the source web page of the host website, automatically the server of the outsource provider website retrieve pre-stored data and serves to the visitor computer a composite web page including information associated with the commerce object associated with the

activated link and a plurality of visually perceptible elements derived from the pre-stored data visually corresponding to the source web page of the host website.

(iii) Crosskey et al. (US Patent 6,035, 281; see Fig.1 and col.5, lines 10-34) teaches that a visitor/client computer 1 accesses a proxy server 5 such that the client computer is enabled to access objects from a provider server via hyperlinks presented on the web pages of proxy server 5 but Crosskey et al., alone or combined with other prior art does not teach or suggest a transaction taking place among three separate entities that is a host website, an outsourcing provider server/web site and a merchant where on the basis of activating a link by a visitor computer on the source web page of the host website, automatically the server of the outsource provider website retrieve pre-stored data and serves to the visitor computer a composite web page including information associated with the commerce object associated with the activated link and a plurality of visually perceptible elements derived from the pre-stored data visually corresponding to the source web page of the host website.

(iv) The article, **Infonautics provides the Atlanta Journal and Constitution with full service archives,** *Keech, Ellen S.* **PR Newswire**. New York: Feb 25, 1997, hereinafter Infonautics extracted from Proquest database on 6/25/2012 teaches providing access to online archives via a link from a host website Atlanta dot com. However, Infonautics alone or combined with other prior art does not teach or suggest a transaction taking place among three separate entities that is a host website, an outsourcing provider server/web site and a merchant where on the basis of activating a link by a visitor computer on the source web page of the host website, automatically the

server of the outsource provider website retrieve pre-stored data and serves to the visitor computer a composite web page including information associated with the commerce object associated with the activated link and a plurality of visually perceptible elements derived from the pre-stored data visually corresponding to the source web page of the host website.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YOGESH C. GARG whose telephone number is (571)272-6756. The examiner can normally be reached on Increased Flex/Hoteling.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

YOGESH C GARG

Primary Examiner
Art Unit 3625

/YOGESH C GARG/
Primary Examiner, Art Unit 3625

Notice of References Cited	Application/Control No. 12/906,979	Applicant(s)/Patent Under Reexamination ROSS ET AL.	
	Examiner YOGESH C. GARG	Art Unit 3625	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,016,504 A	01-2000	Arnold et al.	709/200
*	B	US-6,035,281 A	03-2000	Crosskey et al.	705/14.69
*	C	US-6,141,666 A	10-2000	Tobin, William J.	715/207
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Infonautics provides the Atlanta Journal and Constitution with fullservice archives Keech, Ellen S. PR Newswire. New York: Feb 25, 1997, hereinafter Infonautics was extracted from Proquest database on 6/25/2012..
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	6,330,575	12/11/2001	Moore et al.	
	2	6,490,567	12/03/2002	Gregory	
	3	7,565,308	07/21/2009	Bollay	
	4	6,209,007	03/27/2001	Kelley et al.	
	5	5,870,717	02/09/1999	Wiecha	
	6	2002/0065772	05/30/2002	Saliba et al.	
	7	6,247,047	06/12/2001	Wolff	
	8	5,930,777	07/27/1999	Barber	
	9	6,249,773	06/19/2001	Allard et al.	
	10	5,818,446	10/06/1998	Bertram et al.	
	11	6,151,601	11/21/2000	Papierniak et al.	
	12	6,572,662	06/03/2003	Manohar et al.	
	13	6,345,239	02/05/2002	Bowman-Amuah	
	14	6,615,259	09/02/2003	Nguyen et al.	
	15	7,337,133	02/26/2008	Bezos et al.	
	16	5,850,442	12/15/1998	Muftic	
	17	5,890,171	03/30/1999	Blumer et al.	
	18	7,058,597	06/06/2006	Ronning et al.	
	19	5,737,538	04/07/1998	Wilhite	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Item	Country Code-Number	Publication Date	Name of Patentee	Translation Yes No
	20	WO 99/46709	09/16/1999	Voorhees et al.	No

Examiner: /Yogesh Garg/ Date Considered: 06/26/2012

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /Y.G./

Serial No.: 12/906,979
Applicants: Ross Jr., D. Delano et al.
Filed: 10/18/2010
Art Unit: 3625
Conf. No.: 1141

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
	21	Defendants' Invalidity Contentions from Civil Action No. 2-06CV-42 (DF); June 6, 2011.
	22	Claim Charts from Defendants' Invalidity Contentions (Civil Action No. 2-06CV-42 (DF)), comparing claims of Ross et al. U.S. Patent 6,029,135 to various references.
	23	Claim Charts from Defendants' Invalidity Contentions (Civil Action No. 2-06CV-42 (DF)), comparing claims of Ross et al. U.S. Patent 6,993,572 to various references.
	24	Claim Charts from Defendants' Invalidity Contentions (Civil Action No. 2-06CV-42 (DF)), comparing claims of Ross et al. U.S. Patent 7,818,399 to various references.
	25	ASPAliance.com Sample Book Chapters, Chapter 1: Foundation Concepts; Taken from "Cascading Style Sheets: Seperating Content from Presentation;" glasshaus; believed first published April 1, 2004.
	26	Sugiura and Koseki; Internet scrapbook: automating Web browsing tasks by demonstration; Proceedings of the 11th Annual ACM symposium on User Interface Software and Technology; pp. 9-18; 1998.
	27	Archived web pages at Lycos.com and Newsalert.com, with page source; December 11, 1997.
	28	Internet Archive FAQ; archived web page; March 10, 2001.
	29	Archived web pages at REI.com and Mammut.ch, with page source; February 22, 1997.
	30	Conway, et al.; Net.Commerce for OS/390; IBM International Technical Support Organization; July 1998.
	31	Ellsworth; Using Compuserv -- The Comprehensive Guide to All the Online Services and Resources Available!; 1994.
	32	Bowen & Peyton; How to Get the Most Out of Compuserv; 5th Edition; 1993.
	33	DPP-Build Program Usage Guide for Version 2; June 26, 1992.
	34	Combined Mall Product Analysis; week of July 14, 1996 through July 20, 1996.
	35	Hubbard; E-commerce firm lands $9 million; Atlanta Business Chronicle; August 20, 1999.
	36	Archived web page at Teachnet.com/Brainstorm of the Day; April 29, 1999.
	37	Archived web page at Talkcity.com; April 29, 1999.
	38	Dunn; Winning the Affiliate Game: A Ten-Step Master Plan For Maximizing Your Profits; 1998.
	39	e-business case studies Recreational Equipment, Inc., An Internet retaining innovator; IBM; 1999.
	40	e-business Solutions Leading retailer makes Internet shopping a personal experience; IBM; 1998

Examiner: /Yogesh Garg/ Date Considered: 06/26/2012

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /Y.G./

Serial No.: 12/906,979
Applicants: Ross Jr., D. Delano et al.
Filed: 10/18/2010
Art Unit: 3625
Conf. No.: 1141

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
	41	IBM Launches Global Small Business Initiative Backed by $100 Million Marketing Campaign; IBM / Business Wire; May 4, 1999.
	42	Vestal; Electronic Commerce Environments: Corporate Obstacles and Opportunities to Competitiveness; INSS 690 Thesis; Bowie State University; August 1, 1999.
	43	Sawhney & Kaplan; The Emerging Landscape of Business to Business Ecommerce; Business 2.0 Magazine; September 1999.
	44	Klein & Lindemann; New Architecture for Webenabled EDI-Applications and their Impact on VANS; Research Paper; April 26, 1999.
	45	Yarden; Evaluating the Performance of Electronic Commerce Systems; Pcdgs. 1997 Winter Simulation Conference; 1997.
	46	Zwass; Structure and Macro-Level Impacts of Electronic Commerce: From Technological Infrastructure to Electronic Marketplaces; Emerging Information Technologies/Sage Publications; 1998.
	47	Bakos; The Emerging Role of Electronic Marketplaces on the Internet; Communications of the ACM; August 1998.
	48	Bailey & Bakos; An Exploratory Study of the Emerging Role of Electronic Intermediaries; International Journal of Electronic Commerce; Vol. 1, No. 3, Spring 1997;
	49	Burton & Mooney; The Evolution of Electronic Marketplaces: An Exploratory Study of Internet-Based Electronic Commerce Within the American Independent Insurance Agency System; AJIS; November 1998.
	50	Dogac et al.; An Electronic Marketplace Architecture; Idea Group Publishing; 1999.

Note: The above two references are lined because they do not indicate date

Examiner: /Yogesh Garg/ Date Considered: 06/26/2012

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /Y.G./

PTO/SB/08a (07-09)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	12/906,979
Filing Date	10/18/2010
First Named Inventor	Ross, D. Delano Jr.
Art Unit	3625
Examiner Name	
Attorney Docket Number	23-CON3

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Joint Claim Construction and Prehearing Statement; Civil Action No. 2:06-CV-00042 (DF); filed September 9, 2011.	
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		Definition of "third party" from: The Compact Oxford English Dictionary, 2nd Ed. 1989, pg. 956.	

Examiner Signature	/Yogesh Garg/	Date Considered	06/26/2012

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

Complete if Known	
Application Number	12/906,979
Filing Date	10/18/2010
First Named Inventor	Ross, D. Delano Jr.
Art Unit	3625
Examiner Name	Garg, Yogesh C.
Attorney Docket Number	23-CON3

NON PATENT LITERATURE DOCUMENTS

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		Claim Construction ORDER; Civil Action No. 2:06-CV-00042 (DF); November 21, 2011.	
		ORDER on Defendants' Rule 72 Objections and Motion for Reconsideration; Civil Action No. 2:06-CV-00042 (DF); February 21, 2012.	

Examiner Signature	/Yogesh Garg/	Date Considered	06/26/2012

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12906979	ROSS ET AL.
	Examiner	Art Unit
	YOGESH C GARG	3625

SEARCHED

Class	Subclass	Date	Examiner
705	26.41	6/26/2012	YG
709	218, 200		

SEARCH NOTES

Search Notes	Date	Examiner
Keyword search on East database	6/26/2012	YG
Palm search for inventors' names	6/26/2012	YG
Reviewed copending applications 11343464, 10461997, 09398268 which are now US Patents 7818399, 6993572, 6629135 including the references and the record of court proceedings submitted via IDSs	6/26/2012	YG
Dialog search	6/26/2012	YG
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Backward and Forward search of best cited references	6/26/2012	YG
Conducted Interference search	6/26/2012	YG

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Class	Subclass	Date	Examiner
705	26.41	6/26/2012	YG
709	218, 200	6/26/2012	YG

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Databases selected: Multiple databases...

Infonautics provides the Atlanta Journal and Constitution with full-service archives

Keech, Ellen S. **PR Newswire**. New York: Feb 25, 1997. pg. 1

Abstract (Summary)

Infonautics, Inc. (Nasdaq: INFO), a provider of online reference services and information technology products, today announced that it has built and will host an online newspaper archive retrieval service for Cox Interactive Media's (CIM) new website, Access Atlanta (http://www.accessatlanta.com). Through its EPP-Direct(TM) complete archival outsourcing services, combined with its Electronic Printing Press(TM) (EPP) technology, Infonautics will host nine years worth of archives for The Atlanta Journal and Constitution, and will also provide complete system maintenance, royalty reporting, and customer billing and support.

The online archive retrieval service for The Atlanta Journal and Constitution can be accessed through a direct link from the accessatlanta.com website. Named "The Stacks," the archive site contains nine year's worth of back articles of The Atlanta Journal and Constitution. CIM launched the accessatlanta.com website to provide Atlantans with an interactive resource for current news, information, entertainment and community groups. The Stacks online archive retrieval area of the website enables visitors to conduct full-text searches of the CIM archives using keywords, questions and phrases.

Full Text (649 words)

Copyright PR Newswire - NY Feb 25, 1997

Infonautics, Inc. (Nasdaq: INFO), a provider of online reference services and information technology products, today announced that it has built and will host an online newspaper archive retrieval service for Cox Interactive Media's (CIM) new website, Access Atlanta (http://www.accessatlanta.com). Through its EPP-Direct(TM) complete archival outsourcing services, combined with its Electronic Printing Press(TM) (EPP) technology, Infonautics will host nine years worth of archives for The Atlanta Journal and Constitution, and will also provide complete system maintenance, royalty reporting, and customer billing and support.

The online archive retrieval service for The Atlanta Journal and Constitution can be accessed through a direct link from the accessatlanta.com website. Named "The Stacks," the archive site contains nine year's worth of back articles of The Atlanta Journal and Constitution. CIM launched the accessatlanta.com website to provide Atlantans with an interactive resource for current news, information, entertainment and community groups. The Stacks online archive retrieval area of the website enables visitors to conduct full-text searches of the CIM archives using keywords, questions and phrases.

"Employing Infonautics to build and host its full-service archive site enables Cox to concentrate on the content and readership of its accessatlanta.com site without worrying about infrastructure, customer billing and other resource-intensive issues," said Jim Beattie, vice president and general manager, new media services of Infonautics, Inc. "EPP-Direct supplies both the backbone and the external resources Cox Interactive needed to support this initiative, with rapid time-to-market."

"We selected Infonautics to host The Stacks because of their previous experience with database archiving and ability to fully customize and seamlessly integrate their services to meet our needs," explained Peter Winter, president of Cox Interactive Media. "Once we decided to use Infonautics, development of The Stacks moved forward at lightening speed."

EPP is an integrated multimedia delivery system. Its system components, based on open systems architecture, provide publishers and content creators with a scalable alternative to building their own online information system -- quickly and affordably. EPP-Direct(TM) is a turnkey solution for publishers who desire to offer their own online archive retrieval service, but wish to out-source the entire operation or a portion to Infonautics' New Media Services division for a monthly service fee. Or, EPP technology can be purchased alone on a per license basis.

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Cox Interactive Media is a newly formed subsidiary of Cox Enterprises, Inc., a leading media company. Cox Enterprises, Inc. includes Cox Newspapers, Inc. (newspapers, direct mail marketing, book publishing), Cox Broadcasting, Inc. (TV, spot sales, movie/television production, research; publicly traded Cox Radio, Inc.) and publicly traded Cox Communications, Inc. (cable distribution, programming, broadband communications). The company is the world's largest operator of automobile auctions through Manheim Auctions, providing dealer financial services, government auctions, online services and price guides.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

Complete if Known	
Application Number	CON of 11/343,464
Filing Date	10/18/2010
First Named Inventor	Ross, D. Delano
Art Unit	2445 (in parent)
Examiner Name	Winder, Patrice L. (in parent)
Attorney Docket Number	23-CON3

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		BPAI decision; Ex parte DDR HOLDINGS, LLC; Appeal 2009-0013987; Reexamination Control 90/008,374; Patent No. 6,993,572; April 16, 2010.	
		BPAI decision; Ex parte DDR HOLDINGS, LLC; Appeal 2009-0013988; Reexamination Control 90/008,375; Patent No. 6,629,135; April 16, 2010.	

Examiner Signature	/Yogesh Garg/	Date Considered	06/26/2012

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Form PTO-1449 (Modified)

List of Patents and Publications For Information Disclosure Statement

Page 1 of 11

Serial No.	:	CON of 11/343,464
Applicants	:	D. Delano Ross, Jr. et al.
Filed	:	10/18/2006
Group	:	2445

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Date	Name	Filing Date *
	A	5768528	06/16/1998	Stumm	
	B	6016504	01/18/2000	Arnold, et al.	08/28/1996
	C	6073124	06/06/2000	Krishnan, et al.	07/15/1997

* Provided only for the U.S. Patent issued after the filing date of the priority provisional application.

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Examiner Initials	Cite No.	Author, Title, Date, Pertinent Pages, Etc.
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	7	"The Weather Channel Predicts Sunny Skies For Two New Online Advertisers", PR Newswire Association, Inc., May 14, 1996.
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Examiner: /Yogesh Garg/ Date Considered: 06/26/2012

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	11	"MyWay Teams with Lycos, MTV, Others on Push Technology", Post-Newsweek Business Information Inc., February 10, 1997.
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_____	32	Archived web page at www.SexToyFun.com, December 5, 1998.
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Examiner: /Yogesh Garg/ Date Considered: 06/26/2012

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Form PTO-1449 (Modified)

List of Patents and Publications For Applicant's Information Disclosure Statement

Serial No.: CON of 11/343,464

Applicants: D. Delano Ross Jr., et al.

Filed: 10/18/2010 Group: 2445

U.S. PATENT DOCUMENTS

Examiner Initials		Document Number	Date	Name	Class	Subclass	Filing Date (if appropriate)
	A	6,763,343	07/2004	Brooke et al.	707	1	
	B	6,629,135	09/2003	Ross et al.	709	218	
	C	6,253,188	06/26/01	Witek et al.	705	14	
	D	6,230,173	05/2001	Ferrel et al.	715	513	
	E	6,141,666	10/31/00	Tobin	715	14	
	F	6,128,655	10/2000	Fields et al.	709	219	
	G	6,029,141	09/22/00	Bezos et al.	705	27	
	H	6,023,714	02/2000	Hill et al.	715	513	
	I	6,012,098	01/2000	Bayeh et al.	709	246	
	J	5,991,740	11/23/99	Messer	705	27	
	K	5,991,735	11/23/99	Gerace	705	10	
	L	5,987,498	11/16/99	Athing et al.	709	203	
	M	5,983,270	11/09/99	Abraham et al.	709	224	
	N	5,983,227	11/09/99	Nazem et al.	707	10	
	O	5,978,766	11/02/99	Luciw	705	1	
	P	5,963,915	10/05/99	Kirsch	705	26	
	Q	5,956,709	09/21/99	Xue	707	3	
	R	5,948,061	09/07/99	Merriman et al.	709	219	
	S	5,940,843	08/17/99	Zucknovich et al.	715	516	
	T	5,940,834	08/17/99	Pinard et al.	707	102	
	U	5,937,392	08/10/99	Alberts	705	14	
	V	5,933,811	08/03/99	Angles et al.	705	14	
	W	5,930,765	07/27/99	Martin	705	14	
	X	5,926,798	07/20/99	Carter	705	26	
	Y	5,918,239	06/29/99	Allen et al.	715	526	
	Z	5,915,243	06/22/99	Smolen	705	14	
	AA	5,913,202	06/15/99	Moloyama	705	36R	

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	BB	5,913,040	06/15/99	Rakavy et al.	709	232
	CC	5,907,830	05/25/99	Engel et al.	705	14
	DD	5,898,836	04/27/99	Freivald et al.	709	218
	EE	5,897,622	04/27/99	Blinn et al.	705	26
	FF	5,895,468	04/20/99	Whitmyer, Jr.	707	10
	GG	5,894,554	04/13/99	Lowery et al.	709	203
	HH	5,893,091	04/06/99	Hunt et al.	707	3
	II	5,890,175	03/30/99	Wong et al.	715	505
	JJ	5,884,045	03/16/99	Kurihara	709	237
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	MM	5,862,325	01/19/99	Reed et al.	709	201
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	OO	5,848,396	12/08/98	Gerace	705	10
	PP	5,825,884	10/20/98	Zdepski et al.	705	78
	QQ	5,819,285	10/06/98	Damico et al.	707	104.1
	RR	5,812,769	09/22/98	Graber et al.	709	228
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	WW	5,727,159	03/10/98	Kikinis	709	246
	XX	5,724,521	03/03/98	Dedrick	705	26
	YY	5,724,424	03/03/98	Gifford	705	79
	ZZ	5,721,827	02/24/98	Logan et al.	709	217
	AAA	5,715,314	02/03/98	Payne et al.	705	78
	BBB	5,717,860	02/10/98	Graber et al.	709	227
	CCC	5,712,979	01/27/98	Graber et al.	709	224
	DDD	5,710,887	01/20/98	Chelliah et al.	705	26

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	EEE	5,699,528	12/16/97	Hogan	705	40
	FFF	5,630,125	05/13/97	Zellweger	707	103R
	GGG	5,596,702	01/21/97	Stucka et al.	715	746
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	III	5,537,314	07/16/96	Kanter	705	14
	JJJ	5,515,270	05/07/96	Weinblatt	705	14
	KKK	5,319,542	06/07/94	King, Jr. et al.	705	27

FOREIGN PATENT DOCUMENTS

Examiner Initials	Document Number	Date	Country	Class	Subclass	Translation Yes / No

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Examiner Initials	Author, Title, Date, Pertinent Pages, Etc.

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	LLL	PCT International Search Report PCT/US99/21656 dated 25 January 2000.
	MMM	Widyantoro, Dwi, et al. "An Adaptive Algotithm for Learning Changes in User Interests," Proceedings of Conference on Knowledge and Information Management, pp. 405-412, November (1999).
	NNN	Cimino JJ, et al. "Architecture for a Web-Based Clinical Information System that Keeps the Design Open and the Access Closed." Proc. AMIA Symp. 1998, pp. 121-125; November, 1998.
	OOO	"Worldres Teams Up With Yahoo!"; news release from http://www.wiredhotelier.com; September 16, 1998.
	PPP	Form S-1, Amendment No. 4; filed with Securities and Exchange Commission, by Digital River, Inc.; August 11, 1998.
	QQQ	Nwana, Hyacinth, et al. "Agent-Medicated Electronic Commerce: Issues, Challenges and Some Viewpoints," Proceedings of the 2nd International Conference on Autonomous Agents, pp. 189-196, May (1998).
	RRR	"Technology Solutions to Electronic Transactions: A White Paper"; Digital River, Inc.; 1998.
	SSS	"Marketing Software on the Internet: A White Paper"; Digital River, Inc.; 1998.
	TTT	Hudson, S. et al., "Supporting Dynamic Downloadable Appearances in an Extensible User Interface Software and Technology, p 159-168, Oct. 1997
	UUU	"San Diego's CVB Is First To Implement internet Reservations Through Worldres"; news release from http://www.wiredhotelier.com; September 20, 1997.
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	CCCC	Dukay, Kristin. "Unifying a large corporate Web site: A case study of www.microsoft.com." Proc. IEEE Int'l Professional Communication Conference 1997, pp. 321–327.
	DDDD	Web Pages, http://www.broadvision.com (1996).
	EEEE	Dialog file 16 (database PROMT ®), No. 6016914, BookSite launches version 3.0 of the popular electronic commerce web site, "Business Wife," 2 pp, 2/23/96.
	FFFF	Dialog file 16 (database PROMT (R)) , No. 6296727, "Amazon.com introduces "Amazon.com Associates" -- a new model for internet-based commerce." Business Wife, 3 pp. 7/18/96).
	GGGG	Can Mixing "Cookies" with Online Marketing be a Recipe for Heartburn? Infoworld, Vol. 18, No. 30, 7/22/96.
	HHHH	RealTime Travel Info Available Online, Dialog database file 9, document 01107096, 1/17/95.
	IIII	Online Growth Virtually Untapped; PC Vendors Taking More Advantage of Booming Sales, Computer Retail Week, Vol. 4, No. 64, p. 160, 6/6/94.
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	LLLL	Resnick, P., et al., GroupLens: An Open Architecture for Collaborative Filtering of Netnews, Proceedings of ACM 1994 Conference on Computer Supported Cooperative Work, Chapel Hill, NC, pp. 175-86.

Note: Above reference lined because it did not include date.

Examiner: /Yogesh Garg/ Date Considered: 06/26/2012

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Form PTO-1449 (Modified)

List of Patents and Publications For Applicant's Information Disclosure Statement

Serial No.: CON of 11/343,464

Applicants: D. Delano Ross Jr., et al.

Page 1 of 1

Filed: 10/18/10 Group: 2445

U.S. Patent Documents

Examiner Initials		Document Number	Date	Name	Class	Subclass	Filing Date (if appropriate)
	A	5,796,393	08/28/1998	MacNaughton et al.			
	B	5,793,368	08/11/1998	Beer			
	C	5,778,367	07/07/1998	Wesinger, Jr. et al.			
	D	5,600,778	02/04/1997	Swanson et al.			
	E	5,970,472	10/19/1999	Allsop et al.			
	F	6,141,006	10/31/2000	Knowlton et al.			
	G	20040042432	03/04/2004	Riazi et al.			
	H	20040117442	06/17/2004	Thielen			

Foreign Patent Documents

Examiner Initials	Document Number	Date	Country	Class	Subclass	Translation Yes / No

Other Art

Examiner Initials	Author, Title, Date, Pertinent Pages, Etc.

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Sub26FT

Gale Group Magazine Database, File 47 (full-text 1983 - present)
Gale Group Marketing & Advertising Reference Service®, File 570 (1984 - present)
Business Dateline, File 635 (1985 - present)
(Baltimore) The Sun, File 714 (Sep 1990 - present)
(Cleveland) The Plain Dealer, File 725 (Aug 1991 - present)
(Phoenix) The Arizona Republic/The Phoenix Gazette, File 492 (PG) (April 1986 - Jan 1997)
(Portland) The Oregonian, File 704 (1989 - present)
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Independent (London), File 711 (Oct 1988 to 2006)
Mirror Group Publications (United Kingdom), 757 (Various start dates - present)
The Irish Times, File 477 (Feb 1999 - present)
Times/Sunday Times (London), File 710 (1988 - present)

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SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
12/906,979	10/18/2010 RULE	705	3625	23-CON3

APPLICANTS

D. Delano Ross JR., Alpharetta, GA;
Daniel D. Ross, Dunwoody, GA;
Joseph R. Michaels, Marietta, GA;
William R. May, Atlanta, GA;
Richard A. Anderson, Powder Springs, GA;

** **CONTINUING DATA** *************************

This application is a CON of 11/343,464 01/30/2006 PAT 7,818,399
which is a CON of 10/461,997 06/11/2003 PAT 6,993,572
which is a CON of 09/398,268 09/17/1999 PAT 6,629,135
which claims benefit of 60/100,697 09/17/1998

** **FOREIGN APPLICATIONS** *************************

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10/27/2010

Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☐ No Verified and Acknowledged /YOGESH C GARG/ Examiner's Signature	☐ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		GA	24	20	1

ADDRESS

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260
UNITED STATES

TITLE

Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	12906979	ROSS ET AL.
	Examiner	Art Unit
	YOGESH C GARG	3625

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	06/26/2012								
	71	✓								
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Sheet 1 of 1

Complete if Known	
Application Number	12/906,979
Filing Date	10/18/2010
First Named Inventor	Ross, D. Delano Jr.
Art Unit	3625
Examiner Name	Garg, Yogesh C.
Attorney Docket Number	23-CON3

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Claim Construction ORDER; Civil Action No. 2:06-CV-00042 (DF); November 21, 2011.	
		ORDER on Defendants' Rule 72 Objections and Motion for Reconsideration; Civil Action No. 2:06-CV-00042 (DF); February 21, 2012.	

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IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION

DDR HOLDINGS, LLC,	§	
	§	
Plaintiff,	§	
	§	
v.	§	**CIVIL ACTION NO. 2:06-CV-42**
	§	
HOTELS.COM, LP, et al.,	§	
	§	
Defendants.	§	
	§	

CLAIM CONSTRUCTION ORDER

Before the Court is Plaintiff's Claim Construction Opening Brief. Dkt. No. 274. Also before the Court are Defendants' response and Plaintiff's reply. Dkt. Nos. 281 & 292. The Court held a claim construction hearing on November 17, 2011. *See* 11/17/2011 Minute Entry, Dkt. No. 308. Having considered the briefing, oral arguments of counsel, and all relevant papers and pleadings, the Court construes the disputed claim terms as set forth herein.

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I. BACKGROUND

Plaintiff asserts United States Patents No. 6,629,135 ("the '135 Patent"), 6,993,572 ("the '572 Patent"), and 7,818,399 ("the '399 Patent"), which relate to Internet commerce. Dkt. No. 274 at Exs. A-C. The '399 Patent is a continuation of the '572 Patent, and the '572 Patent is a continuation of the '135 Patent. Thus, the patents-in-suit all share a common written description. References to the written description herein shall be to the '135 Patent. Trial is set for October 2012. *See* 9/8/2011 Scheduling Order, Dkt. No. 268.

On December 19, 2006, the Court stayed the above-captioned case pending reexamination of the '135 Patent and the '572 Patent. These patents emerged from reexamination on July 20, 2010. *See* Ex Parte Reexamination Certificates, Dkt. No. 274, Ex. A at 42-44 of 44 & Ex. B at 44-45 of 45. The '399 Patent issued on October 19, 2010. *See* Dkt. No. 274 at Ex. C.

The Abstract of the '135 Patent states:

> The present invention is directed to an e-commerce outsourcing system and method that provides hosts with transparent, context sensitive e-commerce supported pages. The look and feel of a target host is captured for future use. The look and feel is captured by receiving the identification of an example page on the target host, retrieving the page, identifying the look and feel elements of the identified page and storing the identified elements. The host is provided with links correlating the host with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object contextually related to material in the page. The commerce object can be a product, a product category or a dynamic selection indicator. Upon activation of the provided link, the visitor computer is served with an e-commerce supported page with the look and feel of the host website associated with the activated link and with content based upon the commerce object associated with the activated link. Where the commerce object is a dynamic selection indicator the content is selected at the time of activation based upon an analysis of the page containing the activated link.

The Abstract of the '572 Patent states:

> An e-commerce outsourcing system and method provides hosts with transparent, context-sensitive e-commerce supported pages. The look and feel of a target host is captured for future use. The host is provided with one or more links for inclusion within a page on the host website that correlates with a selected commerce object, which may be contextually related to material in the page. The commerce object can be a product, a product category, or a dynamic selection indicator. Upon activation of the provided link, a visitor computer is served with a page with the look and feel of the host website and with content based upon the associated commerce object. Where the commerce object is a dynamic selection indicator, the content is selected at the time of activation based upon an analysis of the page containing the activated link.

The Abstract of the '399 Patent states:

> An e-commerce outsourcing system and method provides hosts with transparent, context-sensitive e-commerce supported pages. A plurality of visually perceptible elements associated with and identifying a source of a host's web page are stored in the form of data in a computer database for future use. The host includes one or more links within a page on the host website that correlate with a selected commerce object, which may be contextually related to material in the page. The commerce object can be a buying opportunity for a product of a third-party merchant, a product category containing a plurality of products of third-party merchants, or a dynamic selection indicator of a merchant's product. A plurality of hosts may choose to link to the same commerce object. Upon activation of the link displayed by a particular host website, a visitor computer is served with a page displaying the visually perceptible elements associated with that specific host's website and information associated with the commerce object correlated to the link. Where the commerce object is a dynamic selection indicator, the content is selected at the time of activation based upon an analysis of the page containing the activated link.

Plaintiff asserts: Claim 8 of the '135 Patent; Claims 13, 17, 20, 21, and 23 of the '572 Patent; and Claims 1, 3, 7, and 19 of the '399 Patent. The parties submit four disputed terms for construction: (1) "link"; (2) "capturing"; (3) "look and feel description"; and (4) "third parties."

The asserted claims are reproduced herein with the disputed terms italicized:

'135 Patent

8. An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:

a) *capturing* a *look and feel description* associated with a host website;

b) providing the host website with a *link* for inclusion within a page on the host website for serving to a visitor computer, wherein the provided *link* correlates the host website with a selected commerce object; and

c) upon receiving an activation of the provided *link* from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured *look and feel description* of the host website associated with the provided *link* and with content based on the commerce object associated with the provided *link*.

'572 Patent

13. An e-commerce outsourcing system comprising:

a) a data store including a *look and feel description* associated with a host web page having a *link* correlated with a commerce object; and

b) a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the *link* has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer wit[h] a look and feel based on the *look and feel description* in the data store and with content based on the commerce object associated wit[h] the *link*.

17. An e-commerce outsourcing process comprising the steps of:

a) storing a *look and feel description* associated with a first website in a data store associated with a second website;

b) including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored *look and feel description*, a *link* correlating the web page with a commerce object; and

c) upon receiving an activation of the *link* from a visitor computer to

which the web page has been served, se[rv]ing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored *look and feel description* of the first website and having content based on the commerce object associated with the *link*.

20. The process of claim 17 wherein the *look and feel description* comprises data defining a set of navigational *links*, used on at least some of the web pages of the first website, each of which *links link* to specific web pages of the first website.

21. The process of claim 17 wherein the *look and feel description* comprises data defining:

a) a logo associated with and displayed on at least some of the web pages of the first website;

b) a color scheme used on at least some of the web pages of the first website;

c) a page layout used on at least some of the web pages of the first website; and

d) navigational *links*, used on at least some of the web pages of the first website, each of which *links link* to specific web pages of the first website.

23. The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.

'399 Patent

1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:

(a) automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a *link* displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the *link* has been activated;

(i) wherein each of the first web pages belongs to one of a plurality of web page owners;

(ii) wherein each of the first web pages displays at least one active

link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and

(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each *third parties* with respect to one other;

(b) automatically retrieving from a storage coupled to the server pre-stored data associated with the source page; and then

(c) automatically with the server computer-generating and transmitting to the web browser a second web page that includes:

(i) information associated with the commerce object associated with the *link* that has been activated, and

(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.

3. The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational *links* on the source page.

7. The method of claim 1 wherein the commerce object associated with the *link* that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation *links* connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.

19. A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:

(a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages;

(i) wherein each of the first web pages belongs to one of a plurality of web page owners;

(ii) wherein each of the first web pages displays at least one active *link* associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and

(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated *link* are each *third parties* with respect to one other;

(b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to:

(i) receive from the web browser of a computer user a signal indicating activation of one of the *links* displayed by one of the first web pages;

(ii) automatically identify as the source page the one of the first web pages on which the *link* has been activated;

(iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and

(iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays:

(A) information associated with the commerce object associated with the *link* that has been activated, and

(B) the plurality of visually perceptible elements visually corresponding to the source page.

II. LEGAL PRINCIPLES

A determination of patent infringement involves two steps: first, the patent claims are construed, and, second, the claims are compared to the allegedly infringing device. *Cybor Corp. v. FAS Techs., Inc.*, 138 F.3d 1448, 1455 (Fed. Cir. 1998) (en banc). Claim construction is a legal question for the courts. *Markman v. Westview Instruments, Inc.*, 517 U.S. 370, 391 (1996). The legal principles of claim construction were reexamined by the Court of Appeals for the Federal Circuit in *Phillips v. AWH Corp.*, 415 F.3d 1303 (Fed. Cir. 2005) (en banc). The Federal Circuit in *Phillips* expressly reaffirmed the principles of claim construction as set forth in

Markman v. Westview Instruments, Inc., 52 F.3d 967 (Fed. Cir. 1995) (en banc), *aff'd*, 517 U.S. 370 (1996), *Vitronics Corp. v. Conceptronic, Inc.*, 90 F.3d 1576 (Fed. Cir. 1996), and *Innova/Pure Water, Inc. v. Safari Water Filtration Sys., Inc.*, 381 F.3d 1111 (Fed. Cir. 2004).

The *Phillips* court also reaffirmed that "the prosecution history can often inform the meaning of the claim language by demonstrating how the inventor understood the invention and whether the inventor limited the invention in the course of prosecution, making the claim scope narrower than it would otherwise be." 415 F.3d at 1317 (citing *Vitronics*, 90 F.3d at 1582–83). The prosecution history is a significant source for "evidence of how the PTO [(United States Patent and Trademark Office)] and the inventor understood the patent." *Id.* The prosecution history is thus probative of the proper claim interpretation and may also contain a disclaimer of claim scope in some cases:

> [A]n applicant's argument that a prior art reference is distinguishable on a particular ground can serve as a disclaimer of claim scope even if the applicant distinguishes the reference on other grounds as well." *Andersen Corp. v. Fiber Composites, LLC*, 474 F.3d 1361, 1374 (Fed. Cir. 2007). Moreover, regardless of whether the examiner agreed with [the patentee's] arguments . . ., its statements still inform the proper construction of the term. *See Seachange Int'l, Inc. v. C-COR Inc.*, 413 F.3d 1361, 1374 (Fed. Cir. 2005) ("An applicant's argument made during prosecution may lead to a disavowal of claim scope even if the Examiner did not rely on the argument."); *Microsoft Corp. v. Multi-Tech Sys.*, 357 F.3d 1340, 1350 (Fed. Cir. 2004) ("We have stated on numerous occasions that a patentee's statements during prosecution, whether relied on by the examiner or not, are relevant to claim interpretation.").

Am. Piledriving Equip., Inc. v. Geoquip, Inc., 637 F.3d 1324, 1336 (Fed. Cir. 2011).

"[F]or prosecution disclaimer to attach, our precedent requires that the alleged disavowing actions or statements made during prosecution be both clear and unmistakable." *Omega Eng'g, Inc. v. Raytek Corp.*, 334 F.3d 1314, 1325-26 (Fed. Cir. 2003); *accord Lazare*

Kaplan Int'l, Inc. v. Photoscribe Techs., Inc., 628 F.3d 1359, 1370 (Fed. Cir. 2010). The Federal Circuit has "declined to apply the doctrine of prosecution disclaimer where the alleged disavowal of claim scope is ambiguous." *Omega Eng'g*, 334 F.3d at 1324.

The Court construes the disputed terms in accordance with the doctrines of claim construction it has outlined here along with those it has enunciated in the past. *See Pioneer Corp. v. Samsung SDI Co.*, No. 2:07-CV-170, 2008 WL 4831319, at *1-*5 (E.D. Tex. Mar. 10, 2008).

III. DISCUSSION

The parties have agreed upon the following constructions:

Term	**Agreed Construction**
Look and feel	A set of elements related to visual appearance and user interface conveying an overall appearance identifying a website; such elements include logos, colors, page layout, navigation systems, frames, "mouse-over" effects, or others [*sic*] elements consistent through some or all of the website.
Visually perceptible elements	Look and feel elements that can be seen.
Web page	A document that is accessible through the World Wide Web and capable of being displayed by a web browser.
First web page	Host web page.
Website	One or more related web pages at a location on the World Wide Web.
First website	Host website.
Commerce object	A third-party merchant's: catalog, category, product (goods or services), or dynamic selection.
Merchant	Producer, distributor, or reseller of goods or services to be sold.
Host/Owner	An operator of a website that engages in Internet commerce by incorporating one or more links to an e-commerce outsource provider into its web content.

Outsource provider/e-commerce outsource provider	A party, independent from the host associated with the commerce object or merchant of the commerce object, that provides e-commerce support services between merchant(s) and host(s).

11/3/2011 Joint Claim Construction Chart, Dkt. No. 300 at 3.

A. "link"

(1) The Parties' Positions

This term appears in claims of all three of the patents-in-suit. Plaintiff proposes that no construction is necessary. Dkt. No. 274 at 7. Alternatively, Plaintiff proposes this term means "a hypertext, text, banner, logo, graphic, or contextual element that permits a user to navigate from one web location to another web location by activating that element." *Id.* at 9. Defendants propose this term means "HTML[1] element that, when activated by a visitor, causes the web browser to retrieve the content at the URL[2] previously generated by the outsource provider." Dkt. No. 281 at 3.

Plaintiff cites the specification extensively and urges that the patents-in-suit use the term consistent with its meaning "in ordinary parlance." Dkt. No. 274 at 8. Plaintiff submits that its alternative proposed construction is derived from one of the Defendants own documents and from a dictionary definition. *Id.* at 8-9. Plaintiff argues that contrary to Defendants' proposal, the URL or content need not have been "previously" generated because the specification itself discloses "dynamically generated web pages . . . served by the e-commerce outsource provider."

[1] HTML refers to "hypertext markup language." '135 Patent at 1:21.

[2] The Court assumes that the parties and the patents-in-suit use "URL" to refer to a Uniform Resource Locator, which some might refer to as a "Web address" or "Internet address."

Id. at 10 (citing '135 Patent at 23:3-6). Plaintiff also argues that "[t]here is no reason to limit to HTML just because that is the predominant language today." *Id.* at 10.

Defendants respond that "the specification does not describe a system that uses the ordinary type of links found on most web pages, but rather a specific type of link that is essential for the proper operation of the outsourcing system and method of the asserted claims." Dkt. No. 281 at 4. Specifically, Defendants submit that the "outsource provider generates the specific URL and provides the URL to the host," which in turn includes an HTML element on its website. *Id.* Defendants note that "[t]he specification only teaches a single embodiment." *Id.* at 5. Defendants also argue that whereas "the patents-in-suit teach the e-commerce provider dynamically generating *content* for web pages," "the Patents-in-Suit *never* teach a Host dynamically generating a *URL*." *Id.* at 6. Finally, Defendants argue that the extrinsic evidence that Plaintiff relies upon is unreliable because it is a "decade-late, third-party legal contract." *Id.* at 8.

Plaintiff replies by re-emphasizing "five different places, scattered through the specification, where the inventors used the term 'link' in the ordinary sense." Dkt. No. 292 at 1-2 (citing '135 Patent at 3:7-11, 23:2-3 & 24:40-43). Plaintiff also submits that the contract Plaintiff cited involved a subsidiary of Defendant Expedia, Inc. and thus constitutes an admission. *Id.* at 3 (citing Fed. R. Evid. 801(d)(2)).

During the November 17, 2011 claim construction hearing, Plaintiff stressed that although limiting the term "link" to HTML might not matter for the above-captioned case, such a limitation could have ramifications for the '399 Patent, which Plaintiff submitted will not expire until the year 2022. Plaintiff suggested that although Defendants all appear to be using HTML,

the Internet could change during the next ten years. Plaintiff also argued that any construction that includes "HTML" would generate needless debate about what "HTML" is or what version of the HTML standard is relevant. Finally, Plaintiff cited the Court's claim construction in another case in which the Court rejected the defendants' argument that the term "Web page" be construed, in relevant part, to mean "an HTML document." *epicRealm v. Autoflex Leasing, Inc.*, No. 5:07-cv-125 (originally No. 2:05-cv-163), Dkt. No. 194 at 7 (E.D. Tex. Aug. 15, 2006). In conclusion, Plaintiff urged, in as many words, that it does not matter to the invention how the link was generated or what language it is in; the link simply provides the necessary connection.

In response, Defendants argued that the specification defines the term "by implication," as contemplated by *Novartis Pharm. Corp. v. Abbott Labs.*, 375 F.3d 1328, 1334 (Fed. Cir. 2004), and *Phillips*, 415 F.3d at 1321. In this vein, Defendants noted that the specification refers to a "Link"—capitalized—in several instances. Defendants also argued that any construction of "link" that is not limited to HTML would suffer from lack of enablement. Finally, Defendants argued it is unclear what "contextual element" means in Plaintiff's alternative proposed construction

In reply, Plaintiff suggested that the word "contextual" could be removed from its alternative proposed construction. Plaintiff also responded that despite Defendants mere "assertion" regarding lack of enablement, there is no evidence in the record that a person of ordinary skill in the art could not program a non-HTML link. Moreover, Plaintiff argued, enablement is an issue for trial and not for claim construction. Plaintiff further argued that the capitalized "Link" refers to the preferred embodiment and should not be used to limit the term "link" in general.

In sur-reply, Defendants re-urged that "link" is a term that requires definition and that the specification provides that definition. Plaintiff responded that *Phillips* "expressly rejected the contention that if a patent describes only a single embodiment, the claims of the patent must be construed as being limited to that embodiment." 415 F.3d at 1323.

(2) Construction

As a threshold matter, although Plaintiff urges that no construction is required, "when the parties present a fundamental dispute regarding the scope of a claim term, it is the court's duty to resolve it." *O2 Micro Int'l Ltd. v. Beyond Innovation Tech. Co.*, 521 F.3d 1351, 1362 (Fed. Cir. 2008); *see also id.* at 1361 ("A determination that a claim term 'needs no construction' or has the 'plain and ordinary meaning' may be inadequate when a term has more than one 'ordinary' meaning or when reliance on a term's 'ordinary' meaning does not resolve the parties' dispute."). Also, the contract relied upon by Plaintiff as extrinsic evidence is subject to Defendants' objection and, even if considered, would not affect the Court's analysis of the dispute term. The Court therefore does not pass upon the contract or Defendants' objection thereto.

As to the claims, Claim 8 of the '135 Patent recites a step of "providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer." Defendants' proposal, which includes referring to "the URL previously generated by the outsource provider," would render this language in Claim 8 superfluous.

The written description only refers to "HTML" eleven times and only once with regard to a link. That sole reference to linking using HTML appears in the Background of the Invention: "The World Wide Web began as a simple interface to the Internet using HTML (hypertext markup language) as a means of linking documents together." '135 Patent at 1:21-23. The

remaining references to HTML primarily concern "capturing the HTML text and images that comprise [the host's] look and feel and embed[ding] within it the shopping HTML content." *Id.* at 12:57-59. Likewise, the written description does not expressly limit the term "link" to "the URL previously generated by the outsource provider," and the Court finds insufficient evidence to conclude that this definition is provided "by implication." *Phillips*, 415 F.3d at 1321.

On balance, Defendants' proposal that a link must be an "HTML element that, when activated by a visitor, causes the web browser to retrieve the content at the URL previously generated by the outsource provider" is rejected as lacking sufficient support. *See Phillips*, 415 F.3d at 1323 (quoted above).

The specification comports with Plaintiff's proposed construction. The Abstracts of the patents-in-suit, as well as the Claims, teach that a link can be "activated." *See, e.g.,* '135 Patent at Abstract & Claim 8. The specification further explains:

> Customer, visiting Host, activates link to commerce object within context of Host's website. This activation is typically accomplished by clicking on a hyperlink of some kind within a webpage of the Host's website.

Id. at 24:40-43; *see also id.* at 15:5-7. Thus, although the use of a hyperlink is "typical," the patent does not exclude other types of elements from being links. For example, the written description refers to the use of a clickable "image" or "banner-style link" but does not require that they be a "hyperlink" or "HTML" link. *See id.* at 23:1-6 ("The customer selects the item(s) that she wishes to purchase by clicking a product image, banner-style link, or text link, or other offer format taking her to a dynamically generated web pages [*sic*] . . . .")

As to the function of a link, the Background of the Invention discloses that "[i]n the early stages [of the Internet], website programmers increased visitor traffic by placing 'links' within

their websites to other websites, usually related in content or function, in exchange for a reciprocal link." *Id.* at 1:30-33. The written description also notes that "[a] Host is the operator of a website that engages in Internet commerce by incorporating one or more link [*sic*] to the e-commerce outsource provider into its web content." *Id.* at 22:11-13. This supports Plaintiff's proposal that a link permits a user to navigate from one web location to another web location. *See also id.* at 3:9-20 ("Upon actuation of such a link," the "visitor" is presented with "pages served by a server other than the host but with the host's look and feel") & 3:23-24 (referring to "links included by the host directed to the outsource provider"). The asserted Claims provide further support by reciting that upon activation of a link, a special web page is served to the visitor. *See, e.g.,* '135 Patent at Claim 8.

The Detailed Description of the Inventions also comports with this construction by disclosing a "Link Generator" and noting that "[e]ach Link is assigned a unique Link ID. The Link ID identifies who the host is, who the merchant is, and what commerce object (catalog, category, product or dynamic selection) is linked to." *Id.* at 13:48-51. In the preferred embodiment, upon adding a new link, "the link is saved to the system database 765, and the representative is provided with a link to include within a page on the host website 770." *Id.* at 14:58-60. "When a customer clicks on a host buying opportunity (link), the next page loaded will be a shopping page." *Id.* at 12:54-55.

As to Defendants' argument at the claim construction hearing regarding enablement, the Court of Appeals for the Federal Circuit has "certainly not endorsed a regime in which validity analysis is a regular component of claim construction." *Phillips*, 415 F.3d at 1327; *accord Pfizer, Inc. v. Teva Pharm., USA, Inc.*, 429 F.3d 1364, 1376 (Fed. Cir. 2005) (quoting *Phillips*

and rejecting argument that district court's claim construction would render the claims invalid for lack of enablement). Because the Court has arrived at a construction using the "the available tools of claim construction," the Court does not here consider any dispute regarding enablement. *Phillips*, 415 F.3d at 1327 (citation and internal quotation marks omitted).

Finally, as to Defendants' concern that the phrase "contextual element" may be too vague, the Court applies Plaintiff's suggestion to remove the word "contextual" from Plaintiff's proposed construction.

The Court therefore substantially adopts Plaintiff's proposal and construes **"link"** to mean **"a hypertext, text, banner, logo, graphic, or other element that permits a user to navigate from one web location to another web location by activating that element."**

B. "capturing"

This term appears in Claim 8 of the '135 Patent. Plaintiff proposed that no construction was necessary. Dkt. No. 274 at 11. Alternatively, Plaintiff proposed this term means "taking possession from a third party of something not already in possession using at least partially automated techniques." *Id.* Defendants proposed this term means "automatically, by a party other than the host, extracting elements from a web page of the host website, specifically excluding receiving look and feel elements from the host or having the host input, upload, submit, or forward the look and feel elements." Dkt. No. 281 at 14.

On the morning of the November 17, 2011 claim construction hearing, the Court provided the parties with a preliminary construction of this term to mean "automatically, by a party other than the host, retrieving elements from a web page of the host website, specifically excluding having the host input the look and feel elements." The parties conferred and reached

agreement that **"capturing"** be construed to mean **"automatically, by a party other than the host, retrieving elements from the host website."**

C. "look and feel description"

(1) The Parties' Positions

This term appears in the asserted claims of the '135 Patent and the '572 Patent. Plaintiff proposes that no construction is necessary. Dkt. No. 274 at 14. Alternatively, Plaintiff proposes this term means "code or data defining look and feel." *Id.* Defendants propose this term means "HTML code and images that define the look and feel." Dkt. No. 281 at 9.

Plaintiff argues that because the parties agree on the meaning of "look and feel," "[o]nce the jury is instructed on what 'look and feel' means, the jury can easily decide whether a data set qualifies as a 'description' thereof." Dkt. No. 274 at 14. Plaintiff also argues there is no reason to find that data is stored as HTML code because that is not conventional and "is just one of many options" and, moreover, the specification places no restrictions on data format. *Id.* at 14-15.

Defendants respond that "the term 'look and feel description' is not subject to ordinary meaning because the term has no accepted understanding in the art and has no ordinary meaning." Dkt. No. 281 at 9. Defendants argue that Plaintiff's proposal of "code or data" is not the plain and ordinary meaning of "description." *Id.* Defendants submit that the specification teaches, as to the invention as a whole, that "HTML text and images" are captured and stored. *Id.* at 11 (quoting '135 Patent at 12:57-59). Defendants also argue that "[w]hether the data store can contain additional information in different formats is irrelevant" because what matters is the meaning of "look and feel description," not "data store." *Id.* at 13. Defendants further note that

the look and feel "elements" referred to by the specification all relate to HTML text or images. *Id.* at 13-14.

Plaintiff replies that because the specification provides no special definition, "'look and feel description' simply should mean *any* 'description' (as used in ordinary English) of a 'look and feel,' regardless of format." Dkt. No. 292 at 7. Plaintiff argues that "even if the '*look and feel*' that is captured is encoded in 'HTML text and images' in a given case, the 'look and feel *descriptions*' that are stored in the 'data store' can be encoded in any format, not just HTML text and images." *Id.* at 8.

At the November 17, 2011 claim construction hearing, Plaintiff emphasized that "description" is readily understandable to any English speaker. Plaintiff concluded that the term "look and feel description" requires no construction apart from the parties' agreed construction of the constituent term "look and feel." Plaintiff also noted that whereas unasserted Claim 1 of the '562 Patent recites "storing HTML code corresponding to the look and feel description," asserted Claims 13 and 17 do *not* recite HTML.

Defendants responded that the term "look and feel description" might be indefinite but for five "clues" in the written description that explain that the processor captures "HTML text and images," which are then stored without any modification. '135 Patent at 4:46-60 & 12:57-59. Defendants also argued that although Plaintiff cites Figure 14 as disclosing that capturing is optional, in Figure 14 the "capturing" has already occurred. Finally, Defendants argue that Plaintiff's interpretation of "look and feel description" is overly broad because the "description" that is captured is the underlying code, *not* the elements as they appear in a web browser.

Plaintiff replied that Defendants have the burden to show that there is some "special

usage" in the patents-in-suit and have failed to do so. Plaintiff also argued that Figure 14 shows that "capturing" is optional because the e-commerce service provider could design a website by creating a "look and feel description" without doing any capturing.

In sur-reply, Defendants and Plaintiff re-urged their positions as set forth above.

(2) Construction

As a threshold matter, although Plaintiff urges that no construction is required, "when the parties present a fundamental dispute regarding the scope of a claim term, it is the court's duty to resolve it." *O2 Micro*, 521 F.3d at 1362; *see also id.* at 1361 ("A determination that a claim term 'needs no construction' or has the 'plain and ordinary meaning' may be inadequate when a term has more than one 'ordinary' meaning or when reliance on a term's 'ordinary' meaning does not resolve the parties' dispute.").

The Summary of the Invention provides some context (emphasis added):

> According to the present invention the *look and feel* of each participating Host is captured and stored. Hosts may include links to selected products or product categories within pages residing on the Hosts' [*sic*] website. Upon actuation of such a link by a visitor of the Host website, a page is presented to the visitor incorporating a replica of the Host's *look and feel* directed to the sale of the selected products or product categories.
>
> The *look and feel* of a host is captured and stored by receiving an identification of an example page of a target host. The identified page is retrieved. The *look and feel* elements of the page are identified, and these elements are stored for future use in generating outsourced transparent pages, pages served by a server other than the host but with the host's *look and feel*. Such pages give the viewer of the page the impression that she is viewing pages served by the host.

'135 Patent at 3:6-22; *see also id.* at 12:42-53.

The parties' agreed upon construction for the constituent term "look and feel" is also enlightening:

> A set of elements related to visual appearance and user interface conveying an overall appearance identifying a website; such elements include logos, colors, page layout, navigation systems, frames, "mouse-over" effects, or others [sic] elements consistent through some or all of the website.

11/3/2011 Joint Claim Construction Chart, Dkt. No. 300 at 3.

Further context is provided in the description of the "role of the outsource provider," which includes to "Create, maintain, and update the 'look & feel capture' process through which consumers are able to shop in a Merchant-controlled storefront within the design and navigational context of the Host website, preserving the ownership of the visit experience by the Host." *Id.* at 22:37-41. The written description also discloses "capturing the HTML text and images that comprise [the host's] look and feel and embed[ding] within it the shopping HTML content." '135 Patent at 12:57-59.

On one hand, Defendants are correct that the potential for various "data store" formats does not control the construction of the "look and feel description," which is a specific type of data. On the other hand, the disclosure of "HTML text and images that comprise [the host's] look and feel" is part of the preferred embodiment and should not be imported into the claims:

> [W]e recognize that the distinction between using the specification to interpret the meaning of a claim and importing limitations from the specification into the claim can be a difficult one to apply in practice. . . . [T]he line between construing terms and importing limitations can be discerned with reasonable certainty and predictability if the court's focus remains on understanding how a person of ordinary skill in the art would understand the claim terms. For instance, although the specification often describes very specific embodiments of the invention, we have repeatedly warned against confining the claims to those embodiments.

Phillips, 415 F.3d at 1323.

The doctrine of claim differentiation, as applied to independent Claims 1, 13, and 17 of the '572 Patent, also disfavors Defendants' proposed construction.

> [T]wo considerations generally govern this claim construction tool when applied to two independent claims: (1) claim differentiation takes on relevance in the context of a claim construction that would render additional, or different, language in another independent claim superfluous; and (2) claim differentiation can not broaden claims beyond their correct scope.

Curtiss-Wright Flow Control Corp. v. Velan, Inc., 438 F.3d 1374, 1381 (Fed. Cir. 2006) (citation and internal quotation marks omitted). Claim 1 recites "HTML code corresponding to the look and feel description." Defendants' proposed construction would thus render the recitation of "HTML code" in Claim 1 superfluous. Applying such a construction to Claims 13 and 17, which recite "a look and feel description" but do not recite HTML, is therefore disfavored. *See id.*; *see also Phillips*, 415 F.3d at 1314 ("Because claim terms are normally used consistently throughout the patent, the usage of a term in one claim can often illuminate the meaning of the same term in other claims.").

On balance, the Court rejects Defendants' proposal based on the context provided by other claims, the doctrine of claim differentiation, and the canon that limitations not be imported from a preferred embodiment. *See Phillips*, 415 F.3d at 1314, 1323.

As to the proper construction, Claim 13 of the '572 Patent recites "a data store including a look and feel description," and Claim 17 of the '572 Patent recites "storing a look and feel description associated with a first website in a data store associated with a second website." Claims 20 and 21 of the '572 Patent, which depend from Claim 17, recite that "the look and feel description comprises data defining" various elements. Also, the written description discloses "storing the captured look and feel description in the data store." '135 Patent at 4:51-52. Finally, the Abstract of the '399 Patent discloses that "[a] plurality of visually perceptible elements associated with and identifying a source of a host's web page are *stored in the form of*

data in a computer database for future use." (emphasis added).

As a final note, Figure 14 pertains to a preferred embodiment and, as demonstrated by the parties' extensive arguments during the claim construction hearing, can be interpreted in several different ways. On balance, Figure 14 does not move the Court's analysis one way or the other.

In sum, the most that can be said is that a "look and feel description" is composed of data. Plaintiff's proposal of the additional word "code" does not find support in the specification, and the meaning of "code" as applied to the claims would not be clear. The word "code" is therefore not included in the Court's construction.

The Court thus construes **"look and feel description"** to mean **"data defining the look and feel."**

D. "third parties"

(1) The Parties' Positions

This term appears in the asserted claims of the '399 Patent. Plaintiff proposes this term means "separate legal entities under separate control." Dkt. No. 274 at 16. Defendants propose this term means "separate legal entities." Dkt. No. 281 at 27.

Plaintiff submits that it made the following disclaimer during prosecution, as noted in a May 11, 2010 Interview Report:

> The key point, assignee's representative explained, is that the parties are different entities, as opposed to one being under control of another (nor the two entities being under common control).
> . . .
> Assignee also agreed to the definition of the term 'third party' as requiring that each of the entities recited be different, with one not being under control of each [*sic*, the] other (nor both being under common control).

Dkt. No. 274, Ex. I at 3 of 9 (DDR0081142).

Defendants respond there was no "clear and unmistakable surrender of subject matter" because the language at issue was removed from the claims. Dkt. No. 281 at 27-28. Defendants submit that finding a disclaimer under these circumstances—particularly in an interview summary that was drafted by Plaintiff during the pendency of the present litigation—"would afford a patentee the ability to create self-serving definitions during litigations." *Id.* at 27. As support for their proposed construction, Defendants cite a reference in the specification (as well as in an August 18, 2010 examiner amendment during prosecution of the '399 Patent) to the "three main parties in the outsourced e-commerce relationship" being "Merchants, Hosts, and the e-commerce outsource provider." *Id.* at 29 (quoting '135 Patent at 21:43-45).

Plaintiff replies that the examiner must have agreed with Plaintiff's definition of "third party" because the examiner later stated (in an attachment to the Notice of Allowability) that Plaintiff's report of the interview "seems complete." Dkt. No. 292 at 10 (quoting Dkt. No. 274, Ex. I at 9 of 9 (DDR0081114)).

At the November 17, 2011 claim construction hearing, Plaintiff argued that the written description sets forth two-separate-party embodiments (in which one party can be both the host and the merchant) and three-separate-party embodiments, in which the host, the merchant, and the e-commerce outsource provider are all separate entities.

Defendants responded that Plaintiff's statement during prosecution of the '339 Patent was litigation-driven because at the time of the statement, Plaintiff had already initiated reexaminations of the other two patents-in-suit based on prior art identified in Defendants' invalidity contentions before the above-captioned case was stayed. Defendants also argued that the comments in the interview summary are "new matter." Defendants further noted that

although the examiner commented that, "[t]o the best of the examiner's recollection," Plaintiff's interview summary "seems complete," the examiner's computer hard drive crashed shortly after the interview and "[a]pologies were given for not remembering the interview and forgetting that an agreement was reached." Dkt. No. 274, Ex. I at 9 of 9 (DDR0081114)). Defendants submitted that these circumstances undermine the reliability of the Interview Report prepared by Plaintiff's counsel. Finally, Defendants reiterated that the "under separate control" language was not pertinent to the examiner's allowance.

Plaintiff replied that the examiner stated that the Interview Report matched the "examiner's recollection" and, moreover, what matters is that the examiner was relying upon the Interview Report at the time of allowance.

(2) Construction

"To invoke argument-based estoppel, the prosecution history must evince a clear and unmistakable surrender of subject matter." *Deering Precision Instruments, L.L.C. v. Vector Distrib. Sys., Inc.*, 347 F.3d 1314, 1326 (Fed. Cir. 2003) (citations and internal quotation marks omitted).

The Interview Report cited by the parties discusses removing the phrase "unrelated to the outsource provider" from certain claims and moving the term "third party" to a different location within some of the claims:

> Discussion of substantive matters:
>
> First, the Examiner expressed concern that the claims as written might suffer from problems relating to "functional descriptive language" or Section 112/2 indefiniteness as to the phrase "unrelated to the outsource provider," which appears several times in the independent claims, as amended. The specific concern was the Examiner's uncertainty as to what element that phrase modified,

> grammatically. Assignee's representative explained that the parties were all independent companies. The Examiner observed that some "relationship" was required, such as a contractual relationship, and assignee agreed. The key point, assignee's representative explained, is that the parties are different entities, as opposed to one being under control of another (nor the two entities being under common control).
>
> The Examiner observed that the claims already identified the parties as "third parties" and considered the phrases "unrelated to the outsource provider" as superfluous in expressing the concept. The Examiner thought that the third-party relationship among the parties should be placed at a proper location in the claim.
>
> Based on the Examiner's remarks, assignee agreed (1) to remove the phrases "unrelated to the outsource provider" and (2) to move the "third party" language to a common location. Assignee also agreed to the definition of the term "third party" as requiring that each of the entities recited be different, with one not being under control of each [*sic*, the] other (nor both being under common control).
>
> The Examiner proposed the claims language be modified accordingly, and assignee agreed to the modifications. Assignee understands that neither the deletion of "unrelated to the outsource provider" nor the grouping of the term "third party" narrows the substantive scope of the claims, for the reasons stated above.

Dkt. No. 274, Ex. I at 3 of 9.

Although Defendants argue that Plaintiff's statement in the Interview Report was self-serving and was not relied upon by the Examiner, the Examiner's Amendment that followed this interview reflects that the "unrelated to the outsource provider" language had been used to describe the "third party" recited in certain claims. *See* 8/13/2010 Examiner's Amendment, Dkt. No. 282, Ex. 5 at DDR0081115. The meaning of "third party" was thus germane to resolving the examiner's "concern that the claims as written might suffer from problems relating to 'functional descriptive language' or Section 112/2 indefiniteness as to the phrase 'unrelated to the outsource provider' . . . ." *See* Dkt. No. 274, Ex. I at 3 of 9; *see also Lucent Techs., Inc. v. Gateway, Inc.*, 525 F.3d 1200, 1212 (Fed. Cir. 2008) ("[S]tatements by the applicants must be read in the

context of its overall argument.").

Finally, Defendants raised an enablement argument during the claim construction hearing, arguing that "under separate control" is "new matter" that is beyond the scope of the specification. The Court of Appeals for the Federal Circuit has "certainly not endorsed a regime in which validity analysis is a regular component of claim construction." *Phillips*, 415 F.3d at 1327; *accord Pfizer*, 429 F.3d at 1376 (quoting *Phillips* and rejecting argument that district court's claim construction would render the claims invalid for lack of enablement). Because the Court can arrive at a construction using the "the available tools of claim construction," the Court does not here consider any dispute regarding enablement. *Phillips*, 415 F.3d at 1327 (citation and internal quotation marks omitted).

On balance, Plaintiff has established a "clear and unmistakable surrender of subject matter" by the above-quoted statements during prosecution regarding the term "third party." *Deering*, 347 F.3d at 1326; *accord Omega Eng'g*, 334 F.3d at 1325-26*; see also Am. Piledriving*, 637 F.3d at 1336 (quoted in Section II., above). The Court therefore adopts Plaintiff's proposal and construes **"third parties"** to mean **"separate legal entities under separate control."**

IV. CONCLUSION

The Court hereby **ORDERS** the disputed claim terms construed as set forth above.

IT IS SO ORDERED.

SIGNED this 21st day of November, 2011.

CAROLINE M. CRAVEN
UNITED STATES MAGISTRATE JUDGE

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION

DDR HOLDINGS, LLC,	§	
	§	
Plaintiff,	§	
	§	
v.	§	**CIVIL ACTION NO. 2:06-CV-42**
	§	
HOTELS.COM, LP, et al.,	§	
	§	
Defendants.	§	

ORDER

Before the Court are Defendants' Rule 72 Objections and Motion for Reconsideration. Dkt. No. 310. Also before the Court are Plaintiff's response and Defendants' reply. Dkt. Nos. 312 & 313. Having considered the briefing and all relevant papers and pleadings, the Court finds that Defendants' motion for reconsideration should be DENIED.

I. BACKGROUND

The Court referred the above-captioned case to United States Magistrate Judge Caroline M. Craven for claim construction proceedings. *See* 11/14/2011 Order, Dkt. No. 286. Judge Craven held a Claim Construction Hearing on November 17, 2011, and issued a Claim Construction Order on November 21, 2011. *See* 11/17/2011 Minute Entry, Dkt. No. 308; 11/21/2011 Claim Construction Order, Dkt. No. 309. Defendants move for reconsideration of the Claim Construction Order (sometimes referred to by the parties as the "Opinion" or the "Order") as to the term "link." *See* Dkt. No. 310.

Plaintiff asserts United States Patents No. 6,629,135 ("the '135 Patent"), 6,993,572 ("the '572 Patent"), and 7,818,399 ("the '399 Patent"), which relate to Internet commerce. Dkt. No.

274 at Exs. A-C. The '399 Patent is a continuation of the '572 Patent, and the '572 Patent is a continuation of the '135 Patent. Thus, the patents-in-suit all share a common written description. References to the written description herein shall be to the '135 Patent. Trial is set for October 2012. *See* 1/6/2012 Scheduling Order, Dkt. No. 315.

On December 19, 2006, the Court stayed the above-captioned case pending reexamination of the '135 Patent and the '572 Patent. These patents emerged from reexamination on July 20, 2010. *See* Ex Parte Reexamination Certificates, Dkt. No. 274, Ex. A at 42-44 of 44 & Ex. B at 44-45 of 45. The '399 Patent issued on October 19, 2010. *See* Dkt. No. 274 at Ex. C.

The Abstract of the '135 Patent is representative and states:

> The present invention is directed to an e-commerce outsourcing system and method that provides hosts with transparent, context sensitive e-commerce supported pages. The look and feel of a target host is captured for future use. The look and feel is captured by receiving the identification of an example page on the target host, retrieving the page, identifying the look and feel elements of the identified page and storing the identified elements. The host is provided with links correlating the host with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object contextually related to material in the page. The commerce object can be a product, a product category or a dynamic selection indicator. Upon activation of the provided link, the visitor computer is served with an e-commerce supported page with the look and feel of the host website associated with the activated link and with content based upon the commerce object associated with the activated link. Where the commerce object is a dynamic selection indicator the content is selected at the time of activation based upon an analysis of the page containing the activated link.

Plaintiff asserts: Claim 8 of the '135 Patent; Claims 13, 17, 20, 21, and 23 of the '572 Patent; and Claims 1, 3, 7, and 19 of the '399 Patent. The asserted claims are reproduced herein with the disputed term "link" italicized:

'135 Patent

8. An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:

a) capturing a look and feel description associated with a host website;

b) providing the host website with a *link* for inclusion within a page on the host website for serving to a visitor computer, wherein the provided *link* correlates the host website with a selected commerce object; and

c) upon receiving an activation of the provided *link* from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided *link* and with content based on the commerce object associated with the provided *link*.

'572 Patent

13. An e-commerce outsourcing system comprising:

a) a data store including a look and feel description associated with a host web page having a *link* correlated with a commerce object; and

b) a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the *link* has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer wit[h] a look and feel based on the look and feel description in the data store and with content based on the commerce object associated wit[h] the *link*.

17. An e-commerce outsourcing process comprising the steps of:

a) storing a look and feel description associated with a first website in a data store associated with a second website;

b) including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a *link* correlating the web page with a commerce object; and

c) upon receiving an activation of the *link* from a visitor computer to

which the web page has been served, se[rv]ing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the *link*.

20. The process of claim 17 wherein the look and feel description comprises data defining a set of navigational *links*, used on at least some of the web pages of the first website, each of which *links link* to specific web pages of the first website.

21. The process of claim 17 wherein the look and feel description comprises data defining:

a) a logo associated with and displayed on at least some of the web pages of the first website;

b) a color scheme used on at least some of the web pages of the first website;

c) a page layout used on at least some of the web pages of the first website; and

d) navigational *links*, used on at least some of the web pages of the first website, each of which *links link* to specific web pages of the first website.

23. The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.

'399 Patent

1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:

(a) automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a *link* displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the *link* has been activated;

(i) wherein each of the first web pages belongs to one of a plurality of web page owners;

(ii) wherein each of the first web pages displays at least one active

link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and

(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;

(b) automatically retrieving from a storage coupled to the server pre-stored data associated with the source page; and then

(c) automatically with the server computer-generating and transmitting to the web browser a second web page that includes:

(i) information associated with the commerce object associated with the *link* that has been activated, and

(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.

3. The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational *links* on the source page.

7. The method of claim 1 wherein the commerce object associated with the *link* that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation *links* connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.

19. A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:

(a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages;

(i) wherein each of the first web pages belongs to one of a plurality of web page owners;

(ii) wherein each of the first web pages displays at least one active *link* associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and

(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated *link* are each third parties with respect to one other;

(b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to:

(i) receive from the web browser of a computer user a signal indicating activation of one of the *links* displayed by one of the first web pages;

(ii) automatically identify as the source page the one of the first web pages on which the *link* has been activated;

(iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and

(iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays:

(A) information associated with the commerce object associated with the *link* that has been activated, and

(B) the plurality of visually perceptible elements visually corresponding to the source page.

II. LEGAL PRINCIPLES

Defendants do not challenge the general principles of claim construction set forth in the Order. Dkt. No. 309 at 8-10. The Court therefore incorporates that discussion by reference. *Id.*

Because claim construction is a matter of law, this Court can review the magistrate judge's claim construction *de novo*. *See* 28 U.S.C. § 636(b); *cf. Barrow v. Greenville Indep. School Dist.*, 202 F.R.D. 480, 482 (N.D. Tex. 2001) (regarding magistrate judge's decision concerning leave to take depositions, noting that "[t]he 'clearly erroneous' standard applies to the factual components of the magistrate judge's decision" but that "[t]he magistrate judge's legal

conclusions are freely reviewable.").

III. DISCUSSION

The disputed term "link" appears in claims of all three of the patents-in-suit. Plaintiff proposed that no construction was necessary. Dkt. No. 274 at 7. Alternatively, Plaintiff proposed this term means "a hypertext, text, banner, logo, graphic, or contextual element that permits a user to navigate from one web location to another web location by activating that element." *Id.* at 9. Defendants proposed this term means "HTML[1] element that, when activated by a visitor, causes the web browser to retrieve the content at the URL[2] previously generated by the outsource provider." Dkt. No. 281 at 3. The parties' arguments on this term before Judge Craven are summarized by the Claim Construction Order. *See* Dkt. No. 309 at 11-14.

Judge Craven construed the term "link" to mean **"a hypertext, text, banner, logo, graphic, or other element that permits a user to navigate from one web location to another web location by activating that element."** *Id.* at 17.

Defendants argue that the Claim Construction Order: (1) "is clearly erroneous in stating that the specification did not provide support for Defendants' proposed construction"; (2) "expands the definition of 'link' to include non-HTML elements is [*sic*] based on an erroneous understanding of the technology and facts"; (3) "erroneously states that Defendants' definition would render certain language in claim 8 of the '135 patent superfluous"; (4) improperly bases the construction on extrinsic evidence because "the Opinion's construction is almost a verbatim

---

[1] As noted in the Claim Construction Order, HTML refers to "hypertext markup language." '135 Patent at 1:21; Dkt. No. 309 at 11 n.1.

[2] The Claim Construction Order assumed that the parties and the patents-in-suit use "URL" to refer to a Uniform Resource Locator, which some might refer to as a "Web address" or "Internet address." Dkt. No. 309 at 11 n.2.

quote from the supposedly non-relied upon extrinsic evidence"; (5) "is also clearly erroneous because the term 'other elements' is vague and unsupported by the specification"; and (6) "ignores the clear intent of the patentee to use a special definition of 'link.'" Dkt. No. 310 at 4, 5, 6, 7-8 & 9. The Court addresses these arguments in turn.

A. "stating that the specification did not provide support for Defendants' proposed construction"

Defendants argue that "many of the cited passages of the specification in the Opinion actually provide better support for Defendants' definition than Plaintiff's." Dkt. No. 310 at 3. Defendants emphasize that "the specification teaches, not implies, but actually teaches, that the outsource provider must first generate the URL for the link (i.e. the 'link' must be 'previously generated') before that link is provided to the host or used by the host." *Id.* at 4. In their reply brief, Defendants argue that "the type of 'link' claimed in the disputed claim elements is a specialized link that the patentee describes in the specification," as opposed to the "old-style links" that the specification describes with reference to the prior art. Dkt. No. 313 at 1; '135 Patent at 2:41-44. Defendants urge that they are not attempting to import a limitation but "[i]nstead, Defendants construction is focused on the *general and required* technique taught by the specification to implement the invention: the 'link' must be 'previously generated by the outsource provider.'" *Id.* at 2. Defendants also argue that "the Host cannot generate the link without being logged into the outsourced provider system. While the Host may request a 'link,' it is the outsource provider's manager system that is actually generating the 'link.'" *Id.* at 3.

The Claim Construction Order found that "the written description does not expressly limit the term 'link' to 'the URL previously generated by the outsource provider,' and the Court

f[ound] insufficient evidence to conclude that this definition is provided 'by implication.'" Dkt. No. 309 at 15. Defendants disagree, but on balance, the Claim Construction Order properly found that the claim term "link" is not limited to the embodiment cited by Defendants.

The Court therefore rejects Defendants' argument in this regard.

B. "expands the definition of 'link' to include non-HTML elements is [*sic*] based on an erroneous understanding of the technology and facts"

Defendants argue that "the Opinion's error is one of fact and technological implementation." Dkt. No. 310 at 5.

First, Defendants characterize the "clear error" as "one of fact" (*id.*), and although the Court reviews a magistrate judge's claim construction *de novo*, the Court is nonetheless inclined to review the underlying factual findings for clear error. *See* Fed R. Civ. P. 72(a); 28 U.S.C. § 636(b)(1)(A); *cf. Barrow*, 202 F.R.D. at 482. The Claim Construction Order considered the written description and rejected Defendants' proposal to limit the term "link" to a specific type of link, namely an "HTML element." Dkt. No. 309 at 14-15. On balance, Defendants have not shown any clear factual error.

Alternatively and in addition, even upon *de novo* review the Court rejects Defendants' proposal to limit the term "link" to mean an HTML element. For example, as cited by Plaintiff, the written description describes an exemplary "transaction flow" as including a step of: "Customer, visiting Host, *activates link* to commerce object within context of Host's website. This activation is *typically* accomplished by clicking on a *hyperlink of some kind* within a webpage of the Host's website." '135 Patent at 24:40-43 (emphasis added). On balance, the patentee did not expressly limit the term "link" to mean an HTML element, and the Court

declines to import such a limitation from the description into the claims.

The Court therefore rejects Defendants' argument in this regard.

C. "erroneously states that Defendants' definition would render certain language in claim 8 of the '135 patent superfluous"

Claim 8 recites (emphasis added):

> 8. An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:
>
> > a) capturing a look and feel description associated with a host website;
> >
> > b) *providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer*, wherein the provided link correlates the host website with a selected commerce object; and
> >
> > c) upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.

Defendants propose that "link" means "an HTML element that, when activated by a visitor, causes the web browser to retrieve the content at the URL previously generated by the outsource provider." Dkt. No. 310 at 10.

Defendants argue that "the Opinion concludes, without any support, that Defendants' proposed definition would render claim 8 of the '135 patent superfluous." Dkt. No. 310 at 6. Defendants submit that their proposal "is limited to who *generates* the link, not who *provides* it to the host." *Id.* at 7. In their reply brief, Defendants urge that "Despite Plaintiff's assertion to the contrary, the difference between who generates and who provides is not a 'fine distinction'

because the difference is a fundamental technological and business distinction." Dkt. No. 313 at 4.

The Claim Construction Order found:

> As to the claims, Claim 8 of the '135 Patent recites a step of "providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer." Defendants' proposal, which includes referring to "the URL previously generated by the outsource provider," would render this language in Claim 8 superfluous.

Dkt. No. 309 at 14. The Claim Construction Order thus appears to equate the "providing" step with the "generat[ing]" portion of Defendants' proposed construction.

Out of an abundance of caution, in reviewing the construction of "link," the Court does not rely on any finding that Claim 8 would be rendered superfluous by Defendants' proposed construction. Because this portion of the Claim Construction Order is part of the analysis and not part of the construction, however, the Court need not vacate this portion of the Claim Construction Order.

D. "the Opinion's construction is almost a verbatim quote from the supposedly non-relied upon extrinsic evidence"

Defendants argue that the Claim Construction Order violated *Phillips* by favoring extrinsic evidence over intrinsic evidence. Dkt. No. 310 at 7. In particular, Defendants argue that although the Claim Construction Order purports not to consider Plaintiff's extrinsic evidence (namely the "November 1, 2009 Affiliate Program Agreement of Ian.com, L.P."), the Claim Construction Order nonetheless substantially adopted Plaintiff's proposed construction. *Id.* at 7-8. Defendants submit that this contract was "written by a third party to this suit eleven years after the priority date of the Patents-in-Suit." *Id.* at 8. Defendants urge that "[b]ecause no other basis

is provided for the construction, the Opinion erred by relying on the contract." *Id.* at 8-9.

Plaintiff responds that although "defendants question the Magistrate Judge's word that she did not use [the contract] in establishing her construction," "the Magistrate Judge took great care in the Order (on pages 15-16) to show specifically how the adopted construction had support in the specification." Dkt. No. 312 at 12.

Defendants' reply on the extrinsic evidence issue is, in its entirety, as follows:

> Plaintiff fails to refute that the Opinion's construction of "link" is incorrectly formulated using improper extrinsic evidence. Plaintiff fails to offer any evidence that the description of "link" in the relied-upon extrinsic evidence (i.e., the Ian.com contract) is the definition of "link" that a person of ordinary skill in the art at the time the patents were filed would have used. No evidence exists that the contract was written by or for one of skill in the art and the contract postdates the patents-in-suit by nearly a decade.

Dkt. No. 313 at 5.

On balance, the Court agrees with Plaintiff that the Claim Construction Order expressly found that the contract, "even if considered, would not affect the Court's analysis of the dispute[d] term. The Court therefore does not pass upon the contract or Defendants' objection thereto." Dkt. No. 309 at 14. The Claim Construction Order then evaluated Plaintiff's proposed construction in light of the specification and found that "[t]he specification comports with Plaintiff's proposed construction." *Id.* at 15-16 (discussing '135 Patent at Abstract, Claim 8, 1:30-33, 3:9-20, 3:23-24, 12:54-55, 13:48-51, 14:58-60, 15:5-7, 22:11-13, 23:1-6 & 24:40-43).

The Court therefore rejects Defendants' argument in this regard.

E. "the term 'other elements' is vague and unsupported by the specification"

Defendants argue that Plaintiff's proposed construction:

> included a vague term "contextual element." The Opinion agreed that "contextual element" was vague and replaced it with the equally vague and unsupported term "other elements." The Opinion offers no support, either intrinsic or extrinsic, for this phrase.

Dkt. No. 310 at 9.

Plaintiff responds:

> The point of the term "other element" is precisely to clarify that the user can click anything on the Host web page that serves as a "link," because, as the specification says and the Court agreed, what is clicked just does not matter. *See* Order, p. 15 ("the patent does not exclude other types of elements from being links"). The concept of "anything" is broad, perhaps, but it is quite definite.

Dkt. No. 312 at 6 n.4. Defendants' reply brief does not address this issue. *See* Dkt. No. 313.

On balance, the Court agrees with Plaintiff's above-quoted reading of the Claim Construction Order. The Court therefore rejects Defendants' argument in this regard.

F. "ignores the clear intent of the patentee to use a special definition of 'link'"

Defendants argue:

> If the Patentee had meant for the "link" to be an ordinary link, as suggested by the Opinion, the Patentee would not have capitalized "Link" in the specification and spent considerable time discussing how the "Link" functioned. This extensive description of the capitalized "Link" in the "Detailed Description" section of the Patent-in-Suit is in stark contrast to the "Background" section of the Patent-in-Suit, which discusses "old-style links" and does not capitalize the term "link."

Dkt. No. 310 at 10.

Plaintiff responds that "[t]he Court's Order construing the claim term 'link' (pp. 15-16) cites many places where the specification refers to the 'link' of the disclosed inventions in the lower-case, ordinary-parlance way." Dkt. No. 312 at 4 (citing '135 Patent at 3:7-11, 23:2-3 & 24:40-43). Plaintiff notes that the use of the capitalized word "Link" refers to "computer code discussed as part of an *exemplary* 'Link Generator' embodiment." *Id.* at 5 (citing '135 Patent at

cols. 13, 14 & 16).

Defendants reply that they are not attempting to import a limitation but "[i]nstead, Defendants construction is focused on the *general and required* technique taught by the specification to implement the invention . . . ." Dkt. No. 313 at 2.

On balance, the Court agrees with Plaintiff. The Court therefore rejects Defendants' argument in this regard.

IV. CONCLUSION

Defendants' Rule 72 Objections and Motion for Reconsideration (Dkt. No. 310) are hereby **DENIED**.

IT IS SO ORDERED.

SIGNED this 21st day of February, 2012.

DAVID FOLSOM
UNITED STATES DISTRICT JUDGE

Electronic Acknowledgement Receipt

EFS ID:	12127557
Application Number:	12906979
International Application Number:	
Confirmation Number:	1141
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	23-CON3
Receipt Date:	21-FEB-2012
Filing Date:	18-OCT-2010
Time Stamp:	21:57:45
Application Type:	Utility under 35 USC 111(a)

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	12-02-21-DDR-CON3-Supp_IDS_Cover.pdf	15072 79660c059b5b48695e22d794f017cbd0988be4ba	no	1

Warnings:	
Information:	

2	Information Disclosure Statement (IDS) Form (SB08)	12-02-21-DDR-CON3-IDS.pdf	49540 759d9d1672c73b385a898902503f7a61825e3767	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Non Patent Literature	11-11-21-ORDER-Cl_Construct.pdf	154252 243d4f1360eb8582b214eb08bf33dea088b33565	no	27
Warnings:					
Information:					
4	Non Patent Literature	12-02-21-ORDER_on_MO_reconsid_Cl_Const.pdf	107877 7a2da066c7165ea033e757dc583d864c9985861e	no	14
Warnings:					
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		Total Files Size (in bytes):	326741		

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<u>New Applications Under 35 U.S.C. 111</u>
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

<u>National Stage of an International Application under 35 U.S.C. 371</u>
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

<u>New International Application Filed with the USPTO as a Receiving Office</u>
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	Ross, D. Delano, Jr., et al.	Art Unit	:	3625
Serial No.	:	12/906,979	Examiner	:	Garg, Yogesh C.
Filing Date	:	10/18/2010	Conf. No.	:	1141
Title	:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing			

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Filed via EFS – February 21, 2012

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the two court orders listed on attached form SB/08/b. These are orders construing certain claim terms of the parent patents, which are involved in a previously disclosed lawsuit, case No. 2:06CV42 (E.D. Tex.). Assignee continues to request that the Office review any materials thought useful from that litigation case file.

If the Office has any questions, please feel free to contact assignee's undersigned attorney of record.

Respectfully submitted,

DDR HOLDINGS, LLC

by its attorney

Dated: February 21, 2012

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street
Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Ross, D. Delano Jr., et al.	Art Unit	:	3625
Serial No.	:	12/906,979	Examiner	:	Winder, Patrice L.*
Filing Date	:	10/18/2010	** In parent application S.N. 11/343,464*		
Title	:	Methods of expanding commercial opportunities for Internet websites through coordinated offsite marketing			

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Filed via EFS – September 9, 2011

SUPPLEMENTAL PRELIMINARY AMENDMENT

Dear Sir:

Assignee submits the following additional amendments and requests prompt examination of this continuation application.

- **Amendments to the Claims** begin on page 2.
- **Remarks** begin on page 8.

The application as amended herein contains twenty-two (22) total claims, three (3) of which are independent claims. Assignee has previously paid for twenty (20) total claims and three (3) independent claims, therefore, the fee in the amount of $52 ($26/claim x 2 claims) is submitted herewith.

Amendments

IN THE CLAIMS

Please amend the claims as follows:

1-70. (Cancelled)

71. (Previously presented) A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:

upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of a link within a source web page that has been served to the visitor computer when visiting a first website, wherein the link correlates the source web page with at least one commerce object associated with a buying opportunity of a merchant,

(a) automatically, with a server computer, retrieving data pre-stored in a storage device accessible to the server computer, and

(b) automatically, with the server computer, serving to the visitor computer a composite web page of a second website that includes:

(i) information associated with the commerce object associated with the link that has been activated, and

(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page,

wherein the owner of the first website, the owner of the server computer, and the merchant are each third parties with respect to each other.

72. (Previously presented) The method of claim 71 wherein the visually perceptible elements comprise data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.

73. (Previously presented) The method of claim 71 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the

composite web page contains one or more selectable navigation links connecting a hierarchical set of additional web pages, each pertaining to a subset of the offerings in the catalog.

74. (Previously presented) The method of claim 73 further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the catalog and serving the results for display using the browser of the visitor computer.

75. (Previously presented) The method of claim 71 wherein the commerce object associated with the link that has been activated comprises information defining a multitude of products of at least the merchant, and further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the plurality of products and serving the results for display using the browser of the visitor computer.

76. (Previously presented) The method of claim 71 wherein the owner of the source web page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source web page.

77. (Previously presented) The method of claim 76 further comprising computer-facilitating automatic payment to the owner of the source web page, once the transaction is completed.

78. (Previously presented) The method of claim 71, wherein the composite web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and further comprising, automatically with the server computer, accepting inputted billing information from the visitor computer, recording the billing information, and using the billing information to facilitate payment to the merchant for

the commerce object associated with the activated link when the server computer detects activation by the web browser of a checkout link associated with the shopping cart.

79. (Previously presented) The method of claim 78 further comprising computer-facilitating automatic payment to the owner of the source web page, once the transaction is completed.

80. (Previously presented) The method of claim 71, wherein the composite web page appears to the computer user to be generated by a server associated with the source page.

81. (Previously presented) A computer system apparatus for an outsource provider serving web pages offering commercial opportunities, the apparatus comprising:

(a) an electronic storage device containing data defining a plurality of visually perceptible elements visually corresponding to a source web page,

(i) wherein the source web page contains at least one active link that is served to the visitor computer when visiting the first website, which link correlates the source web page with at least one commerce object associated with a buying opportunity of a merchant, and

(ii) wherein the owner of the first website, the outsource provider, and the merchant are each third parties with respect to each other; and

(b) a computer server device controlled by the outsource provider, which computer server is coupled to the electronic storage device and programmed to, upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of the link, automatically:

(i) retrieve from the storage device the stored data defining the plurality of visually perceptible elements visually corresponding to the source web page, and

(ii) serve to the visitor computer a composite web page of a second website that includes:

(A) information associated with the commerce object associated with the link that has been activated, and

(B) the plurality of visually perceptible elements derived from the retrieved data.

82. (Previously presented) The apparatus of claim 81 wherein the visually perceptible elements comprise data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.

83. (Previously presented) The apparatus of claim 81 wherein the commerce object associated with the link comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the composite web page contains one or more selectable navigation links connecting a hierarchical set of additional web pages, each pertaining to a subset of the offerings in the catalog.

84. (Previously presented) The apparatus of claim 83 wherein the computer server is further programmed to: (i) upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of the link, accept search parameters through the browser of the visitor computer and automatically use the search parameters to search for specific products within the catalog, and (ii) serve the results for display using the browser of the visitor computer.

85. (Previously presented) The apparatus of claim 81 further comprising a computerized accounting module programmed to cause the computer system to automatically record payment to the owner of the first website, once the transaction is completed, wherein the owner is party to a contract with the outsource provider providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source web page.

86. (Previously presented) The apparatus of claim 85 wherein:

(i) the composite web page contains a further link associated with the information associated with the commerce object associated with the link that

has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart,

(ii) the computer server is further programmed to automatically accept inputted billing information from the visitor computer, and record the billing information, and

(iii) the computerized accounting module is further programmed to cause the computer system to automatically use the billing information to record payment to the merchant for the commerce object associated with the activated link when the computer server detects activation by the web browser of a checkout link associated with the shopping cart.

87. (New) A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:

upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of a link within a source web page that has been served to the visitor computer when visiting a first website, wherein the link correlates the source web page with at least one commerce object associated with a buying opportunity of a merchant,

automatically, with a server computer associated with a second website, serving to the visitor computer a dynamically generated composite web page containing instructions directing the visitor computer to display:

(i) information associated with the commerce object associated with the link that has been activated, and

(ii) a plurality of visually perceptible elements visually corresponding to the source web page,

wherein the instructions direct the visitor computer to download data defining the visually perceptible elements from a storage device that is accessible to the visitor computer through the Internet, and

wherein the owner of the first website, the owner of the server computer, and the merchant are each third parties with respect to each other.

88. (New) The method of claim 87 wherein the storage device is coupled to the server computer associated with the second website.

89. (New) The method of claim 87 wherein the visually perceptible elements comprise data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.

90. (New) The method of claim 87 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the composite web page contains one or more selectable navigation links connecting a hierarchical set of additional web pages, each pertaining to a subset of the offerings in the catalog.

91. (New) The method of claim 90 further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the catalog and serving the results for display using the browser of the visitor computer.

92. (New) The method of claim 87 wherein the commerce object associated with the link that has been activated comprises information defining a multitude of products of at least the merchant, and further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the plurality of products and serving the results for display using the browser of the visitor computer.

Remarks

Assignee respectfully submits additional claims. No new matter is included. These claims, like the one previously submitted, are related to the claims allowed and issued in parent U.S. Patents 7,818,399 and 6,993,572, in that they take certain wording from each of those patents. The key points of distinction from prior art references cited, in combination, are maintained in these claims. In comparison with the '399 Patent allowed most recently, for example, the current claims maintain the points that (1) the "source web page" has a "link" that correlates the source web page with at least one "commerce object associated with a buying opportunity of a merchant," (2) "the owner of the first website, the owner of the server computer, and the merchant are each third parties with respect to each other," and (3) the "composite" or "second" web page includes the data about the commerce object associated with the activated link and "a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page." Prompt review and allowance are respectfully requested.

Claim 87 is a modified version of previously submitted claim 71. Part (a) of claim 71, which said, "automatically, with a server computer, retrieving data pre-stored in a storage device accessible to the server computer," is replaced (in claim 87) with the limitation of "a server computer associated with a second website, serving to the visitor computer a dynamically generated composite web page containing instructions directing the visitor computer to display" the commerce object information and visually perceptible elements (which two items are also present in claim 71), and "the instructions direct the visitor computer to download data defining the visually perceptible elements from a storage device that is accessible to the visitor computer through the Internet." The specification at page 5, lines 5-6 discloses that the composite page is "dynamically constructed," and various places in the specification, including page 41, lines 4-6, specify that the outsource provider "launches" or serves the page. That the page contains instructions (normally to a browser) directing the visitor computer to download the data defining the visually perceptible elements and display

the page is apparent from the use of HTML in the examples disclosed and various places in the specification, such as page 25, lines 17 ff. and page 38, lines 17-20. Moreover, the specification at page 6, lines 24-26 discloses a combination with a "data store," without specifying the location of that storage device.

Please note that claim 87 does not specifically define the location of the storage device except that it is accessible through the Internet, but dependent claim 88 specifies that the storage device is coupled to the server computer associated with the second website. Dependent claim 88, therefore, refers to an embodiment disclosed, for example, at page 5, lines 7-10, which refers to the "data store" being in a "database server layer"; page 6, line 27-28, which specifies that the "processor" (of the outsource provider) is what stores descriptions in the data store; and page 7, line 6, which refers to the "preferred embodiment" of Fig. 1 (which in turn is described as a "typical hardware architecture") and identifies the data store as implemented by a database system connected to the identified computers of the outsource provider. Further, for claim 88 specifically, it should be understood that the storage device is not located at the visitor computers, which (as shown in Fig. 1) are across the Internet from the data store.

Dependent claims 89-93 correspond to previously submitted claims 71-75.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,
DDR HOLDINGS, LLC
by its attorney

Dated: September 9, 2011

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

Electronic Patent Application Fee Transmittal

Application Number:	12906979
Filing Date:	18-Oct-2010
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	23-CON3

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	2202	2	26	52
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
			Total in USD ($)	**52**

Electronic Acknowledgement Receipt

EFS ID:	10919524
Application Number:	12906979
International Application Number:	
Confirmation Number:	1141
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	23-CON3
Receipt Date:	09-SEP-2011
Filing Date:	18-OCT-2010
Time Stamp:	19:21:52
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$52
RAM confirmation Number	6352
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Preliminary Amendment	11-09-09-DDR-CON3-SuppPrelimAm-claims2.pdf	52818 7a52a3edb0fe1b069f97ef349ce68da54287f571	no	9
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30181 1d8c0d29ccca9d6a2966642ac259e5d625106980	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	82999	

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New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	12/906,979
Filing Date	10/18/2010
First Named Inventor	Ross, D. Delano Jr.
Art Unit	3625
Examiner Name	
Attorney Docket Number	23-CON3

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Joint Claim Construction and Prehearing Statement; Civil Action No. 2:06-CV-00042 (DF); filed September 9, 2011.	
		Definitions of "hyperlink" and "link" from: Barron's Dictionary of Computer and Internet Terms; 7th Ed.; 2000; pp. 227, 273.	
		Definition of "look and feel" from: PCMag.com encyclopedia; 2010.	
		Definition of "third party" from: The Compact Oxford English Dictionary, 2nd Ed. 1989, pg. 956.	

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Electronic Acknowledgement Receipt

EFS ID:	10920113
Application Number:	12906979
International Application Number:	
Confirmation Number:	1141
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	23-CON3
Receipt Date:	09-SEP-2011
Filing Date:	18-OCT-2010
Time Stamp:	21:18:49
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Non Patent Literature	11-09-09-DDR-JointClaimConstrStmt.pdf	52093 06aeb2d383574144bdd1f7b2d8e2ed5b84b29ffe	no	9

Warnings:	
Information:	

2	Non Patent Literature	Link-Barrons.pdf	89513 9f5e3d59e1829f72af8eb72f6493a4ec05ee835d	no	4
Warnings:					
Information:					
3	Non Patent Literature	Look_and_Feel-PCMag.pdf	132959 a76e1adeb757e60602c1f80fca5eacf967db5dcc	no	1
Warnings:					
Information:					
4	Non Patent Literature	Third_Party-Oxford.pdf	455789 ad1844a9cec9c5d6447921c93e54770e9b38b7a4	no	3
Warnings:					
Information:					
5	Information Disclosure Statement (IDS) Form (SB08)	11-09-09-DDR-CON3-IDS.pdf	50141 7001a8e4e69a20952445da671cf5eecb2cef5f00	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
		Total Files Size (in bytes):	780495		

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New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION

DDR HOLDINGS, LLC,	§	
	§	
Plaintiff,	§	
	§	
vs.	§	
	§	CIVIL ACTION NO. 2:06-CV-00042 (DF)
HOTELS.COM, L.P.; EXPEDIA, INC.;	§	
TRAVELOCITY.COM, L.P.;	§	
SITE59.COM, LLC;	§	
INTERNETWORK PUBLISHING	§	
CORPORATION d/b/a LODGING.COM;	§	
NEAT GROUP CORPORATION;	§	
ORBITZ WORLDWIDE, LLC;	§	
INTERNATIONAL CRUISE &	§	
EXCURSION GALLERY, INC.;	§	
OURVACATIONSTORE.COM, INC.;	§	
NATIONAL LEISURE GROUP, INC.;	§	
DIGITAL RIVER, INC.,	§	
	§	
Defendants.	§	**JURY TRIAL DEMANDED**

JOINT CLAIM CONSTRUCTION AND PREHEARING STATEMENT

Pursuant to Patent Local Rule 4-3, the parties submit this joint statement.

(a) The claim terms, phrases, or clauses on which the parties agree, and their constructions:

Term	Agreed-upon constructions
Look and feel[1]	A set of elements related to visual appearance and user interface conveying an overall appearance identifying a website; such elements include logos, colors, page layout, navigation systems, frames, "mouse-over" effects, or others elements consistent through some or all of the website.
Visually perceptible elements[2]	look and feel elements that can be seen.
Web page	a document that is accessible through the World Wide Web and capable of being displayed by a web browser.
First web page	Host web page.

[1] Defendants reserve the right to argue that the term "look and feel" is indefinite and offer this definition in the alternative.

[2] Defendants reserve the right to argue that the term "visually perceptible elements" is indefinite and offer this definition in the alternative.

Term	Agreed-upon constructions
Website	One or more related web pages at a location on the World Wide Web.
First web site	Host website.
Commerce object	a third-party merchant's: catalog, category, product (goods or services), or dynamic selection.
Merchant	producer, distributor, or reseller of goods or services to be sold.
Host/owner	an operator of a website that engages in Internet commerce by incorporating one or more links to an e-commerce outsource provider into its web content.
Outsource provider/ e-commerce outsource provider	a party, independent from the host associated with the commerce object or merchant of the commerce object, that provides e-commerce support services between merchant(s) and host(s).

(b) The claim terms, phrases, or clauses that the parties dispute, and each party's proposed construction:

Term	DDR's construction	Defendants' construction
Link/active link	Ordinary meaning and does not require construction. Alternatively: a hypertext, text, banner, logo, graphic, or contextual element that permits a user to navigate from one web location to another web location by activating that element.	HTML element that, when activated by a visitor, causes the web browser to retrieve the content at the URL previously generated by the outsource provider.
Look and feel description (*found in claims of the '135, '572 Patents only*)	Ordinary meaning for the word "description"; does not require construction separately from "look and feel." Alternatively: code or data defining a look and feel.	the HTML code and images that define the look and feel.[3]
Capturing (*found in claim 8 of the '135 Patent only*)	Ordinary meaning and does not require construction. Alternatively: taking possession from a third party of something not already in possession, using at least partially automated techniques.	automatically, by a party other than the host, extracting elements from a web page of the host website, specifically excluding receiving look and feel elements from the host or having the host input, upload, submit, or forward the look and feel elements.
Third parties (*found in claims of the '399 Patent only*)	separate legal entities under separate control.	separate legal entities.

[3] Defendants reserve the right to argue that the term "look and feel description" is indefinite and offer this definition in the alternative.

Identification of all references from the specification or prosecution history that support that construction, and an identification of any extrinsic evidence known to the party on which it intends to rely either to support its proposed construction of the claim or to oppose any other party's proposed construction of the claim, including, but not limited to, as permitted by law, dictionary definitions, citations to learned treatises and prior art, and testimony of percipient and expert witnesses:

Term	DDR's citations	Defendants' citations
Link/active link	'135 Patent, Figure 14, 1:20-36, 12:54-55, 23:1-6, 24:40-43; IAN affiliate agreement; Barron's Dictionary of Computer and Internet Terms.[4]	'135 Patent, Abstract; 1:20-36; 3:7-13; 3:22-31; 23: 1-6; 23:43-49; 12:54-64; 13:8-9; 13:45-15:35; 13:36-39; 16:15-20; 16:61-17:3; '135 Patent Prosecution, DDR ROA 10/15/2002 at 5-7; '572 Patent Reexamination, DDR ROA 11/24/2008 at 21, 29, 39.
Look and feel description	'135 Patent, Figures 11-14, 3:16-19, 4:46-49, 12:42-53; '572 appeal decision, p. 8; PCMag.com encyclopedia; Free Online Dictionary of Computing; "web design glossary" of "Regents of the University of Minnesota Duluth," at: www.d.umn.edu/itss/support/Training/Online/webdesign/glossary/l.html (page visited June 19, 2009) (cited in File History of '399 Patent, RTFOA, p. 2).	'135 Patent, Abstract, 3:14-21; 3:14-22; 12:42-53, 12:54-61, 22:27-45, 24:44-49; '135 Patent, Claim 6(c); '135 Patent, Claim 15(iii); '135 Patent, Fig. 11; '399 Patent Prosecution, DDR ROA 7/17/2009 at 2; '135 Reexamination ROA 11/24/2008 at 10-27; '135 DDR ROA 10/10/2002 at 5; '572 Reexamination ROA 11/24/2008 at 15, 20, 24, 46; '572 DDR ROA 01/06/2005 at 17-18; Web Design Reference, University of Minnesota Duluth, http://web.archive.org/web/20060506123656/http://www.d.umn.edu/itss/support/Training/Online/webdesign/glossary/l.html (May 6, 2006 version of www.d.umn.edu/itss/support/Training/Online/webdesign/glossary/l.html as archived by the Internet Archive.)

[4] Defendants reserve the right to argue that DDR's cited extrinsic evidence related to link/active link was not timely disclosed.

Term	DDR's citations	Defendants' citations
Capturing	File history of the '572 reexamination: appeal brief, pp. 15-16; reply brief, pp. 4-5; transcript of oral argument on appeal; '572 appeal decision, pp. 12, 18.	'135 Patent, Abstract; 3:14-21; 4:49-51; 12:42-67; 13:3-5; Figs. 6, 11-13; '135 Patent Prosecution, DDR ROA 10/15/2002 at 5-6, 8;'135 Patent Reexamination, DDR ROA 11/24/2008 at 5-6, 10, 15, 20-21; '572 Patent Reexamination, DDR ROA 11/24/2008 at 8; '135 Patent Reexamination, Opening Brief on Appeal at 11, 13-14; '572 Patent Reexamination, Opening Brief on Appeal at 13, 15-16; '135 Patent Reexamination, Reply Brief at 3, 4; '572 Patent Reexamination, Reply Brief at 4-5; '572 Patent Prosecution, DDR ROA 1/6/2005 at 19-20; '135 and '572 Patent Reexamination, Oral Argument Transcript at 18, 19.
Third parties	File history of '399 Patent: RTOAIII, p. 9; Final interview report of discussion with examiner, p. 2; file history of the '572 reexamination: RTOA, p. 46.	'135 Patent, 21:43-49; '399 Patent Prosecution, Notice of Allowability 8/18/2010 at 2-9; '399 Patent Prosecution, Examiner Interview Summary 5/17/2010, Continuation Sheet (PTOL-413); '399 Patent Prosecution, DDR ROA 10/22/2009 at 9-10; DDR ROA 9/8/2009 at 9-10; '399 Patent Prosecution, Interview Report 5/11/2010 at 2; "Third party." The Compact Oxford English Dictionary, 2nd Ed. 1989, pg. 956.

NOTE: All parties reserve the right to discuss the specification, prosecution history, and extrinsic evidence listed by others. The parties may rely on parallel citations from other patents or file histories.

(c) The anticipated length of time necessary for the Claim Construction Hearing: As ordered by the Court during the scheduling conference, 90 minutes for each side.

(d) Whether any party proposes to call one or more witnesses, including experts, at the Claim Construction Hearing, the identity of each such witness, and for each expert, a summary of each opinion to be offered in sufficient detail to permit a meaningful deposition of that expert: None.

(e) A list of any other issues which might appropriately be taken up at a prehearing conference prior to the Claim Construction Hearing, and proposed dates, if not previously set, for any such prehearing conference: None; the Court has set time for a tutorial and status conference at 2pm the day before the claim construction hearing; the parties do not believe that this is necessary.

RESPECTFULLY SUBMITTED this 9th day of September, 2011.

LOUIS J. HOFFMAN, P.C.

By: */s/Louis J. Hoffman*
Louis J. Hoffman
AZ Bar #009722 (*Pro Hac Vice*)
11811 North Tatum Boulevard, Suite 2100
Phoenix, Arizona 85028
Telephone: (480) 948-3295
Facsimile: (480) 948-3387
Email: louis@valuablepatents.com

Michael C. Smith
TX Bar #18650410
SIEBMAN, REYNOLDS, BURG, PHILLIPS & SMITH, LLP
713 South Washington Avenue
Marshall, Texas 75670
Telephone: (903) 938-8900
Facsimile: (972) 767-4620
Email: michaelsmith@siebman.com

Ophelia F. Camiña
TX Bar #03681500
SUSMAN GODFREY L.L.P.
901 Main Street, Suite 5100
Dallas, Texas 75202
Telephone: (214) 754-1900
Facsimile: (214) 754-1933
Email: ocamina@susmangodfrey.com

Ian B. Crosby
WA Bar #28461 (Admitted, E.D. Tex.)
SUSMAN GODFREY L.L.P.
1201 Third Avenue, Suite 3800
Seattle, WA 98101-3000
Telephone: 206.516.3861
Facsimile: 206.516.3883
Email: icrosby@susmangodfrey.com

ATTORNEYS FOR PLAINTIFF

By: */s/ Scott A. Penner*

Neil J. McNabnay (TX Bar No. 24002583)
FISH & RICHARDSON P.C.
1717 Main St., Suite 5000
Dallas, TX 75201
Telephone: (214) 747-5070
Facsimile: (214) 747-2091
Email: njm@fr.com

Scott A. Penner (*Pro Hac Vice*)
Daniel C. Callaway (*Pro Hac Vice*)
FISH & RICHARDSON P.C.
500 Arguello St., Suite 500
Redwood City, CA 94063
Telephone: (650) 839-5070
Facsimile: (650) 839-5071
Email: svp@fr.com; dcc@fr.com

Counsel for Defendants and Counterclaimants, HOTELS.COM, L.P.; EXPEDIA, INC.; TRAVELOCITY.COM L.P. AND SITE59.COM LLC; INTERNETWORK PUBLISHING CORPORATION D/B/A LODGING.COM; NEAT GROUP CORPORATION; ORBITZ WORLDWIDE, LLC

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/ / /

By: */s/George C. Chen*

E. Glenn Thames, Jr. (TX Bar No. 00785097)
POTTER MINTON, P.C.
110 N. College Ave., Suite 500
Tyler, TX 75702
Telephone: (903) 597-8311
Facsimile: (903) 593-0846
Email: glennthames@potterminton.com

George C. Chen
BRYAN CAVE LLP
Two North Central Ave., Suite 2200
Phoenix, AZ 85004-4406
Telephone: (602) 364-7367
Facsimile: (602) 364-7070
Email: george.chen@bryancave.com

Lawrence G. Kurland
BRYAN CAVE LLP
1290 Avenue of the Americas
New York, NY 10104
Telephone: (212) 541-1235
Facsimile: (212) 541-4630
Email: lgkurland@bryancave.com

Counsel for Defendants and Counterclaimants, INTERNATIONAL CRUISE & EXCURSION GALLERY, INC.; OURVACATIONSTORE.COM, INC.

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By: */s/Erik G. Swenson*

Brett C. Govett (TX Bar No. 08235900)
FULBRIGHT & JAWORSKI L.L.P.
2200 Ross Ave., Suite 2800
Dallas, TX 75201-2784
Telephone: (214) 855-8000
Facsimile: (214) 855-8200
Email: bgovett@fulbright.com

Ronn B. Kreps
Erik G. Swenson
FULBRIGHT & JAWORSKI L.L.P.
2100 IDS Center
80 South Eighth St.
Minneapolis, MN 55402-2112
Telephone: (612) 321-2800
Facsimile: (612) 321-2288
Email: rkreps@fulbright.com
Email: erik.swenson@fulbright.com

Counsel for Defendant and Counterclaimant,
DIGITAL RIVER, INC.

By: */s/Tonia Sayour*

Lance Lee (TX Bar No. 24004762)
5511 Plaza Drive
Texarkana, TX 75503
Telephone: (903) 223-0276
Email: wlancelee@aol.com

Norman H. Zivin
Tonia Sayour
COOPER & DUNHAM
30 Rockefeller Plaza
New York, New York 10112
Telephone: (212) 278-0400
Facsimile: (212) 391-0525
Email: nzivin@cooperdunham.com
Email: tsayour@cooperdunham.com

Counsel for Defendant and Counterclaimant,
NATIONAL LEISURE GROUP, INC.

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/s/Donald L. Hertz, III
Donald L. Hertz, III

Dictionary of Computer and Internet Terms

Seventh Edition

Douglas A. Downing, Ph.D.
School of Business and Economics
Seattle Pacific University

Michael A. Covington, Ph.D.
Artificial Intelligence Center
The University of Georgia

Melody Mauldin Covington
Covington Innovations
Athens, Georgia

ABOUT THE AUTHORS

Douglas Downing teaches economics and quantitative methods and is undergraduate program director for the School of Business and Economics at Seattle Pacific University. He is the author of several books in both Barron's Easy Way and Business Review series. He is also the author of *Java Programming the Easy Way* and *Dictionary of Mathematics Terms*, published by Barron's Educational Series, Inc. He holds the Ph.D. degree in economics from Yale University.

Michael Covington is Associate Director of the Artificial Intelligence Center at the University of Georgia. He is a contributing editor for *Poptronics* magazine and is the author of *Computer Science Study Keys* (published by Barron's). He holds the Ph.D. degree in linguistics from Yale University.

Melody Mauldin Covington is a graphic designer living in Athens, Georgia. She is the author of *Dictionary of Desktop Publishing* (published by Barron's).

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Even with no special codes in it, a text file is still a valid HTML document.

Although you can use almost any word processor or page layout program to produce HTML, it is much easier to use a program specially designed for the job (Adobe PageMill, Corel Xara, Microsoft FrontPage, and other "web publishers"). Many of the newer programs provide a WYSIWYG environment for designing web pages, then automatically produce the correct HTML codes.

For other examples of HTML, *see* FORM, TABLE, FRAME, JAVASCRIPT, JAVA, and DYNAMIC HTML.

HTTP (**H**ypertext **T**ransfer **P**rotocol) a standard method of publishing information as hypertext in HTML format on the Internet. URLs (addresses) for web sites usually begin with `http:`. *See* URL; HYPERTEXT; HTML; INTERNET; WORLD WIDE WEB.

HTTPS a variation of HTTP that uses SSL encryption for security.

hub on a network with star topology, the device that links several computers together. A hub is typically a small box with five or more RJ-45 connectors that accept cables from the individual computers (nodes). One of the connectors may be labeled uplink, which means that it has the transmit and receive signals swapped in order to connect to another hub rather than to a computer. *See* TOPOLOGY; 10BASE-T; 100BASE-T. *Contrast* ROUTER; BRIDGE; SWITCH (definition 2).

hue color (red vs. green vs. orange, etc.). *See* HSB.

hunt and peck *(slang)* to type by gazing at the keyboard, hunting for the letters, and pressing them one by one with one finger, rather like a trained chicken.

hyperdocument *see* HYPERTEXT.

hyperlink an item on a WEB PAGE which, when selected, transfers the user directly to another location in a hypertext document or to some other web page, perhaps on a different machine. Also simply called a LINK. For an example, *see* HTML.

hypertext (**hyperdocuments**) electronic documents that present information that can be read by following many different connections, instead of just sequentially like reading a book. The World Wide Web is an example of hypertext, as are Microsoft Windows help files and CD-ROM encyclopedias.

A hypertext document typically starts with a computer screen full of information (text, graphics, and/or sound). The user then will have different options as to what related screen to go to next; typically, options are selected with a mouse.

Encyclopedia information is especially suitable for hypertext presentation. Each entry can be a screen of information, and each cross-reference can be a button that the user can click on in order to jump to

And this is with a computer millions of times faster than any that presently exist. Obviously, it will never be feasible to solve the traveling salesman problem for more than a few cities unless a much better algorithm is found.

Another interesting class of computational problems, known as *NP-complete* problems, has been proved to be equivalent to the traveling salesman problem; if a better algorithm is found for any NP-complete problem, it will be applicable to all of them.

line

1. in geometry, the shortest path connecting two points. A geometric line is always perfectly straight and has no width.

2. in graphics, a visible representation of a geometric line. A line in this sense has a definite color and width (normally at least 0.5-point for good visibility on paper; *see* HAIRLINE) and may be continuous, dashed, or dotted.

3. a printed line of type. Punched cards and non-graphical computer screens usually accommodate 80 characters per line, but text is most readable with a line length of about 65 characters. *See also* WORD WRAP; LINESPACING.

4. an electronic communication path, such as a telephone line. *See* T1 LINE; T3 LINE.

linear fill a way of filling an object with color so that it makes a smooth transition from one color at one side of the object to another color at the other side. You can specify the angle of the linear fill. *Contrast* RADIAL FILL.

line cap the end of a drawn line. In most DRAW PROGRAMS, you can choose square or rounded ends, or even arrowheads.

line drawing an illustration that can be represented as a series of hard-edged black lines and black areas on a white background. Line drawings are easily converted to vector images by tracing them.

line feed *see* LF.

line spacing the spacing in between lines of type. Also called LEADING.

link

1. any kind of communication path between two computers.

2. an entry in one directory or menu that points directly to something in some other directory or menu; a SHORTCUT. Links can be used to make the same file accessible from more than one directory or to put the same program on more than one menu.

3. an item on a WEB PAGE which, when selected, transfers the user directly to some other web page, perhaps on a different machine. Also called a HYPERLINK. For example *see* HTML.

4. in Windows, a DDE or OLE communication path between programs. *See* DDE; OLE.

Definition of: **look and feel**

The user interface of an operating system, application or Web page. The look refers to how logos, graphics, menus and other elements are laid out on the page. The feel refers to the interactions: the way menus are organized and the way functions are selected and performed (the "method of operation").

Copyright the Look, Not the Feel
There have been two landmark cases regarding the look and feel of software. In the late 1980s, Apple sued Microsoft, claiming that Windows copied the Mac OS look and feel. However, due to a previous licensing agreement between both companies, the case never resulted in a statute, and both parties settled.

In the mid-1990s, Lotus sued Borland, claiming that Borland's Quattro Pro spreadsheet emulated the look and feel of Lotus 1-2-3. Much to the woe of proprietary software vendors, the court decision resolved that although visual elements of the graphical user interface could be copyrighted, the method of operation (menus and functions) could not. See user interface.

RELATED TERMS:
user interface

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G. þir froskis. T. þese (frogges) a-wai fra me'. *Ibid.* 10391 þir [*F.* þer, *Tr.* þese] seuen were Sett be-fore þe apostelis sete. 1340 HAMPOLE *Pr. Consc.* 1682 Als þir clerkes fyndes writen. c1400 MAUNDEV. (Roxb.) *Pref.* 2 þir werldly lordes. c1420 *Anturs of Arth.* 575 Witurly ther weys [*Douce MS.* þes wighte mene] thayre weppuns thai weld. 1423 JAS. I *Kingis Quair* li, 1..said thir versis sevin. c1440 *Alphabet of Tales* 55 He lukid evur when þir fendis suld com agayn. 1490 *Exch. Rolls Scotl.* X. 663 To quhais knauleg thire our letterris saleum greting. 1553 KENNEDY *Compend. Tract.* in *Wodrow Soc. Misc.* (1844) 109 Sen the tyme of the Apostolis to thir our dayis. 1678 *Contract* in *Proc. Soc. Ant. Scot.* (1896) XXX. 21 Both pairties are content that thir present[s] be insert. 1725 *Wodrow Corr.* (1843) II. 31 Thir two men have bred trouble enough. 1790 BURNS *Tam o' Shanter* 155 Thir breeks o' mine, my only pair. 1790 MRS. WHEELER *Westmld. Dial. Pref.* 11 Thor Men had been at a College, coad Cambridg.

[*Note.* Difficulties of derivation from ON. *þeir, þær* etc. (1) The retention of inflexional -*r*, otherwise unexemplified, and the fact that *þei-r* had already been adopted in its pronominal sense as *þeʒʒ, they, thei*, in the north *þai, þay*, and was in full use in Cursor M. and other northern works: see THEY. Moreover, neither *thir* nor *ther* appears to represent *þei-r* phonetically, as Ormin's *þeʒʒ* and E. Midl. *þei* did. (2) The sense is quite different; the ON. word means 'those' or 'they', distinct from *þetter, -ar* 'these'; while *thir* has been from the beginning emphatically 'these', as distinct from *þá, þás* 'those'. The explanation 'the here', 'those here' suits the sense; but (1) no trace has been found of these in an uncombined form; and (2) the addition of *here* to a demonstrative, common in the midlands and south of England (see HERE 1 d), is not known as a northern idiom.]

thir, obs. unstressed form of THEIR.

thiram (ˈθaɪræm). *Chem.* [f. *thi(u)ram* in the systematic name (see def.), f. *thi(o)-ur(ee* s.v. THIO- 1 + CARB)AM(IC *a.*] Tetramethylthiuram

where the gentleman stayd, at the third stair, that is three stories high. 1847 HELPS *Friends in C.* I. vi. 92, I prefer real life..where there is no third volume [as in a novel] to make things straight.

b. Following the names of sovereigns, popes, etc.: cf. SECOND A. 1 b.

1414 *Rolls of Parlt.* IV. 59/2 Kyng Henry the Thridde. 1550 BALE *K. Johan* (Camden) 42 Pope Innocent the thred. 1735 JOHNSON *Lobo's Abyssinia, Descr.* v. 73 King John the Third [of Portugal].

c. with sb. understood.

c950 *Lindisf. Gosp.* Matt. xxii. 26 gelic ðe æftera.. & ðe ðirda [*Rushw.* þridde]. c1175 *Lamb. Hom.* 133 Ðreo þing ..þet oðer is goddes word and þet ðridde is weldede. a1300 *Cursor M.* 358 (Cott.) þe thrid es air, and þe ferth. 1382 WYCLIF *Dan.* v. 7 Shal be the thrid in my rewme. c1440 *Gesta Rom.* xv. 51 (Harl. MS.) And so he wrote to the thrid, þat seid she lovid him. 1552-3 *Inv. Ch. Goods, Staffs.* in *Ann. Lichfield* (1863) IV. 70, iij vestements, one of whyte fustian, another of blacke chamblet, & the thryd of blewe sarsynet. 1662 PLAYFORD *Skill Mus.* II. (1674) 92 Six strings. ..the first..is called the Treble; the second, the Small Mean; the third, the Great Mean. 1821 SCOTT *Kenilw.* xxxvii, 'Hush! thou knave!' said a third; 'how know'st thou who may be within hearing?'

d. *Gram.* In *third person*: see PERSON *sb.* 8. Also in *third declension, conjugation*, and in names of tenses, as *third future, preterite*, where the reference is to a conventional order of enumeration adopted by grammarians.

1530 PALSGR. 93 In verbes of theyr thyrde conjugation I fynde a litell more difficultie. a1586 SIDNEY *Arcadia* II. (Sommer) 137 He had..forgotten in speaking of him selfe to vse the third person. 1764 W. PRIMATT *Accentus Rediv.* 111 Provided they were third persons plural. 1848 J. T. WHITE *Xenophon's Anab.* II. iv. §5 Notes (1872) 116 Sometimes.. the third future is used, instead of the common future, to point out more forcibly all but immediate occurrence of some future action. 1857 WILLIAMS *Sanskrit Gram.* §445

1817-18 COBBETT *Resid. U.S.* (1822) 319 You would frighten him into a third-day ague.

5. With following superlative: having two superior in the specified attribute; third in point of quality, position, etc.

1375 BARBOUR *Bruce* XIII. 321 He wes the thrid best knycht, perfay, That men wist liffand in his day. 1859 *Habits Gd. Soc.* iii. 155, I am wondering whether everybody arranges his wardrobe as our ungrammatical nurses used to do ours, under the heads of 'best, second-best, third-best', and so on. 1962 E. SNOW *Other Side of River* (1963) lxvii. 508 In 1960 it was the world's third-greatest reservoir. *Ibid.* lxxv. 577 The most significant additions to China's third-largest educational center are the T'ung Chi Medical College and hospitals. 1979 *Dædalus* Winter 61 Pursuing policies that would be optimal in a first-class world when one actually lives in a..third-best world can be highly inefficient.

6. Combinations, collocations, or phrases with special meaning (some of which may be used *attrib.* or as *adj.*), as *third base, baseman, cousin, cousinship, form* (hence *third-former*), *heir, -level, magnitude, person, realm, -stage, story, term* (hence *third-termery*): see the sbs.; **third ague**, tertian ague; **third-day**, the Quaker name for Tuesday, as being the third day of the week; **third dimension**, the dimension of thickness or depth (see DIMENSION *sb.* 3 a); hence **third-dimensional** *a.*; **third ear** esp. in *Psychoanal.*, a figurative ear which listens intuitively for what lies behind the words heard by the actual ears; **third estate**, the Commons: see ESTATE *sb.* 6; **third eye** *Hinduism* and *Buddhism*, the eye of insight or destruction located in the middle of the forehead of the god Siva; hence *transf.*, the power of inward or

allowing for a final debate before it is voted on; cf. READING *vbl. sb.* 2 c; **third rime, rhyme**, = TERZA RIMA; **third season man**, = *third year man*; **third sex**: see SEX *sb.* 1 d; **third slip**: see SLIP *sb.*³ 14 c; **third staff**, = *third stave*; † **third state**, = *third estate*; **third stave**: see quot.; **third stream** (also hyphenated and with capital initials), a style of music which combines elements of jazz and classical music (see quots.); † **third tongue**: see 2 b above; **third ventricle**, that portion of the central cavity of the brain that lies between the optic thalami; **third wave** [in allusion to Plato's metaphor (*Republic* 472 a) τὸ μέγιστον τῆς τρικυμίας 'the greatest of the three waves'], the last and most forceful of three successive arguments or propositions; **third way, Third Way**, used in a variety of contexts to designate a third possible ideology or solution to a problem (see quots.); **Third World War**, a hypothetical third war involving the majority of the world's nations (cf. *First World War* s.v. FIRST *a.* C. 2; *Second World War* s.v. SECOND *a.* 7 a); **third year man**, a student who has entered upon the third (often the last) year of a course of study; see also YEAR¹ 3 b.

1674 N. FAIRFAX *Bulk & Selv.* 131 In the very fit of a *Third Ague. 1845 in *Appleton's Ann. Cycl.* 1885 (1886) XXV. 77/2 A ball knocked outside the range of the first or *third base is foul. 1946 *Chicago Sun* 2 July 25/3 He can start a club that would have a Red Sox star at every position except third base and right field. 1857 *Spirit of Times* 7 Feb. 373/1 Mr. Scott, their *third base man is always at his post. 1936 O. NASH *Primrose Path* 38 Long have I wondered why a locomotive engineer should be so much nicer than an ambassador or a novelist or a banker or a third-baseman or

therd-; 5 -borro, 6 -bourogh(e, -borow(e, 6-7 -barow(e, -barrow, 7 -borrow, -bearer. [In 15th c. *thridborro*, 16th c. *thridborowe*, later *thirdborow*; and with both elements variously corrupted. Early evidence of origin scanty; but, as pointed out by Professor Skeat, prob. a ME. corruption of *fridborgh*:—OE. *friðborg* peace-pledge, peace-surety: see FRITHBORH, FRANK-PLEDGE. The corruption may have been due to Norman scribes, but not necessarily so: cf. TH (6). See Note below, and cf. BORROWHEAD, BORSHOLDER, HEADBOROUGH.]

Formerly, The head man of a frithborh or frank-pledge; hence, the conservator of peace or peace-officer of a tithing, the petty constable of a township or manor.

[c1475 *Hunt. Hare* 199 Jac of Bonam he was constabull, .. Hobb Andrw he was thridborro; He bad hom, 'Pesse! God gyff hom sorro! For I may arrest yow best'. 1512 *Act 4 Hen. VIII*, c. 19 §6 Precepites to the Constables Hedbouroghes Thirdbouroghes Subconstables Tythingmen Borsalders. 1523 FITZHERB. *Surv.* 20 b, The othe of all maner of Offycers generally... I shall true constable be, trewe thridborowe, trewe reue, trewe frankelege [etc.]..and truely and duely do and kepe all thynges that belongeth to myne offyce to do. 1536 *Act 28 Hen. VIII*, c. 10 §6 Euery..Hedborowe, Thredborough, Borsolder, and euery other Lay Officer. 1547 in J. H. Glover *Kingsthorpiana* (1883) 84 If any customery tenant or suter.. do rebuke, revyle, or dysobey the constables, thurbarowes, ale-casters, haywarde, or other officers sworne in doyinge their offyce. 1581 LAMBARDE *Eiren.* I. iii. (1588) 15 Where each third Borow only hath a Constable, there the officers of the other two Borowes, be called Third-borowes. 1588 SHAKS. *L.L.L.* I. i. 185, I my selfe reprehend his owne person, for I am his graces Tharborough. 1596 —— *Tam. Shr. Induct.* i. 12 *Host.* I know my remedie, I must go fetch the Head-borough. *Beg.* Third, or fourth, or fift Borough, Ile answere him by Law. 1607 COWELL *Interpr.*, *Thirdborow*, is vsed for a constable..which seemeth to be corruptly vsed for the Saxon *freoborh* i. *ingenuus fideiussor*. 1610 NORDEN *Spec. Brit., Cornw.* (1728) 30 The hundreds haue Constables, Tythinges haue Third-barows, in some places Hedborows, in some Borowsheds, and in the weste partes a tythingman. a1625 SIR H. FINCH *Law* (1636) 336 The conseruator of peace..is called..In a Tything, a petie Constable, Borsholder, Headborough, Thirdborough, Boroughhead, Tything-man, or Chiefe pledge. 1634-5 *Althorp MS.* in Simpkinson *Washingtons* (1860) App. p. lxix, March 5. To the third bearers of Brington for cryeing and prayseing a baye straye nagg taken up. 1645 *MS. Rec. Court Leet Castle Donington, Leicester.* 25 Apr., They present R. R., J. B., R. W. and T. T. to serve the kinge and the lord of this mannor in the office of Thirdborrow for one whole year which they refused. 1658 PHILLIPS, *Thirdborough or Thirdborough*, a word used in some old Acts, for a Headborough or Constable. 1755 JOHNSON, *Thirdborough*,..an under-constable. 1831 CARLYLE *Sart. Res.* III. i, Some prospect of..an honourable Mastership in Cordwainery, and perhaps the post of Thirdborough in his Hundred.

[*Note.* The *friðborh* or *frithborgh* was orig. the 'association of ten men in common responsibility' to prevent crime and breach of the peace. In ME. legal use the word was worn down to *fridborgh, friborg*, and *freoborg*, and, the first element being associated with *free* 'free', was rendered in Anglo-Fr. *frank plege*, Anglo-L. *francum plegium*. The head man of the frithborh was in the 12th c. called *friðborgheved* or *frithborges heved*, 'head of the frithborh' (*Laws of Edw. Conf.* 20 (or 19), §3), and was later known as *bor(r)owhead, head-bor(ou)gh, bor(h)s-holder*, and *burrow-elder* (:—**borh-ealdor*), also in Anglo-L. *plegius capitalis* 'head or chief pledge'. In Fleta I. xlvii. §10, it is said, 'frithborgh [*printed* frich-] est laudabilis homo extrarius testimonii...per quem omnes iuxta ipsum commorantes firmiori pace sustententur sub stabilitate fideiussionis eius vel alterius per denarium numerum, unde quilibet est quasi plegius alterius'. In this we see the transition of *frithborh* from the association to its individual members, and esp. to the headborough. In certain cases the latter acted with two of his fellows, 'duos de melioribus suorum frithborgorum' (*Laws of Edw.* 20 (or 19), §3), and this association of three may have contributed to the change of name from *fridborgh* to *thridbergh* and *thirdborough*. The probable connexion of *thirdborow* with *freoborh* was suggested by Cowell: see quot. 1607.]

third class, third-class, *phr.* (*sb.* and *a.*)

1. *sb. phr.* The class next below the second: esp. of railway carriages; also in an examination list; hence, a place in the third class in an examination.

1844 *Punch* VII. 258/2 *Third class.* Make up your mind for unmitigated hail, rain, sleet, snow and lightning... Do not expect the luxury of a seat. 1845 *Bradshaw's Railway Guide* Aug. 5 Fares between London and Brighton..by.. third class, 5s. *Mod.* Mr. A got a third class in History.

2. *attrib.* or *adj.* Of or belonging to the class next below the second.

1839 *Bradshaw's Railway Time Table* 19 Oct., Children under seven years of age..for Second Class Carriages [charged] Third Class price. 1840 *Bradshaw's Railway Comp.*, Third class passengers are conveyed by the 6 a.m. and 8 p.m. Down Trains. 1852 R. S. SURTEES *Sponge's Sp. Tour* (1893) 78 The introduction of railways, whose worst third-class accommodation is far better than the old coaches' best. 1859 *All Year Round* No. 30. 78 The third-class carriages, as a rule, were the mere seatless and unsheltered cattle-trucks that still linger on the road from London to Greenwich. 1871 M. COLLINS *Marq. & Merch.* III. iv. 127 The train was third class. 1886 C. E. PASCOE *London of To-day* xix. (ed. 3) 186 The economical traveller will find many a worse resting-place than its third-class carriages provide. 1891 *Cent. Dict.*, *Third-class matter*, in the postal system of the United States, printed matter other than newspapers or periodicals, sent through the mails by the publishers.

3. quasi-*adv.* By a third-class conveyance.

1864 TREVELYAN *Compet. Wallah* (1866) 24 Natives almost invariably travel third-class.

third degree, third-degree, *phr.* (*sb.* and *a.*)

A. *sb. phr.* 1. *gen.* The third step or stage in succession, intensity, or amount.

1578 [see DEGREE *sb.* 6 c]. 1601 SHAKS. *Twel. N.* I. v. 145 For he's in the third degree of drinke: hee's drown'd: go looke after him. 1716 POPE tr. *Homer's Iliad* II. v. 58 He got *Orsilochus, Diocles* He, And these descended in the third Degree. 1966 TACHERON & UDALL *Job of Congressman* ix. 250 House Rule XIX prohibits amendments in the third degree. An amendment to an amendment is permitted, but not an amendment to an amendment to an amendment.

2. *Freemasonry.* The highest grade in freemasonry, that of master-mason. Cf. DEGREE *sb.* 7 b.

1772 W. PRESTON *Illustrations of Masonry* 105 (*heading*) A charge, to be delivered at Initiation in the Third Degree. 1865 J. HOW *Freemason's Man.* (ed. 2) 138 The Third Degree, or the Master Mason. *Ibid.*, The Fellow-Craft who is duly qualified by time, on presenting himself as candidate for the third Degree, has to submit himself to an examination of his qualifications as a Craftsman. 1901 *Scotsman* 5 Apr. 6/4 In the third degree in [Free] Masonry a skull and cross-bones are employed.

3. *U.S. Law.* In defining the extent of criminality, the least serious grade of a particular crime. Cf. DEGREE *sb.* 6 d.

1865 *Penal Code State of New York* xv. i. 192 Maliciously burning in the day time a building, the burning of which in the night time would be arson in the second degree, is arson in the third degree. *Ibid.* ii. 195 Every person who breaks into any dwelling house in the night time, with intent to commit a crime, but under such circumstances as do not constitute the offense of burglary in the first degree, is guilty of burglary in the third degree. 1949 BRANHAM & KUTASH *Encycl. Criminology* 20/2 Assault in the third degree.

4. In many classifications of burns, the deepest variety, resulting in the death of all layers of skin.

Today a twofold classification tends to be used (see quot. 1961).

[1832 G. DUPUYTREN *Leçons Orales* I. xvi. 209 Nous avons divisé les brûlures en six degrés ainsi caractérisés:..3° destruction d'une partie de l'épaisseur du corps papillaire.] 1866 C. H. FAGGE tr. *Hebra's On Diseases of Skin* I. xiii. 317 For all practical purposes, the three grades which I have described are sufficient... We may include under burns of the third degree those forms which Dupuytren and others have spoken of as burns of the fourth, fifth and sixth degrees. 1930 J. J. MORTON in E. A. Graham *Surgical Diagnosis* II. 136 Injuries of the first and second degree will leave practically no scarring but serious deformities may result from the third degree burns. 1961 *Brit. Med. Dict.* 231/2 Classification of burns. Dupuytren's classification: 1st degree...3rd degree...6th degree... Modern classification: superficial burn or partial thickness skin destruction; deep burn or whole thickness skin destruction.

5. An interrogation of a prisoner by the police involving the infliction of mental or physical suffering in order to bring about a confession or to secure information. orig. *U.S.*

[1880 *Harvard Lampoon* 6 Feb. 166/1 He met the large and celebrated brother of one of his houries. He stopped to greet him, and was surprised at receiving a clip over the head from the brother's cane. This was followed by a personal chastisement in the third degree.] 1900 *Everybody's Mag.* Nov. 406 From time to time a prisoner..claims to have had the Third Degree administered to him. 1930 G. B. SHAW *Apple Cart* I. 15 *Boanerges.* What do you mean? put me through it? Is this a police office? *Pliny.* The third degree is not unknown in this palace, my boy. 1976 T. SHARPE *Wilt* xiii. 136 'You don't think they're giving him third degree or anything of that sort?' 'My dear fellow, third degree? You've been watching too many old movies on the TV. The police don't use strong-arm methods in this country.'

B. *attrib.* or *adj.* Of or belonging to the third step or stage (in the senses above).

1926 *Scribner's Mag.* Aug. 193/1 Everybody at Police Headquarters agreed that it was ominously dull that night. There was scarcely a third-degree assault to disturb the city. 1930 J. J. MORTON in E. A. Graham *Surgical Diagnosis* II. 136 Serious deformities may result from the third degree burns. 1972 MILLER & KEANE *Encycl. & Dict. Med. & Nursing* 155/1 Third-degree burns damage the epidermis, dermis and subcutaneous tissue. 1976 'E. MCBAIN' *Guns* (1977) iv. 86 They'd charged Colley with..second-degree assault... Even better than that, Colley's lawyer thought, would be for him to plead guilty to the lesser charge of third-degree assault.

Hence **third-degree** *v. trans.*, to subject to an intensive or violent interrogation; **third-degreeing** *vbl. sb.*

1928 W. GILLETTE *Astounding Crime Torrington Rd.* v. 160 They third-degreed Jimmy Dreck good and plenty. *Ibid.* 209 The fools in Boston had third-degreed an innocent man to his death. 1944 'G. ORWELL' in *Horizon* Oct. 237 The third-degreeing of the gangster. 1979 C. WATSON *Blue Murder* xiii. 155 He third-degreed me about Birdie... The man just goes on and on.

†**thirdel.** *Obs.* Forms: 3 thriddedel, 4 þridde deel, 5 thryddele, 6 thirdle, thirdel. [ME. *thriddedel*:—OE. *þridda dǣl* third part: see DEAL *sb.*¹ Cf. Ger. *drittel*.] A third part (*of* anything); = next.

1297 R. GLOUC. (Rolls) 283 þe þriddedel mi kinedom ich yiue þe to be mi fere. 1387 TREVISA *Higden* (Rolls) III. 169 þe quene hadde i-sent hire yong sone wiþ þe þridde deel [*MS. β.* thriddel, CAXTON thryddele] of here oost agenst Cirus. 1542 RECORDE *Gr. Artes* K vj b, There bee tertians (that is to say thirdles) of pypes, of hogges heddes, and of barels. *Ibid.* L iij, Take awaye 2 thyrdeles frome any summe, and you muste nedes graunt, that that whyche remayneth, is a thyrdele of the summe laste before.

†**thirdendeal.** *Obs.* Forms: 1 þriddan dǣl; 4 þridden-, 4-5 thridden-, 5 threden-, thredden-, thryden-, thyrdyn-, 6 thirdin-, thyrden-, (thirding-, 7 thurron-), 6-8 thirden-; 4-5 -del, 5-7 -dele, 6 -deale, deall, 7 -dell, 7-8 -deal; 4-6 (9 *dial.*) -dale. [OE. (*þone*) *þriddan dǣl*, accus. case of (*se*) *þridda dǣl* the third part (see THIRDEL, DEAL *sb.*¹, DALE²). Cf. HALFENDEAL, FARTHINGDEAL.]

1. The third part of anything; a third.

c1000 *Sax. Leechd.* I. 98 Seoþe on wætere to þriddan dæle. *Ibid.* II. 110 Bewyl oþ þriddan dæl. 13.. *Guy Warw.* (A.) 7306 + st. 65 þriddendel his lond haue he schold. 14.. *E.E. Misc.* (Warton Cl.) 72 With the thyrdyndele of gume, and twyse so mych of water. a1500 in Arnolde *Chron.* (1811) 147 Euery Sonday a soule out of purgatory and the thredden dele of al synnes releced. 1548 WARDE tr. *Alexis' Secr.* I. I. (1580) 37 b, Drinke therof two thirdendales of a glassefull. 1581 J. BELL *Haddon's Answ. Osor.* 459 b, A thyrdendeale of the Crowne of Thornes is shewed at Paris in the Holy Chappell there.

2. A third of a tun; = TERTIAN B. 2.

1423 *Rolls of Parlt.* IV. 256/1 Thredendels and hoggeshedes as aftur lesse mesure. 14.. *MS. Cantab. Ff.* 5. 48. II. 55 b (Hartshorne *Anc. Metr. T.* (1829) 54), Hit holdis a gode thrydendele Ful of wyne euery mele.

3. (See quots.)

1571 in *Shaks. Jahrbuch* (1896) 142 The hooped pot commonly called a thirdindeale and a half thirdindeale. 1590 [TARLTON] *News Purgat.* (1844) 114 When Tapsters.. Fill thirdingdeall pots till the drinke run ouer. 1620 MELTON *Astrolog.* 32 Many of them dare not goe to bed without a Thurrondell Pot of six shillings Beere. 1678 PHILLIPS (ed. 4), *Thirdendeal*, a Liquid Measure used in Salisbury containing three Pints. 1721 in BAILEY.

'**thirder.** *rare*⁻¹. [f. THIRD *sb.* + -ER¹.] In *thirder and teinder*, one who pays by way of rent the 'third and teind' (see THIRD B. II. 1).

1864 J. TAIT in *U.P. Mag.* Apr. 156/2 Another case resembles the arrangement of thirders and teinders described by Arthur Young as existing in some parts of France.

third hand, third-hand. [THIRD B. 1 and HAND *sb.* 10 c, after SECOND-HAND.]

1. In advb. phrase *at* (†*the*) *third hand*: from a second middleman or intermediary; at the second remove from the original source.

1553 *Reg. Privy Council Scot.* I. 141 Na maner of gudis can be had nor coft bot at the thrid hand. a1635 SIBBES *Confer. Christ & Mary* (1656) 67 We have it at the third hand. 1895 in *Bookman* Oct. 13/1 The illustrations..were reproduced from inferior German copies at third-hand.

2. *attrib.* or as *adj.* Obtained, copied, or imitated from a second-hand source; further away from the original source, and so more stale, less authoritative, etc., than the second-hand.

1599 MARSTON *Sco. Villanie* I. iv, Laboring with third-hand iests, and Apish skips. 1862 LATHAM *Channel Isl.* III. xiv. (ed. 2) 348 The second-hand and third-hand text-books. 1866 *Macm. Mag.* Apr. 521 Bearing on mere second-hand, nay, often third-hand information.

b. *third-hand dealer*, one who deals in third-hand articles.

1864 TREVELYAN *Compet. Wallah* (1866) 104 Cheated in the purchase of his first buggy by a third-hand dealer in Calcutta.

†'**thirding**, *sb. Obs. rare*⁻⁰. [f. THIRD *sb.* + -ING³.] = RIDING *sb.*²: cf. TRITHING.

1847-78 HALLIWELL, *Thirdings*, the Ridings. This word is given by Urry, in his MS. Additions to Ray.

'**thirding.** *vbl. sb.* [f. THIRD *v.* + -ING¹.] (See quots.)

1670 BLOUNT *Law Dict.*, *Thirdings*, the third part of the Corn or Grain growing on the Ground at the Tenants death, due to the Lord for a Heriot within a certain Mannor,... belonging to the Chappel of Turfat in Com. Heref. [So 1706 in PHILLIPS; 1721 in BAILEY; and in mod. dicts.] 1847-78 HALLIWELL, *Thirding*... (2) A custom practised at the universities, where two thirds of the original price is allowed by the upholsterers to the students for household goods returned to them within the year.

thirdling (ˈθɜːdlɪŋ). *nonce-wd.* [f. THIRD *a.* + -LING.] Something that comes third.

1884 BROWNING *Ferishtah Prol.* 18 First, food—then, piquancy—and last of all Follows the thirdling.

thirdly (ˈθɜːdlɪ), *adv.* [f. THIRD *a.* + -LY².] In the third place.

1509 HAWES *Past. Pleas.* viii. (Percy Soc.) 30 Thyrdly, they had suche a fantasy In this hyghe arte to be intelligible. 1662 STILLINGFL. *Orig. Sacr.* I. ii. §12. 1877 A. MACEWEN *Serm.* xvii. 227 Thirdly, we need a firm conviction of the sufficiency of Divine grace.

thirdness. *Philos.* [f. THIRD *a.* + -NESS.] The quality or state of belonging to a third category or of being a third element, *spec.* in the philosophy of C. S. Peirce (1839-1914), that which connects, mediates between, etc., the ontological categories that he designated as firstness and secondness (cf. SECONDNESS).

c1875 C. S. PEIRCE *Coll. Papers* (1931) I. §337. 170 (*heading*) Examples of thirdness. *Ibid.* 171 Continuity represents Thirdness almost to perfection. 1914 W. DE MORGAN *When Ghost meets Ghost* I. xx. 219 The first person plural pronoun, used as a dual by a lady to a gentleman, sometimes makes hay of the thirdness of their respective persons singular. 1934 *Mind* XLIII. 490 Thirdness includes the meaning of signs, the conception of general laws, 'infinity, continuity, diffusion, growth, and intelligence'... It is the category that is concerned with connecting, and it is involved in all reflective thought. 1978 *Sci. Amer.* July 10/3 Thirdness concerns two things 'mediated' by a third, for example an apple falling from a tree. The tree and the apple are linked by the relation 'falling from'.

'**third ,party.**

1. A party or person besides the two primarily concerned, as in a law case or the like. Also *attrib.*

1818 SCOTT *Rob Roy* xiii, Speak as you would to an unconcerned third party. 1853 MAURICE *Proph. & Kings* xx. 343 It appears to be a narrative written by a third party. 1883 *Wharton's Law Lex.* s.v., 'A Third party' may be introduced into an action by a defendant claiming an indemnity, or any other remedy over against him, under Jud. Act, 1873, s. 24, sub. 3, and Order XVI., Rules 17, 19. 1883 *Law Times* 20 Oct. 407/2 The rules relating to third-party procedure..are a great improvement upon the former rules. 1905 *Daily Chron.* 12 Sept. 3/2 The largest third-party vote, with one exception, since the Civil War.

2. *spec.* a. Used *attrib.* to designate insurance arranged against injury to persons other than the insured.

1901 C. H. GREEN in A. W. TARN *Insurance Guide & Handbk.* (ed. 3) 254 Indemnity or Third Party Insurance, dealing with the Common Law Liability of the individual with regard to the general public and their property. 1910 E. M. FORSTER *Howards End* x. 84 As we've insured against third-party risks, it won't so much matter. 1931 *Daily Express* 5 Sept. 9/1 Each man was fined £5 with an additional £1 for Dougson for driving without a third party insurance. 1978 *Dumfries Courier* 13 Oct. 15/4 Clark was fined £5 and licence endorsed in two other charges—using the car without a third party risks insurance and using it while the handbrake was defective.

b. *third party adoption*, an adoption of a child arranged by a third party who is a private individual rather than an adoption agency.

1965 HALL & HOWES *Church in Social Work* iii. 57 That social worker's bane, the 'third party' adoption.

'**third-,rate**, *a.* and *sb.* [See RATE *sb.*¹ 9, 9 b.]

A. *adj.*

†1. Of the third 'rate' (esp. of ships). *Obs.*

1649 CROMWELL *Let.* 14 Nov. in *Carlyle*, The Garland, one of your third-rate ships, coming happily into Waterford Bay. 1666 PEPYS *Diary* 9 Mar., Mr. Castle's new third-rate ship, which is to be called the Defyance. 1693 *Lond. Gaz.* No. 2857/3 This day was Launched a New Third Rate Ship of 80 Guns, called the *Norfolk*.

2. Of the third class in point of quality; usually *depreciative*, below 'second-rate'; of decidedly poor or inferior quality. Also *absol.*

1814 *Theatrical Inquisitor* IV. 357 Allusions, which have long constituted the commonplaces of poetry among third-rate makers of verse. 1816 JANE AUSTEN *Emma* II. i. 2 In danger of falling in with the second rate and third rate of Highbury. 1838 THIRLWALL *Greece* V. xliv. 327 An actor of third-rate parts. 1850 GROTE *Greece* II. lxi. VII. 491 A town of second-rate or third-rate magnitude. 1855 MACAULAY *Hist. Eng.* xix. IV. 354 The poor thoughts and poor words of a thirdrate pamphleteer.

B. *sb. Naut.* A war-vessel of the third rate.

1666 PEPYS *Diary* 4 July, Ten great ships, none to be under third-rates. 1695 *Lond. Gaz.* No. 3001/1 A Third Rate of 62 Guns. 1790 BEATSON *Nav. & Mil. Mem.* I. 65 The fleet.., consisting of but one third rate, five fourth rates, and one sixth rate.

Hence 'third-'rateling, 'third-,rater, a third-rate person or thing.

1816 SOUTHEY *Ess.* I. 245 The second and third-ratelings compose works of perishable stuff. 1820 *Blackw. Mag.* VIII. 69 Where is there a Whig in England..that, as a literary man, is fairly out of the class of third raters?

Third Reich (θɜːd raɪç, raɪk). [Partial tr. of (med.) G. *drittes Reich*: see REICH.] The German state under the rule of Hitler and the Nazi party, 1933-45; the regime of Hitler.

Of the sequence *First, Second* (etc.) *Reich*, only *Third Reich* forms part of recognized English historical terminology.

[1923 A. MOELLER VAN DEN BRUCK (*title*) Das dritte Reich.] 1930 *Times* 26 Sept. 12/2 Asked to give some idea of the 'Third Reich', Herr Hitler said the old Germany was a State of great honour and of glorious events, but the conception of 'the people' was not the central pillar of its structure. The second State had placed democracy and pacifism in the centre. They hoped for the Third Reich, which would have as its keystone the conception of the people and the national idea. 1933 L. STOWE *Nazi Germany means War* i. 9 On October 18th, four days after he had led the Third Reich out of the League of Nations..Adolf Hitler made the following peace declaration before eight hundred of his party leaders in Berlin. 1946 J. FLANNER *Janet Flanner's World* (1980) i. 105 It was odd to..hear young Dr. Horn..state that it might well have been the international London Naval Conference of 1935 that drove Hitler's hypersensitive Third Reich into rearmament. 1966 *Listener* 3 Nov. 650/2 In the early years of the Third Reich, certain ideological ambiguities in Mann's attitude aroused Lukács's apprehension. 1981 S. DUMMONS *Ace* 6 The good old days when the flyers of the Third Reich could do no wrong.

thirdsman (ˈθɜːdzmən). A third person or party; *esp.* one called in as an intermediary, mediator, or arbiter.

1818 SCOTT *Hrt. Midl.* xxiv, There was risk of Andro Ferrara coming in thirdsman. *Ibid.* xlviii, If I come in thirdsman among you at the kirk-sessions, you will be all in

MULTURE.] The insucken multure paid by tenants of astricted lands to the mill having the right of thirlage; also, the right to exact this multure.

α. 1423 *Charters, &c. of Edinb.* (1871) 55 With the suckins, thryl multuris, and al freedomes langand thairto. 1471 *Acta Audit.* (1839) 21/1 The actioune..twiching þe threll multer of þe landis of Carnfyne & Carnebro. 1488 *Ibid.* 124/2 þe wrangwis withalding of þe threll multure & sukkin awing to þe said Alexandris myline.

β. 1537 *Reg. Mag. Sig. Scot.* 374/1 Astricts multura, vulgariter *thirle multer*. 1617 *Sc. Acts Jas. VI* (1816) IV. 579/2 His Maiestie..dissolvis fra the Croun..the said Burgh of Abirdene with all and sindrie thair landis... salmond fischeingis..milnes, thirle multeris [etc.]. 1882 J. WALKER *Scot. Poems* 122 Quoth the man o' duar an' thirl-mouter.

thirs, thirse, var. THURSE *Obs.*, goblin.

thirse. obs. form of THYRSE

-*tormented* adjs.; **thirst-country, -land**, a waterless tract of country, spec. in S. Africa; **thirst-serpent** (see quot.).

1708 J. PHILIPS *Cyder* II. 63 The Root For *Thirst-abating Sweetness prais'd. 1895 J. G. MILLAIS *Breath fr. Veldt* (1899) 170 If you are in a '*Thirst' country, you take, of course, a water-bottle. 1781 COWPER *Conversat.* 162 The riotous abuse Thy *thirst-creating steams at length produce. 1829 T. HOOK *Bank to Barnes* 49 These cows had just finished their *thirst-inducing meal. 1878 P. GILLMORE (*title*) The great *thirstland: a trek through Natal, Transvaal, Orange Free State and the Kalahari Desert. 1889 FARMER *Americanisms* 532/1 The region of extinct lakes and inland seas of Southern Nevada and South-eastern California is the great thirstland of the continent. 1895 J. G. MILLAIS *Breath fr. Veldt* (1899) 184 We entered the great forest Thirstland... In this expanse of some hundred square miles there is but one waterhole. 1908 J. WELLS *Stewart of Lovedale* xviii. 182 Without crossing the Karoo and great Thirst-land of Unbelief. c1614 CAMPION *Wks.* (1909) 179 A heate I finde, Like *thirst-longing, that doth

1883 *Cambridge Staircase* ii. 38 The thirster after knowledge.

thirstful (ˈθɜːstfʊl), *a. rare.* [f. THIRST *sb.* + -FUL.] Full of thirst; thirsty.

1863 *Reader* No. 151. 568/1 A dry, arid, thirstful land. 1871 G. MEREDITH *H. Richmond* xxix, My other eager thirstful self I shook off like a thing worn out.

thirstily (ˈθɜːstɪlɪ), *adv.* [f. THIRSTY + -LY².] In a thirsty manner; with thirst. Also *fig.*

1549 COVERDALE, etc. *Erasm. Par. 1 Peter* 7 Not to be supped lothesomly, but gredily, yea and thirstily. a1586 SIDNEY *Arcadia* III. Wks. 1724 II. 427 Which the..had drunk up thirstily. c1665 MRS. HUTCHINSON *Mem. Col. Hutchinson* (1846) 408 A kinsman of his who thirstily aspired after preferment. 1831 CARLYLE *Sart. Res.* II. iii. From such Fountain he draws, diligently, thirstily.

thirstiness (ˈθɜːstɪnɪs). [f. THIRSTY + -NESS.] The quality or condition of

c888 K. ÆLFRED *Boeth.* xii, Swa swylce seo girsung þa dreosendan welan..forþam hio hiora simle bið þurstegu. c1400 tr. *Secreta Secret., Gov. Lordsh.* 56 It semys bettir þat þe eres of þe folk be thristy to þe wordes of þe kyng. 1577 HARRISON *England* II. i. (1877) I. 17 The thirstie desire of the people..to heare the word of God. 1697 DRYDEN *Virg. Georg.* III. 727 When the thirsty Fire had drunk Their vital Blood. 1760 FRANKLIN *Lett.* Wks. 1840 VI. 230 She has a mind thirsty after knowledge. 1831 LAMB *Elia, Newspapers 35 Yrs. ago*, Refreshing to the thirsty curiosity of the traveller.

b. Of a motor vehicle, engine, etc.: that has a high fuel-consumption rate.

1977 *Jrnl. R. Soc. Arts* CXXV. 364/1 Larger and quieter aeroplanes and less thirsty engines. 1980 *Daily Tel.* 9 July 13/5 It should..appeal to motorists wishing to move up from the normal run of mass-produced saloons without.. running a bigger and thirstier model.

3. *transf.* That causes thirst. (Now *colloq.*)

1599 SANDYS *Europæ Spec.* (1632) 152 Troubled with the

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
12/906,979	10/18/2010	

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY ☒ RATE ($)	SMALL ENTITY ☒ FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	09/09/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 22	Minus	** 20	= 2	X $26 =	52	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $110 =	0	OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE	52	OR	TOTAL ADD'L FEE	

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/ANGELA s. WHITE/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Ross, D. Delano Jr., et al.	Art Unit	:	2445*
Serial No.	:	12/906,979	Examiner	:	Winder, Patrice L.*
Filing Date	:	10/18/2010	** In parent application S.N. 11/343,464*		
Title	:	Methods of expanding commercial opportunities for Internet websites through coordinated offsite marketing			

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Filed via EFS – July 1, 2011

SUPPLEMENTAL PRELIMINARY AMENDMENT

Dear Sir:

Assignee's June 28, 2011, amendment inadvertently omitted claim status identifiers. Assignee submits the current amendment to cure that omission and requests entry of the following amendments as part of this continuation application.

- **Amendments to the Claims** begin on page 2.
- **Remarks** begin on page 7.

Amendments

IN THE CLAIMS

Please amend the claims as follows:

1-70. (Cancelled)

71. (New) A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:

upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of a link within a source web page that has been served to the visitor computer when visiting a first website, wherein the link correlates the source web page with at least one commerce object associated with a buying opportunity of a merchant,

(a) automatically, with a server computer, retrieving data pre-stored in a storage device accessible to the server computer, and

(b) automatically, with the server computer, serving to the visitor computer a composite web page of a second website that includes:

(i) information associated with the commerce object associated with the link that has been activated, and

(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page,

wherein the owner of the first website, the owner of the server computer, and the merchant are each third parties with respect to each other.

72. (New) The method of claim 71 wherein the visually perceptible elements comprise data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.

73. (New) The method of claim 71 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the composite web page

contains one or more selectable navigation links connecting a hierarchical set of additional web pages, each pertaining to a subset of the offerings in the catalog.

74. (New) The method of claim 73 further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the catalog and serving the results for display using the browser of the visitor computer.

75. (New) The method of claim 71 wherein the commerce object associated with the link that has been activated comprises information defining a multitude of products of at least the merchant, and further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the plurality of products and serving the results for display using the browser of the visitor computer.

76. (New) The method of claim 71 wherein the owner of the source web page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source web page.

77. (New) The method of claim 76 further comprising computer-facilitating automatic payment to the owner of the source web page, once the transaction is completed.

78. (New) The method of claim 71, wherein the composite web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and further comprising, automatically with the server computer, accepting inputted billing information from the visitor computer, recording the billing information, and using the billing information to facilitate payment to the merchant for the commerce object associated with the activated link when the server computer detects activation by the web browser of a checkout link associated with the shopping cart.

79. (New) The method of claim 78 further comprising computer-facilitating automatic payment to the owner of the source web page, once the transaction is completed.

80. (New) The method of claim 71, wherein the composite web page appears to the computer user to be generated by a server associated with the source page.

81. (New) A computer system apparatus for an outsource provider serving web pages offering commercial opportunities, the apparatus comprising:

(a) an electronic storage device containing data defining a plurality of visually perceptible elements visually corresponding to a source web page,

(i) wherein the source web page contains at least one active link that is served to the visitor computer when visiting the first website, which link correlates the source web page with at least one commerce object associated with a buying opportunity of a merchant, and

(ii) wherein the owner of the first website, the outsource provider, and the merchant are each third parties with respect to each other; and

(b) a computer server device controlled by the outsource provider, which computer server is coupled to the electronic storage device and programmed to, upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of the link, automatically:

(i) retrieve from the storage device the stored data defining the plurality of visually perceptible elements visually corresponding to the source web page, and

(ii) serve to the visitor computer a composite web page of a second website that includes:

(A) information associated with the commerce object associated with the link that has been activated, and

(B) the plurality of visually perceptible elements derived from the retrieved data.

82. (New) The apparatus of claim 81 wherein the visually perceptible elements comprise data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.

83. (New) The apparatus of claim 81 wherein the commerce object associated with the link comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the composite web page contains one or more selectable navigation links connecting a hierarchical set of additional web pages, each pertaining to a subset of the offerings in the catalog.

84. (New) The apparatus of claim 83 wherein the computer server is further programmed to: (i) upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of the link, accept search parameters through the browser of the visitor computer and automatically use the search parameters to search for specific products within the catalog, and (ii) serve the results for display using the browser of the visitor computer.

85. (New) The apparatus of claim 81 further comprising a computerized accounting module programmed to cause the computer system to automatically record payment to the owner of the first website, once the transaction is completed, wherein the owner is party to a contract with the outsource provider providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source web page.

86. (New) The apparatus of claim 85 wherein:

(i) the composite web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart,

(ii) the computer server is further programmed to automatically accept inputted billing information from the visitor computer, and record the billing information, and

(iii) the computerized accounting module is further programmed to cause the computer system to automatically use the billing information to record payment to the merchant for the commerce object associated with the activated link when the computer server detects activation by the web browser of a checkout link associated with the shopping cart.

Remarks

Assignee respectfully submits a new set of claims. No new matter is included. These claims are related to the claims allowed and issued in parent U.S. Patents 7,818,399 and 6,993,572, in that they take certain wording from each of those patents. The key points of distinction from prior art references cited, in combination, are maintained in these claims. In comparison with the '399 Patent allowed most recently, for example, the current claims maintain the points that (1) the "source web page" has a "link" that correlates the source web page with at least one "commerce object associated with a buying opportunity of a merchant," (2) "the owner of the first website, the owner of the server computer, and the merchant are each third parties with respect to each other," and (3) the "composite" or "second" web page includes the data about the commerce object associated with the activated link and "a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page." Prompt review and allowance are respectfully requested.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,
DDR HOLDINGS, LLC
by its attorney

Dated: July 1, 2011

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

Electronic Acknowledgement Receipt

EFS ID:	10442711
Application Number:	12906979
International Application Number:	
Confirmation Number:	1141
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	23-CON3
Receipt Date:	01-JUL-2011
Filing Date:	18-OCT-2010
Time Stamp:	17:04:00
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Supplemental Response or Supplemental Amendment	11-07-01-DDR-CON3-Supp_Prelim_Amend-with_status_ident.pdf	41911 ce1efac83f412b86f7a41e65ff5dcb4d8321bd4e	no	7

Warnings:	
Information:	

Total Files Size (in bytes):	41911

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Ross, D. Delano Jr., et al.	Art Unit	:	2445*
Serial No.	:	12/906,979	Examiner	:	Winder, Patrice L.*
Filing Date	:	10/18/2010	** In parent application S.N. 11/343,464*		
Title	:	Methods of expanding commercial opportunities for Internet websites through coordinated offsite marketing			

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Filed via EFS – June 28, 2011

SUPPLEMENTAL PRELIMINARY AMENDMENT

Dear Sir:

Assignee requests entry of the following amendments as part of this continuation application.

- **Amendments to the Claims** begin on page 2.
- **Remarks** begin on page 7.

Amendments

IN THE CLAIMS

Please amend the claims as follows:

1-70. (Cancelled)

71. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:

upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of a link within a source web page that has been served to the visitor computer when visiting a first website, wherein the link correlates the source web page with at least one commerce object associated with a buying opportunity of a merchant,

(a) automatically, with a server computer, retrieving data pre-stored in a storage device accessible to the server computer, and

(b) automatically, with the server computer, serving to the visitor computer a composite web page of a second website that includes:

(i) information associated with the commerce object associated with the link that has been activated, and

(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page,

wherein the owner of the first website, the owner of the server computer, and the merchant are each third parties with respect to each other.

72. The method of claim 71 wherein the visually perceptible elements comprise data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.

73. The method of claim 71 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the composite web page contains one or

more selectable navigation links connecting a hierarchical set of additional web pages, each pertaining to a subset of the offerings in the catalog.

74. The method of claim 73 further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the catalog and serving the results for display using the browser of the visitor computer.

75. The method of claim 71 wherein the commerce object associated with the link that has been activated comprises information defining a multitude of products of at least the merchant, and further comprising accepting search parameters through the browser of the visitor computer and automatically with the server computer using said parameters to search for specific products within the plurality of products and serving the results for display using the browser of the visitor computer.

76. The method of claim 71 wherein the owner of the source web page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source web page.

77. The method of claim 76 further comprising computer-facilitating automatic payment to the owner of the source web page, once the transaction is completed.

78. The method of claim 71, wherein the composite web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and further comprising, automatically with the server computer, accepting inputted billing information from the visitor computer, recording the billing information, and using the billing information to facilitate payment to the merchant for the commerce object associated with the activated link when the server computer detects activation by the web browser of a checkout link associated with the shopping cart.

79. The method of claim 78 further comprising computer-facilitating automatic payment to the owner of the source web page, once the transaction is completed.

80. The method of claim 71, wherein the composite web page appears to the computer user to be generated by a server associated with the source page.

81. A computer system apparatus for an outsource provider serving web pages offering commercial opportunities, the apparatus comprising:

(a) an electronic storage device containing data defining a plurality of visually perceptible elements visually corresponding to a source web page,

(i) wherein the source web page contains at least one active link that is served to the visitor computer when visiting the first website, which link correlates the source web page with at least one commerce object associated with a buying opportunity of a merchant, and

(ii) wherein the owner of the first website, the outsource provider, and the merchant are each third parties with respect to each other; and

(b) a computer server device controlled by the outsource provider, which computer server is coupled to the electronic storage device and programmed to, upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of the link, automatically:

(i) retrieve from the storage device the stored data defining the plurality of visually perceptible elements visually corresponding to the source web page, and

(ii) serve to the visitor computer a composite web page of a second website that includes:

(A) information associated with the commerce object associated with the link that has been activated, and

(B) the plurality of visually perceptible elements derived from the retrieved data.

82. The apparatus of claim 81 wherein the visually perceptible elements comprise data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.

83. The apparatus of claim 81 wherein the commerce object associated with the link comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the composite web page contains one or more selectable navigation links connecting a hierarchical set of additional web pages, each pertaining to a subset of the offerings in the catalog.

84. The apparatus of claim 83 wherein the computer server is further programmed to: (i) upon receiving over the Internet an electronic request generated by a visitor computer in response to selection of the link, accept search parameters through the browser of the visitor computer and automatically use the search parameters to search for specific products within the catalog, and (ii) serve the results for display using the browser of the visitor computer.

85. The apparatus of claim 81 further comprising a computerized accounting module programmed to cause the computer system to automatically record payment to the owner of the first website, once the transaction is completed, wherein the owner is party to a contract with the outsource provider providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source web page.

86. The apparatus of claim 85 wherein:

(i) the composite web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart,

(ii) the computer server is further programmed to automatically accept inputted billing information from the visitor computer, and record the billing information, and

(iii) the computerized accounting module is further programmed to cause the computer system to automatically use the billing information to record payment to the merchant for the commerce object associated with the activated link when the computer server detects activation by the web browser of a checkout link associated with the shopping cart.

Remarks

Assignee respectfully submits a new set of claims. No new matter is included. These claims are related to the claims allowed and issued in parent U.S. Patents 7,818,399 and 6,993,572, in that they take certain wording from each of those patents. The key points of distinction from prior art references cited, in combination, are maintained in these claims. In comparison with the '399 Patent allowed most recently, for example, the current claims maintain the points that (1) the "source web page" has a "link" that correlates the source web page with at least one "commerce object associated with a buying opportunity of a merchant," (2) "the owner of the first website, the owner of the server computer, and the merchant are each third parties with respect to each other," and (3) the "composite" or "second" web page includes the data about the commerce object associated with the activated link and "a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source web page." Prompt review and allowance are respectfully requested.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,
DDR HOLDINGS, LLC
by its attorney

Dated: June 28, 2011

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

Electronic Acknowledgement Receipt

EFS ID:	10409707
Application Number:	12906979
International Application Number:	
Confirmation Number:	1141
Title of Invention:	Methods of expanding commercial opportunities for internet websites through coordinated offsite marketing
First Named Inventor/Applicant Name:	D. Delano Ross
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	23-CON3
Receipt Date:	28-JUN-2011
Filing Date:	18-OCT-2010
Time Stamp:	21:08:34
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Supplemental Response or Supplemental Amendment	11-06-28-DDR-CON3-Supp_Prelim_Amend-claims.pdf	41416 f197c856ccb7f85aab30eacf56c07c107a96a2f6	no	7

Warnings:	
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Total Files Size (in bytes):	41416

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New Applications Under 35 U.S.C. 111

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Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Page 1 of 3

Serial No.:	12/906,979
Applicants:	Ross Jr., D. Delano et al.
Filed:	10/18/2010
Art Unit:	3625
Conf. No.:	1141

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	6,330,575	12/11/2001	Moore et al.	
	2	6,490,567	12/03/2002	Gregory	
	3	7,565,308	07/21/2009	Bollay	
	4	6,209,007	03/27/2001	Kelley et al.	
	5	5,870,717	02/09/1999	Wiecha	
	6	2002/0065772	05/30/2002	Saliba et al.	
	7	6,247,047	06/12/2001	Wolff	
	8	5,930,777	07/27/1999	Barber	
	9	6,249,773	06/19/2001	Allard et al.	
	10	5,818,446	10/06/1998	Bertram et al.	
	11	6,151,601	11/21/2000	Papierniak et al.	
	12	6,572,662	06/03/2003	Manohar et al.	
	13	6,345,239	02/05/2002	Bowman-Amuah	
	14	6,615,259	09/02/2003	Nguyen et al.	
	15	7,337,133	02/26/2008	Bezos et al.	
	16	5,850,442	12/15/1998	Muftic	
	17	5,890,171	03/30/1999	Blumer et al.	
	18	7,058,597	06/06/2006	Ronning et al.	
	19	5,737,538	04/07/1998	Wilhite	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Item	Country Code–Number	Publication Date	Name of Patentee	Translation Yes No
	20	WO 99/46709	09/16/1999	Voorhees et al.	No

Examiner: _____ Date Considered: _____

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
	21	Defendants' Invalidity Contentions from Civil Action No. 2-06CV-42 (DF); June 6, 2011.
	22	Claim Charts from Defendants' Invalidity Contentions (Civil Action No. 2-06CV-42 (DF)), comparing claims of Ross et al. U.S. Patent 6,629,135 to various references.
	23	Claim Charts from Defendants' Invalidity Contentions (Civil Action No. 2-06CV-42 (DF)), comparing claims of Ross et al. U.S. Patent 6,993,572 to various references.
	24	Claim Charts from Defendants' Invalidity Contentions (Civil Action No. 2-06CV-42 (DF)), comparing claims of Ross et al. U.S. Patent 7,818,399 to various references.
	25	ASPAliance.com Sample Book Chapters, Chapter 1: Foundation Concepts; Taken from "Cascading Style Sheets: Seperating Content from Presentation;" glasshaus; believed first published April 1, 2004.
	26	Sugiura and Koseki; Internet scrapbook: automating Web browsing tasks by demonstration; Proceedings of the 11th Annual ACM symposium on User Interface Software and Technology; pp. 9-18; 1998.
	27	Archived web pages at Lycos.com and Newsalert.com, with page source; December 11, 1997.
	28	Internet Archive FAQ; archived web page; March 10, 2001.
	29	Archived web pages at REI.com and Mammut.ch, with page source; February 22, 1997.
	30	Conway, et al.; Net.Commerce for OS/390; IBM International Technical Support Organization; July 1998.
	31	Ellsworth; Using Compuserv – The Comprehensive Guide to All the Online Services and Resources Available!; 1994.
	32	Bowen & Peyton; How to Get the Most Out of Compuserv; 5th Edition; 1993.
	33	DPP-Build Program Usage Guide for Version 2; June 26, 1992.
	34	Combined Mall Product Analysis; week of July 14, 1996 through July 20, 1996.
	35	Hubbard; E-commerce firm lands $9 million; Atlanta Business Chronicle; August 20, 1999.
	36	Archived web page at Teachnet.com/Brainstorm of the Day; April 29, 1999.
	37	Archived web page at Talkcity.com; April 29, 1999.
	38	Dunn; Winning the Affiliate Game: A Ten-Step Master Plan For Maximizing Your Profits; 1998.
	39	e-business case studies Recreational Equipment, Inc., An Internet retaining innovator; IBM; 1999.
	40	e-business Solutions Leading retailer makes Internet shopping a personal experience; IBM; 1998

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OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
_____	41	IBM Launches Global Small Business Initiative Backed by $100 Million Marketing Campaign; IBM / Business Wire; May 4, 1999.
_____	42	Vestal; Electronic Commerce Environments: Corporate Obstacles and Opportunities to Competitiveness; INSS 690 Thesis; Bowie State University; August 1, 1999.
_____	43	Sawhney & Kaplan; The Emerging Landscape of Business to Business Ecommerce; Business 2.0 Magazine; September 1999.
_____	44	Klein & Lindemann; New Architecture for Webenabled EDI-Applications and their Impact on VANS; Research Paper; April 26, 1999.
_____	45	Yarden; Evaluating the Performance of Electronic Commerce Systems; Pcdgs. 1997 Winter Simulation Conference; 1997.
_____	46	Zwass; Structure and Macro-Level Impacts of Electronic Commerce: From Technological Infrastructure to Electronic Marketplaces; Emerging Information Technologies/Sage Publications; 1998.
_____	47	Bakos; The Emerging Role of Electronic Marketplaces on the Internet; Communications of the ACM; August 1998.
_____	48	Bailey & Bakos; An Exploratory Study of the Emerging Role of Electronic Intermediaries; International Journal of Electronic Commerce; Vol. 1, No. 3, Spring 1997;
_____	49	Burton & Mooney; The Evolution of Electronic Marketplaces: An Exploratory Study of Internet-Based Electronic Commerce Within the American Independent Insurance Agency System; AJIS; November 1998.
_____	50	Dogac et al.; An Electronic Marketplace Architecture; Idea Group Publishing; 1999.

Examiner: _____ Date Considered: _____

EXAMINER: Initial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance *and* not considered. Include copy of this form with next communication to applicant.

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(71) Applicant *(for all designated States except US)*: POLYGON NETWORK, INC. [US/US]; First Bank Center #201, Dillon, CO 80435 (US).

(71)(72) Applicants and Inventors: VOORHEES, Jacques [US/US]; P.O. Box 1912, Dillon, CO 80435 (US). ARCIERE, Robert [US/US]; P.O. Box 1016, Firsco, CO 80443 (US). BLANCHARD, Todd [US/US]; 1360 S. Pearl Street, Denver, CO 80210 (US).

(74) Agent: SAMUEL, Richard, I.; Friedman Siegelbaum LLP, Seven Becker Farm Road, Roseland, NJ 07068 (US).

(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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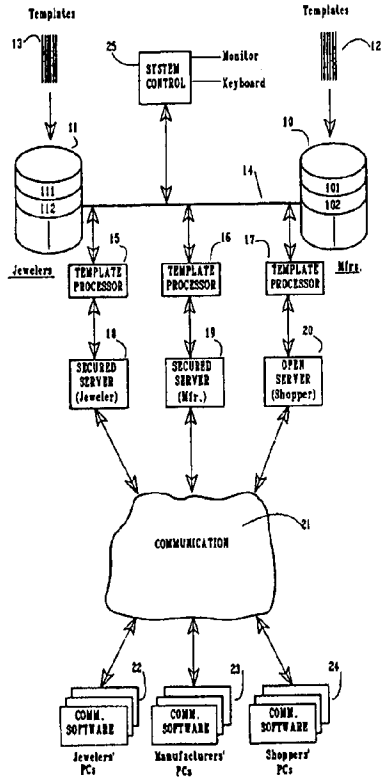
Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

(54) Title: SYSTEM FOR PROVIDING A DISPLAY OF MERCHANDISE AS SPECIFIED BY RETAIL AND WHOLESALE MERCHANDISE PROVIDERS

(57) Abstract

A system for displaying merchandise to a potential shopper via a communication network is disclosed. A plnrality of shoppers can access the system to view information provided by a plurality of retailers acting in concert with a plurality of manufacturers. Each shopper, retailer, and manufacturer has a personal computer equipped with communication software (22, 23, 24) and communicates via a communication link (21) with servers (18, 19, 20). The information that is accessible to a shopper is determined jointly by templates (12, 13) and databases (10, 11) for the manufacturer and retailer, respectively, and includes electronic advertising. The templates specify information format while the databases determine information availability and content.



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SYSTEM FOR PROVIDING A DISPLAY OF MERCHANDISE AS SPECIFIED BY RETAIL AND WHOLESALE MERCHANDISE PROVIDERS

FIELD OF THE INVENTION

The present invention relates to the dissemination by a digital communication network of information embodied in displays, and particularly to the replication of display objects from a first class of providers into displays of a second class of providers.

BACKGROUND OF THE INVENTION

The dissemination over digital communication networks (such as the Internet) of information presented in the form of displays is well known. On the Internet there exists the World-Wide Web, wherein each source of information is displayed as a "web site" or "web page", and each web site is identified by a "universal resource locator" (URL).

Techniques have been devised for visually correlating related displays of information. One such technique, known as "hypertext link", consists of providing in a present display an icon or legend connoting a display that is related to the present display and which thus may be of interest to a user viewing the present display; if the user selects that icon or legend (as by "clicking" on it with a pointing device, such as a "mouse") the related display is automatically fetched for the user, and replaces the present display.

Although this provides some measure of convenience for the user, it is not seamlessly integrated inasmuch as it requires that the display he was viewing be erased and replaced with the new display; should he wish to make further use of the previous display he must find his way back to it; and, simultaneous viewing of the old and new displays is not possible.

These drawbacks can be more far-reaching if the information being disseminated involves product sales information. For example, if the user was viewing a display provided by a retailer, and if the icon he selected pertained to information provided by a supplier (wholesaler or manufacturer) about a product stocked by the retailer, it is to the retailer's detriment for the user to leave the retailer's display (web site) to go to the supplier's web site. The user may not find his way back, and the retailer may thus lose an opportunity for a sale.

Also under the hypertext link scheme, the display pertaining to product information (which display might typically be a supplier's web site) can have no provision for indicating unique aspects of a particular retailer's handling of those products, such as retail price, retailer's stock number, availability, 64 package deals", and so forth.

To assist with this problem, a class of "web storefront software" has been developed (for example, "Store" from Viaweb, "Electronic Commerce Suite" from iCat) and is commercially available (see also U.S. Patent 5,715,734); this software aids the retailer in creating "electronic storefront" websites which include product information provided by suppliers, thus reducing the need for a purchaser to switch from the retailer's web page to the supplier's. These programs facilitate the creation by a retailer of a database of information about the products available from suppliers. The more sophisticated of these packages permit "importing" product information from a database or spreadsheet provided by a supplier into the retailer's database, while the less sophisticated ones require product information to be manually transcribed into the user's

database. Once the product information has thus been imported or transcribed into the retailer's web page, it can be customized to a particular retailer's situation.

This is not a "dynamic" or "real-time" data distribution scheme, but a "batch" scheme; changes to product data do not automatically propagate to retailers, but reach a retailer only when the retailer next imports or transcribes the then-current information.

A drawback of this method is that changes made by a supplier to his product catalog will not be reflected in a retailer's web pages until the next-time that retailer carries out the import or transcription procedure, which the supplier is powerless to hasten. And, once a supplier releases product information he may have difficulty controlling which retailers carry it, the extent to which they modify it, and so forth.

SUMMARY OF THE INVENTION

It is thus a general object of the present invention to provide improved dissemination of information.

It is a particular object of the present invention to provide improved dissemination over a communication network of information embodied in displays.

It is a more particular object of the present invention to facilitate the integration of information originating from multiple providers and transmitted over a communication network.

It is further particular object of the present invention to enable a first class of providers to provide display objects for incorporation into displays provided by a second class of providers.

It is a further particular object of the present invention to immediately disseminate new information to users of the second providers' displays as soon as such new information is entered by the first providers.

It is a further particular object of the present invention to allow the first providers immediate and continuing control over which second providers may carry first providers' display objects and how they modify the display objects.

The present invention overcomes the shortcomings of the prior art and meets the stated objects by introducing a system and method for first providers (such as product manufacturers) to provide display objects describing their products, and for second providers (such as retailers) to selectively incorporate replicates of those display objects into their own displays with the capability for the second provider to insert some of his unique information into the display object replicates.

These and other objects of the invention will be clear to those skilled in the art after consulting the following description of the preferred embodiment, cast in the context of disseminating marketing information in the jewelry trade, and the appended drawings, wherein:

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 depicts the system of the present invention.

Fig. 2 shows further detail of the contents of databases depicted in Fig. 1.

Figs. 3A through 3C illustrate flow through the system of the present invention initiated by a customer requesting to see a retail jeweler's web page and requesting further information therefrom.

Figs. 4A through 4D summarize at a high level the interaction facilitated by the present invention among a jewelry manufacturer, a retail jeweler, and a potential customer of the retail jeweler, and also show typical displays seen by the customer in response to that interaction.

Figs. 5A through 5E depict a "command console" display presented to a retail jeweler to facilitate his altering the content and appearance of his web page.

Figs. 6A through 6E depict a "command console" display presented to a manufacturer to facilitate his altering content and control information pertaining to his boutiques.

DESCRIPTION OF A PREFERRED EMBODIMENT OF THE INVENTION

A preferred embodiment of the invention exists in, and will now be disclosed in, a context of disseminating via the Internet marketing information pertinent to the jewelry trade. However, those skilled in the art will contemplate the use of the invention to disseminate any type of information via any digital communication network.

Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21.

In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with trends prevalent and

well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The path 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines.

The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively.

A shopper who, through communication software 24, accesses the system of the present invention does so by directing his inquiry to a particular communication address-- in the Internet-based implementation of the present embodiment he would enter the URL (using the well known HTTP protocol) of a particular jeweler's web site, which would cause communication link 21 to connect him to server 20, associated with a host machine with which the templates 13 and the jeweler's database 11 are also associated. Database 11 comprises datasets 111, 112, and so forth, one dataset for each particular jeweler accessible on the system. Similarly, there is a database 10 associated with manufacturers, and it includes datasets 101, 102, and so forth, one dataset for each manufacturer who wishes to be represented in the system.

The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset.

Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21.

Hierarchical levels of access privilege are contemplated, and it is desirable that some of the information be provided only through a central system control so that a jeweler or manufacturer is not able to capriciously raise his access level. On the other hand, some of the information can be changed at will by the jewelers and manufacturers, thus enhancing the flexibility of the system and the currency of information that may be seen by shoppers.

To respond to a shopper's request, under control of display processor information contained in templates 13 specifies the general format of a display screen for a jeweler, and the general format is "filled in" with information unique to the particular jeweler whom the shopper has requested, according to content information found in the dataset (such as the jeweler's name and address, for example) associated with that jeweler.

The content information may also specify that "virtual boutiques" may appear in the jeweler's display. (The display objects that may be provided by manufacturers for displaying the manufacturer's wares within the jeweler's web page are analogous to the manufacturer's "boutiques" or "kiosks" often found in actual jewelry stores, and for that reason are sometimes referred to herein as "virtual boutiques" or simply as "boutiques".)

The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while

the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique.

Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines.

As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11.

Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor.

Further detail of databases 10 and 11 is shown in Fig. 2. Fig. 2 is seen to include the path 14 also shown in Fig. 1. Databases 10 and 11 are seen to be connected to path 14. As was shown in Fig. 1, system control 25 and display processors 15, 16, and 17 also have connection to path 14 although they are not shown in Fig. 2; through path 14, system control 25 and display processors 15, 16, and 17 have access to databases 10 and 11.

Database 11 has a dataset for each retail jeweler 111, 112, 113, etc. who may have a web page under the present embodiment; although that number is virtually unlimited, only one jeweler's dataset (111) is shown in detail in Fig. 2, and is seen to include content information 1111, three boutique references 1112, 1114, and 1116, and customization information 1113, 1115, and 1117 associated with the respective boutique references.

The jeweler's content 1111 includes items that may be filled on his templates 12 (not shown in Fig. 2) to appear on his web page, such as his address and phone number, and may also include items such as his markup, affiliations and memberships, etc.

Jeweler 111 may carry or offer a number of boutiques on his web page, and in the present example is carrying three, with a reference to each in his dataset (1112, 1114, and 1116). These references are to boutiques 1011 and 1014 associated with manufacturer 101, and boutique 1021 associated with manufacturer 102, now to be discussed in connection with database 10.

Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111.

The datasets for jewelers other than jeweler 111 may contain references to some or all of the same boutiques as jeweler 111, and as well to other boutiques of those manufacturers and to the boutiques of other manufacturers.

Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and

exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. That a jeweler has a reference to a boutique does not of itself ensure that he will display the boutique; the corresponding inclusion rules must permit him to carry it, and the exclusion rules must not prohibit him from carrying it. At their simplest, these lists may entail specific identifications of retail jewelers allowed to carry (in inclusion rules) or prohibited from carrying (in exclusion rules) the boutique. The specific identifications may be by name, or by some other means such as an identification number.

Inclusion or exclusion of retail jewelers may be expressed in other ways as well; for example, the jeweler's membership in certain trade associations, his geographical location, his credit rating, etc.

Since jeweler 111's dataset contains boutique reference 1112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor 17 has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. This modification will be performed according to

criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. Fields that typically are modifiable are the prices of items (to be adjusted according to the retailer's markup), SKU numbers (stock-keeping unit numbers, well known in retailing and related to UPC (universal price code) methodology), the names and descriptions associated with items, etc.

After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page.

Those skilled in the art will appreciate that under this scheme, changes made by the manufacturer to his boutique description (such as 1011) take effect immediately-- all shoppers requesting the boutique after such a change will see the new information. This is in marked contrast with the storefront software of the prior art, in which such changes are not seen on a retailer's web page until such time as that retailer next performs an import or a manual transcription of the new information. Numerous cases are known of web pages that are many weeks, and even months, out of date. Similarly, changes to inclusion rules 1012 and exclusion rules 1013 take effect immediately.

This ability to display completely current information on the web pages of a great many retail jewelers is highly beneficial to a manufacturer compared to having a single website of his own. It is also beneficial to the jeweler to be able to showcase products from various manufacturers on his own website, under his own name, and with his own particulars.

Yet, a separation of concerns is observed -- a manufacturer may choose what jewelers may carry his display objects and what contents of them a jeweler may change, and a jeweler,

may choose to carry or not to carry any of the boutiques a manufacturer makes available to him, and to enter contents of his choice into the fields the manufacturer has approved for such changes.

A flow through the system of the present invention is illustrated in Figs. 3A, 3B, and 3C. Fig. 4A shows schematically and at a high level the interaction provided by the present invention among a retail jeweler, a jewelry manufacturer, and a prospective customer of the retail jeweler; Figs. 4B) 4C, and 4D depict a series of displays that might appear on the shopper's monitor as a result of this interaction.

It is seen at a high level in Fig. 4A that a local jeweler (for ease of description named "Ima Juler") has a dataset 111 in database 11. It contains his name and address; the markup (100%) that he wishes to apply to wholesale prices; an indication that he is a member of the American Federation of Jewelers (AFofJ); references to manufacturers' boutiques he wishes to display; and a description in HTML (hypertext markup language, well known in the art) of the web page he wishes shoppers to see.

Similarly, it is seen at a high level in Fig. 4A that a ring manufacturer (for ease of description named "RingCo") has a dataset 101 in database 10. It contains RingCo's name and address, a list of retail jeweler's permitted to carry their boutique, and an HTML description of their boutique. The boutique as specified by that HTML is shown as element 26.

In Fig. 3A, a shopper who lives in the vicinity of Ima Juler's store and who is contemplating the purchase of a ring enters at his PC a request to visit Ima Juler's web page, causing his communication software 24 (Fig. 1) to issue Ima Juler's URL, typically of the form

http://www.imajuler.com

That URL is forwarded to communications link 21 (the Internet in the present embodiment, not shown in Fig. 3A) which forwards it to server 20 (also not shown in Fig. 3A) where it causes the invocation of display processor program 17.

Reference should now be had to Fig. 2 along with Fig. 3A. Display processor 17 accesses database 11 and templates 13 by means of path 14. It will be recalled that since the computer equipments supporting the present invention may be in the form of a distributed system, this usage of path 14 may be over a hard path within a single machine, or over a communication link between machines. The determination of which kind of path access to perform may be performed by instructions within the programs comprising display processor 17, or by instructions embedded within data references if display processor 17 is "object oriented".

Display processor 17 finds among templates 13 the basic template for a local jeweler's web page, and assemble's jeweler 111's basic web page by filling in the template with the local jeweler 111's content information 1111. The web page is returned over the Internet 21 to communication software 24, which causes it to display on the monitor associated with, the shopper's PC. The shopper may then view it. A typical example is seen in Fig. 4B.

It is seen in Fig. 4B that the shopper is invited to visit manufacturer's boutiques. He may now request a list of available boutiques by clicking on the appropriate legend in Fig. 4B. When he does so (referring now to Fig. 3B), his communication software 24 issues to the Internet a URL of the form

http://server_id/program_name?parameters

which in the present case might specifically be

http: //www.imajuler.com/boutiquepage?jeweler = 111

This reaches server 20 according to the server id of www.imajuler.com. Server 20 invokes display processor 17 which is instructed by the URL to run a particular one of its constituent

programs, a program named "boutiquepage", which is called with a parameter of "jeweler = 111".

Program boutiquepage locates in templates 13 the template required for the page requested by the shopper. A feature of templates is that they may contain the names of subprograms, including subprograms required for their own filling in. Display processor 17 contains the subprograms and, upon finding the subprogram names in the template, calls the specified subprograms, passing them the argument "jeweler= 111.

The subprograms called in this case query the dataset for jeweler 111, and find his boutique references (BR). For each boutique reference, it is determined whether the retail jeweler has specified whether he wishes to display the referenced boutique. If so, the corresponding boutique is located via path 14, and it is determined whether the manufacturer wishes the current particular jeweler to carry the boutique. That is, the inclusion rules are checked to verify that the retail jeweler is specified in them, and the exclusion rules are checked to ascertain that the retail jeweler is not specified in them. For example, the inclusion rules might specify that all members of a particular trade association are included, but the exclusion rules may exclude particular jewelers despite their membership in the trade association,, for such reasons as credit rating, unfavorable transaction history, and so forth. if the jeweler's boutique reference and the manufacturer's boutique both indicate that the jeweler is permitted to display the referenced boutique, the boutique name is included in the result set. After all boutique references have been thus processed by the subprograms, the result set is returned to program boutiquepage.

According to the current template and the result set, a new display page containing the list of available boutiques is made up and returned via communication link 21 to the shopper's

communication software 24. It is displayed to the shopper, who views it. A typical example is shown in Fig. 4C.

Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112.

The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object.

A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in

it are seen to be different. This is a result of the aforementioned customization. The prices specified by RingCo's HTML description in element 26 are wholesale prices; after applying Ima Juler's customization with his markup of 100%, the prices shown in element 26A are twice those shown in element 26. Similarly, where element 26 shows SKU numbers, element 26A shows different "stock numbers". This conversion could be specified by Ima Juler in order to prevent the shopper from learning the true SKU number which might facilitate the shopper's "shopping around" for the item, which might be detrimental to Ima Juler.

Thus, the shopper is able to see the manufacturer's information without leaving the retail jeweler's web page, including all updates made by the manufacturer. And, the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer,, a sale for the jeweler, and a sale for the manufacturer.

If the manufacturer or the jeweler wish to change their content information or their control information, they can do so from their PC's (not shown) through their communication software 23 and 22 respectively. Note on Fig. 1 that servers 18 and 19 (which the jeweler or manufacturer respectively would reach, typically by accessing the associated URLS) may possibly be secured servers, whereas server 20 for the use of shoppers is always an open server. The jeweler or manufacturer may thus be required to demonstrate access privilege in order to be accepted by the servers, typically by entering predetermined passwords as is well known in the art.

In the present embodiment, they are then shown "command console" displays facilitating their manipulation of their information.

Figs. 5A through 5E show the screens provided to a retail jeweler to facilitate his maintaining the boutiques in his web page.

On first accessing server 18 (of Fig. 1) and entering his password (if required), the jeweler is shown a screen like that of which Fig. 5A is representative. Boutiques offered by manufacturers are listed, categorized as being from "Branded" or "Non-Branded" manufacturers. Some may have a symbol (such as a circle with a line through it, not shown) indicating that the jeweler is not presently permitted to carry the boutique, though he may preview it and inquire about it as mentioned below. There may be more to display than can fit on his screen at once; by means well known in the art he may have to "scroll' vertically to view listings of all available boutiques.

He can click on the Inquiry column for a boutique and be shown information, for example, on the requirements for making the boutique available to him.

He can click on the Preview column for a boutique and he will then see what the boutique would look like on his web page as seen by one of his customers.

He can click the Status column and be shown a screen on which he may, among other things, select whether an available boutique will or will not be carried on his web page.

After he makes his desired inquiries and selections he may click on the Continue button, whereupon he is shown a screen like that of Fig. 5B. He is shown a list of the boutiques he has selected; if the list is not satisfactory he can click on "ADD/DELETE BOUTIQUES" and be returned to the screen of Fig. 5A; if the list is satisfactory he can click on "CONTINUE" and proceed to a screen like that of Fig. 5C.

In the screen of Fig. 5C each boutique is seen to be associated with an input box containing a number; boutiques will be displayed in the order of these numbers. He can click

these boxes and enter new numbers in them so that the order of numbers reflects his desired order of display.

If he wishes to alter the title or text associated with a boutique (and if he has permission to change them as by the manufacturer having checked the "RENAMABLE" checkbox as shown in Fig. 6C to be discussed below) he clicks on the boutique name. For example, if the clicks on the link "PhotoScribe", he is shown a screen as in Fig. 5D, which has a box containing the boutique name and another box containing the text; clicking on either of these enters a mode, as is known in the art, where these items may be edited.

Upon returning from the screens of Figs. 5C and 5D he has the option (by clicking a PREVIEW button, not shown) to see a screen like that of Fig. SE, which is a preview of what his boutique selection page, as presented to his retail customers, will look like. Fig 5E is thus analogous to Fig. 4C, which contains different exemplary matter and was previously discussed in a different connection.

Figs 6A through 6E show a series of screens that would be shown to a manufacturer to enable him to maintain and edit the boutiques that are to be carried by retail jewelers. Upon entering the server 19 (of Fig. 1) and validating with his password, he is shown a screen like that of Fig. 6A.

If he clicks on "Edit/Add a Manufacturer" he is shown a screen like that of Fig. 6B, where he may edit his company name as it will appear in his boutiques, whether his boutiques will be listed as "branded" or "non-branded" (see Fig. 5A) and various other information. The "Properties" block is provided as a catch-all programming mechanism in which various parameters may be presented for information or for the insertion of values.

If from the screen of Fig. 6A the manufacturer selects "Edit/Add a Boutique" he is shown a screen like that of Fig. 6C, where he can enter various information descriptive or controlling of a boutique.

If from the screen of Fig. 6A the manufacturer selects "Edit Boutique Inclusion Rules", he is shown a screen like that of Fig. 6D. Here he may enter such things as predetermined business types that carry the boutique, and predetermined site types that may carry it. It may be limited to sites in a particular country, and to a particular state. Additionally, certain named companies can be permitted to carry the boutique even if they do not fall within any of the named categories such as site type or business type.

If from the screen of Fig. 6A the manufacturer selects "Edit Boutique Exclusion Rules", he is shown a screen like that of Fig. 6E, which exemplarily shows much of the same contents as the screen of Fig. 6D. The inclusions of Fig. 6D and LOGICAL NOT'd with the exclusions of Fig. 6E. For an inclusion to be effected, a condition must appear in the inclusions and must not appear in the exclusions. (If Figs. 6D and 6E were used in actual practice, there would, in effect, be no inclusions -- no jeweler would be permitted to carry the ABC Company boutique.)

Since modifications and changes varied to fit particular requirements and environments will be apparent to those skilled in the art, the invention is not limited to the embodiments set forth or suggested herein. It is to be understood that the invention is not limited thereby. It is also to be understood that the specific details shown are merely illustrative, and that the invention may be carried out in other ways without departing from the broad spirit and scope of the specification.

What is claimed is:

1. In a system for providing a display of merchandise to a potential purchaser, said display associated with a retailer and containing information specified in part by a wholesaler and in part by said retailer, the system being resident on one or more host machines:

first control information and first content information stored on one of said one or more a host machines and associated with said retailer;

second control information and second content information stored on one of said one or more host machines and associated with said wholesaler;

a first server program resident on one of said one or more host machines for receiving a request from said purchaser to display information from said retailer according to data stored in the first and second content information and the first and second control information, the display including information specified by said retailer and further including a replicate of a display object specified by said wholesaler as qualified according to the first control information,

whereby the retailer and the wholesaler severally control the availability, appearance, and content of the replicates of display objects.

2. The system recited in claim 1, wherein further:

a system control machine is operatively connected to the host machines storing the first and the second content information and control information; and

any of the first and the second content information and control information can be entered and modified as specified by an operator of the system control machine.

3. The system recited in claim 1, wherein further:

a second server program is responsive to requests from retailers for accordingly modifying predetermined certain of the first content information and the first control information.

4. The system recited in claim 1, wherein further:

a third server program is responsive to requests from wholesalers for accordingly modifying predetermined certain of the second content information and the second control information.

5. The system recited in claim 4, wherein further:

a second server program is responsive to requests from retailers for accordingly modifying predetermined certain of the first content information and the first control information.

6. In a system for displaying, to a plurality of potential purchasers, displays as specified by providers, the system being resident on one or more host machines and there being a communication link for interconnecting the providers, potential purchasers, and host machines:

first control information and first content information stored on one of said one or more host machines and associated with certain providers which are retailers;

second control information and second content information stored on one of said one or more host machines and associated with certain providers which are wholesalers;

a first server program resident on one of said one or more host machines for receiving requests from potential purchasers, each request being associated with one certain of the retailers and for accordingly providing a display to a requesting potential purchaser according to data stored in the first and second content information and the first and second control information,, the display including information specified by said associated retailer and further including replicates of display objects specified by certain of the wholesalers as qualified according to the first control information,

whereby the retailers and the wholesalers severally control the availability, appearance, and content of the replicated display objects.

7. The system recited in claim 6, wherein further:

the first control information further includes first templates for specifying the form of displays associated with the retailers; and

the second control information further includes second templates for specifying the form of display objects associated with the wholesalers.

8. The system recited in claim 7, wherein further:

the first templates include names of subprograms to be executed under control of the first server program for generating the displays associated with the retailers and the display objects associated with the wholesalers; and

the first server program is responsive to said names of subprograms to execute said subprograms.

9. The system recited in claim 6, wherein further:

a system control machine is operatively connected to the host machines storing the first and the second content information and control information; and

any of the first and the second content information and control information can be entered and modified as specified by an operator of the system control machine.

10. The system recited in claim 6, wherein further:

a second server program is responsive to requests from retailers for accordingly modifying predetermined certain of the first content information and the first control information.

11. The system recited in claim 6, wherein further:

a third server program is responsive to requests from wholesalers for accordingly modifying predetermined certain of the second content information and the second control information.

12. The system recited in claim 11, wherein further:

a second server program is responsive to requests from retailers for accordingly modifying predetermined certain of the first content information and the first control information.

13. In a system for displaying, to a plurality of potential purchasers, displays as specified by retailers, the system being resident on one or more host machines and there being a communication link for interconnecting the retailers, potential purchasers, and host machines:

first control information and first content information stored on one of said one or more host machines and associated with the retailers;

second control information and second content information stored on one of said one or more host machines and associated with wholesalers;

a first server program resident on one of said one or more host machines for receiving requests from potential purchasers, each request being associated with one certain of the retailers and for accordingly providing a display to a requesting potential purchaser according to data stored in the first content information and the first control information, the display comprising information specified by said associated retailer and further including a list of available replicates of display objects specified by certain of the wholesalers.

14. The system recited in claim 13, wherein further:

the first server program is responsive to requests from potential purchasers to include in a display provided to a potential purchaser a replicate of a display object selected by the potential purchaser from said list of available replicates; and

the first server program includes in the display a replicate of the selected display object constructed according to the second content information and the second control information and qualified according to the first control information,

whereby the retailers and the wholesalers severally control the availability, appearance, and content of the replicates of the display objects.

15. The system recited in claim 14, wherein further:

the first control information further includes first templates for specifying the form of displays associated with the retailers; and

the second control information further includes second templates for specifying the form of display objects associated with the wholesalers.

16. The system recited in claim 15, wherein further:

the first templates include names of subprograms to be executed under control of the first server program for generating the displays associated with the retailers and the display objects associated with the wholesalers; and

the first server program is responsive to said names of subprograms to execute said subprograms.

17. The system recited in claim 14, wherein further:

a system control machine is operatively connected to the host machines storing the first and the second content information and control information; and

any of the first and the second content information and control information can be entered and modified as specified by an operator of the system control machine.

18. The system recited in claim 14, wherein further:

a second server program is responsive to requests from retailers for accordingly modifying predetermined certain of the first content information and the first control information.

19. The system recited in claim 14, wherein further:

a third server program is responsive to requests from wholesalers for accordingly modifying predetermined certain of the second content information and the second control information.

20. The system recited in claim 19, wherein further:

a second server program is responsive to requests from retailers for accordingly modifying predetermined certain of the first content information and the first control information.

21. In a system for providing an information display to a requester, said display associated with a first provider and containing information specified in part by a second provider and in part by said first provider, the system being resident on one or more host machines:

first control information and first content information stored on one of said one or more a host machines and associated with said first provider;

second control information and second content information stored on one of said one or more host machines and associated with said second provider;

a first server program resident on one of said one or more host machines for receiving a request from said requester to display information from said first provider according

to data stored in the first and second content information and the first and second control information, the display including information specified by said first provider and further including a replicate of a display object specified by said second provider as qualified according to the first control information,

whereby the first provider and the second provider severally control the availability, appearance, and content of the replicates of display objects.

22. The system recited in claim 21, wherein further:

a system control machine is operatively connected to the host machines storing the first and the second content information and control information; and

any of the first and the second content information and control information can be entered and modified as specified by an operator of the system control machine.

23. The system recited in claim 21, wherein further:

a second server program is responsive to requests from first providers for accordingly modifying predetermined certain of the first content information and the first control information.

24. The system recited in claim 21, wherein further:

a third server program is responsive to requests from second providers for accordingly modifying predetermined certain of the second content information and the second control information.

25. The system recited in claim 24, wherein further:

a second server program is responsive to requests from first providers for accordingly modifying predetermined certain of the first content information and the first control information.

26. In a system for displaying, to a plurality of requesters, displays as specified by providers, the system being resident on one or more host machines and there being a communication link for interconnecting the providers, requesters, and host machines:

first control information and first content information stored on one of said one or more host machines and associated with first providers;

second control information and second content information stored on one of said one or more host machines and associated with second providers;

a first server program resident on one of said one or more host machines for receiving requests from requesters, each request being associated with one certain of the first providers and for accordingly providing a display to a requester according to data stored in the first and second content information and the first and second control information, the display including information specified by said associated first provider and further including replicates of display objects specified by certain of the second providers as qualified according to the first control information,

whereby the first providers and the second providers severally control the availability, appearance, and content of the replicated display objects.

27. The system recited in claim 26, wherein further:

the first control information further includes first templates for specifying the form of displays associated with the first providers; and

the second control information further includes second templates for specifying the form of display objects associated with the second providers.

28. The system recited in claim 27, wherein further:

the first templates include names of subprograms to be executed under control of the first server program for generating the displays associated with the first providers and the display objects associated with the second providers; and

the first server program is responsive to said names of subprograms to execute said subprograms.

29. The system recited in claim 26, wherein further:

a system control machine is operatively connected to the host machines storing the first and the second content information and control information; and

any of the first and the second content information and control information can be entered and modified as specified by an operator of the system control machine.

30. The system recited in claim 26, wherein further:

a second server program is responsive to requests from first providers for accordingly modifying predetermined certain of the first content information and the first control information.

31. The system recited in claim 26, wherein further:

a third server program is responsive to requests from second providers for accordingly modifying predetermined certain of the second content information and the second control information.

32. The system recited in claim 31, wherein further:

a second server program is responsive to requests from first providers for accordingly modifying predetermined certain of the first content information and the first control information.

33. In a system for displaying, to a plurality of requesters, displays as specified by first providers, the system being resident on one or more host machines and there being a communication link for interconnecting the first providers, requesters, and host machines:

first control information and first content information stored on one of said one or more host machines and associated with the first providers;

second control information and second content information stored on one of said one or more host machines and associated with second providers;

a first server program resident on one of said one or more host machines for receiving requests from requesters, each request being associated with one certain of the first providers and for accordingly providing a display to a requester according to data stored in the first content information and the first control information, the display comprising information specified by said associated first provider and further including a list of available replicates of 5 display objects specified by certain of the second providers.

34. The system recited in claim 33, wherein further:

the first server program is responsive to requests from requesters to include in a display provided to a requester a replicate of a display object selected by the requester from said list of available replicates; and

the first server program includes in the display a replicate of the selected display object constructed according to the second content information and the second control information and qualified according to the first control information, whereby the first providers and the second providers severally control the availability, appearance, and content of the replicates of the display objects.

35. The system recited in claim 34, wherein further:

the first control information further includes first templates for specifying the form of displays associated with the first providers; and

the second control information further includes second templates for specifying the form of display objects associated with the second providers.

36. The system recited in claim 35, wherein further:

the first templates include names of subprograms to be executed under control of the first server program for generating the displays associated with the first providers and the display objects associated with the second providers; and

the first server program is responsive to said names of subprograms to execute said subprograms.

37. The system recited in claim 34, wherein further:

a system control machine is operatively connected to the host machines storing the first and the second content information and control information; and

any of the first and the second content information and control information can be entered and modified as specified by an operator of the system control machine.

38. The system recited in claim 34, wherein further:

a second server program is responsive to requests from first providers for accordingly modifying predetermined certain of the first content information and the first control information.

39. The system recited in claim 34, wherein further:

a third server program is responsive to requests from second providers for accordingly modifying predetermined certain of the second content information and the second control information.

40. The system recited in claim 39, wherein further:

a second server program is responsive to requests from first providers for accordingly modifying predetermined certain of the first content information and the first control information.

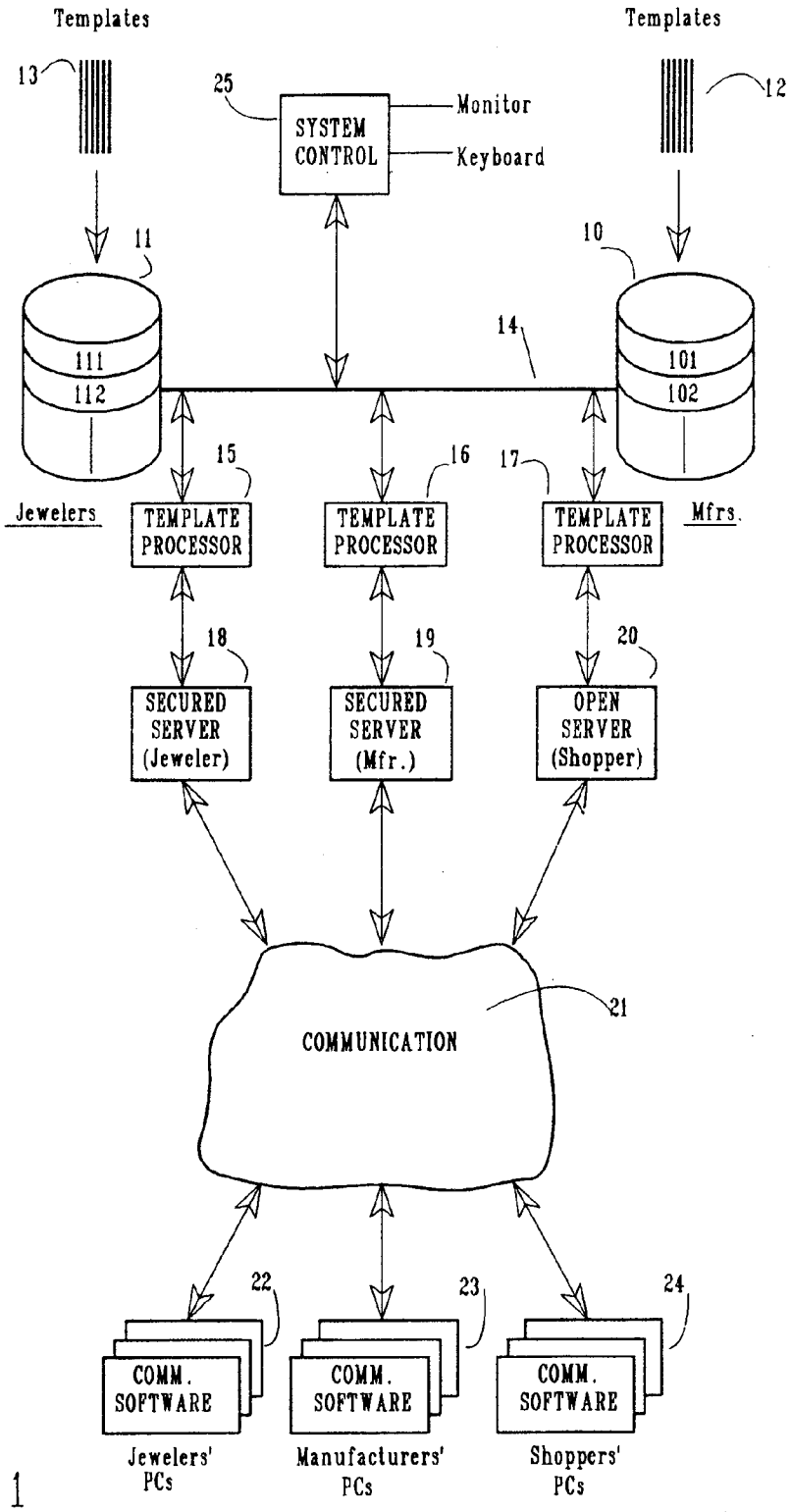
Templates
Templates
13
12
25
SYSTEM CONTROL
Monitor
Keyboard
11
10
14
111
112
101
102
15
16
17
Jewelers
TEMPLATE PROCESSOR
TEMPLATE PROCESSOR
TEMPLATE PROCESSOR
Mfrs.
18
19
20
SECURED SERVER (Jeweler)
SECURED SERVER (Mfr.)
OPEN SERVER (Shopper)
21
COMMUNICATION
22
23
24
COMM. SOFTWARE
COMM. SOFTWARE
COMM. SOFTWARE
Jewelers' PCs
Manufacturers' PCs
Shoppers' PCs

Fig. 1

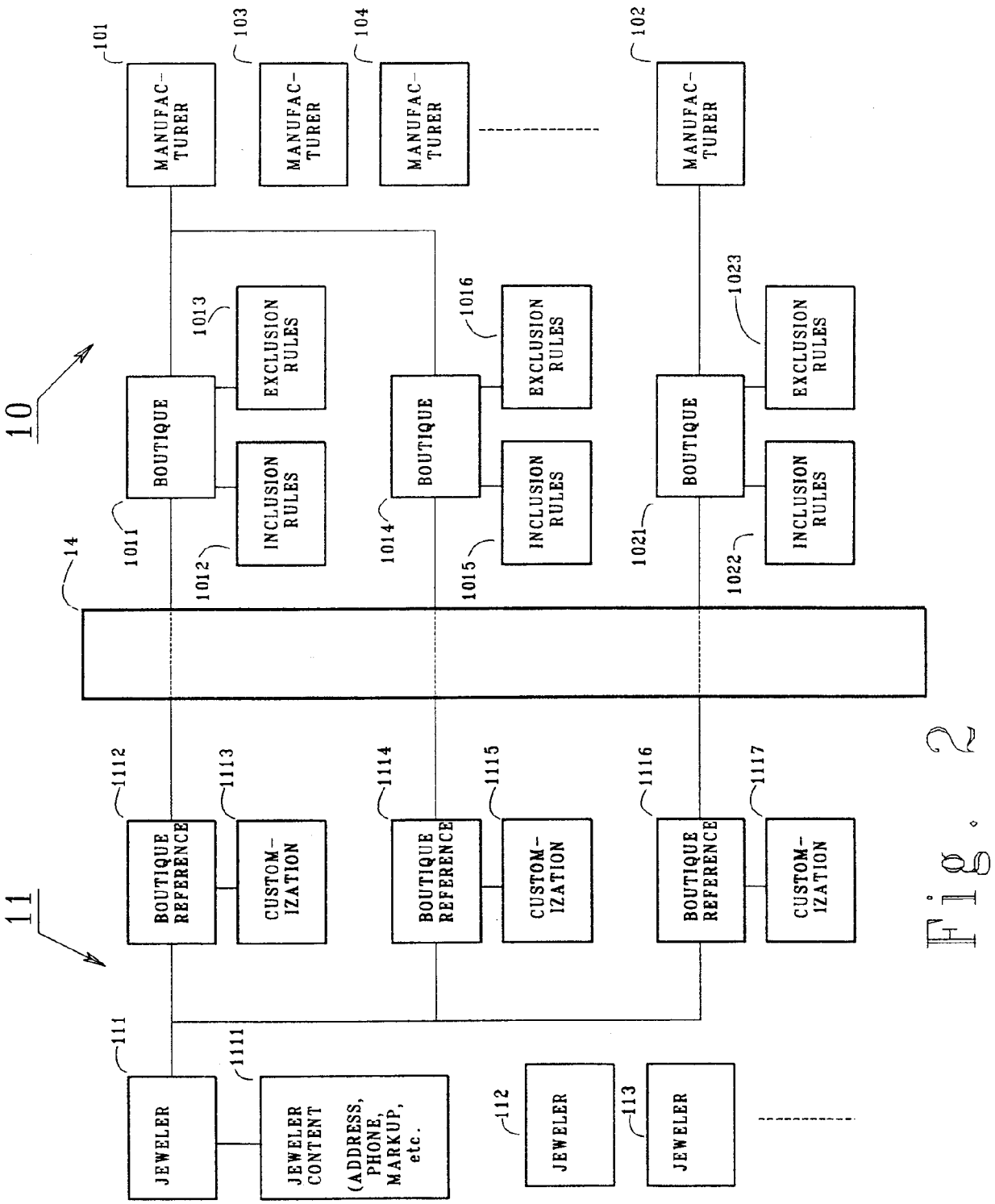
10
11
14
MANUFAC-TURER
101
103
104
102
BOUTIQUE
1011
1014
1021
EXCLUSION RULES
1013
1016
1023
INCLUSION RULES
1012
1015
1022
BOUTIQUE REFERENCE
1112
1114
1116
CUSTOM-IZATION
1113
1115
1117
JEWELER
111
112
113
JEWELER CONTENT (ADDRESS, PHONE, MARKUP, etc.
1111

Fig. 2

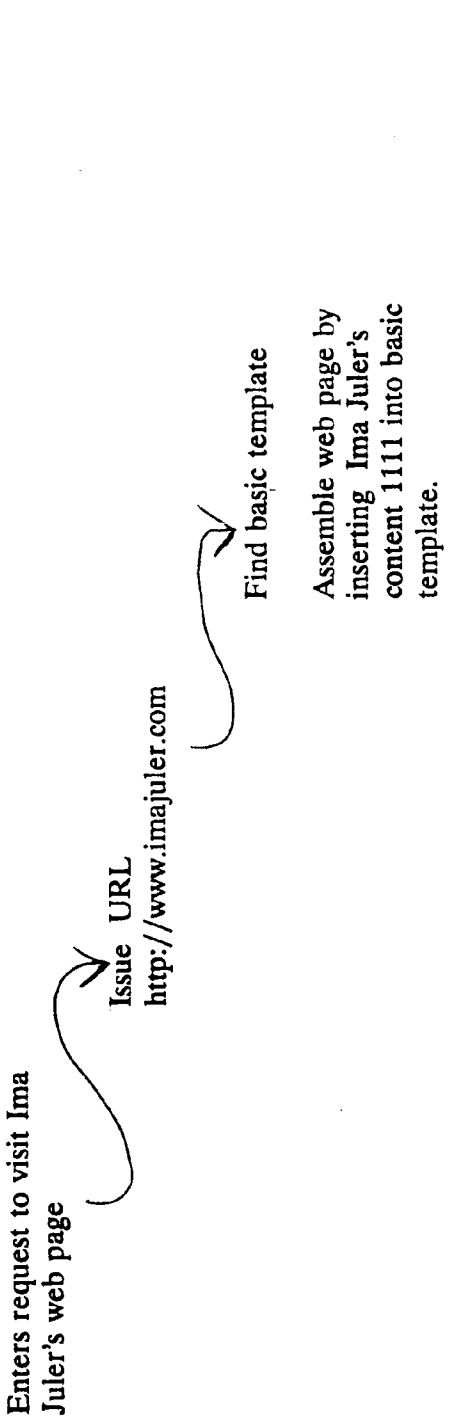
SHOPPER
COMM SOFTWARE 24
DISPLAY PROC 17
SubPrograms
Enters request to visit Ima Juler's web page
Issue URL http://www.imajuler.com
Find basic template
Assemble web page by inserting Ima Juler's content 1111 into basic template.
Return web page
Displays web page
Views web page (See Fig. 4B)

Fig. 3A

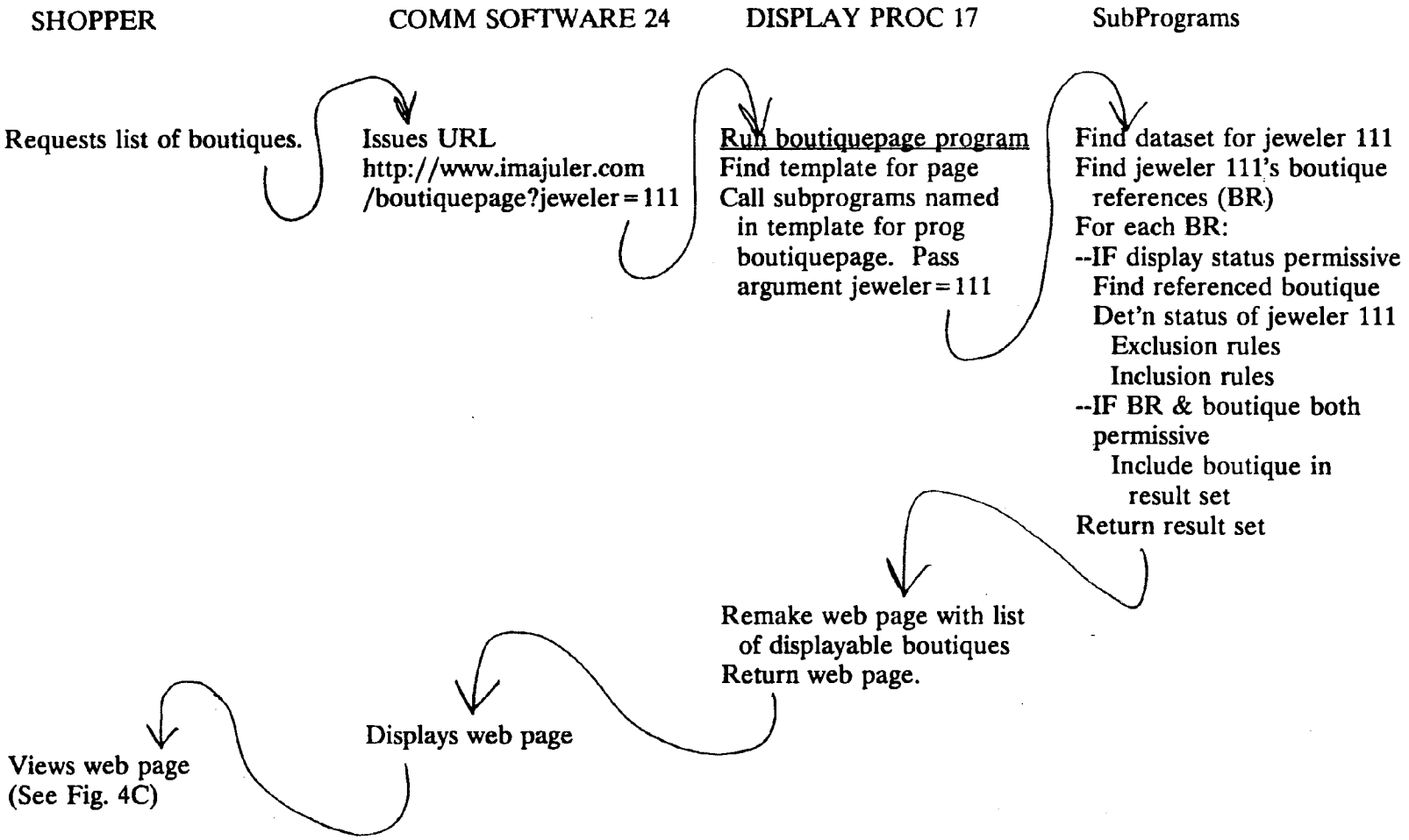
SHOPPER
COMM SOFTWARE 24
DISPLAY PROC 17
SubPrograms
Requests list of boutiques.
Issues URL
http://www.imajuler.com
/boutiquepage?jeweler=111
Run boutiquepage program
Find template for page
Call subprograms named
in template for prog
boutiquepage. Pass
argument jeweler=111
Find dataset for jeweler 111
Find jeweler 111's boutique
references (BR)
For each BR:
--IF display status permissive
Find referenced boutique
Det'n status of jeweler 111
Exclusion rules
Inclusion rules
--IF BR & boutique both
permissive
Include boutique in
result set
Return result set
Remake web page with list
of displayable boutiques
Return web page.
Displays web page
Views web page
(See Fig. 4C)

Fig. 3B

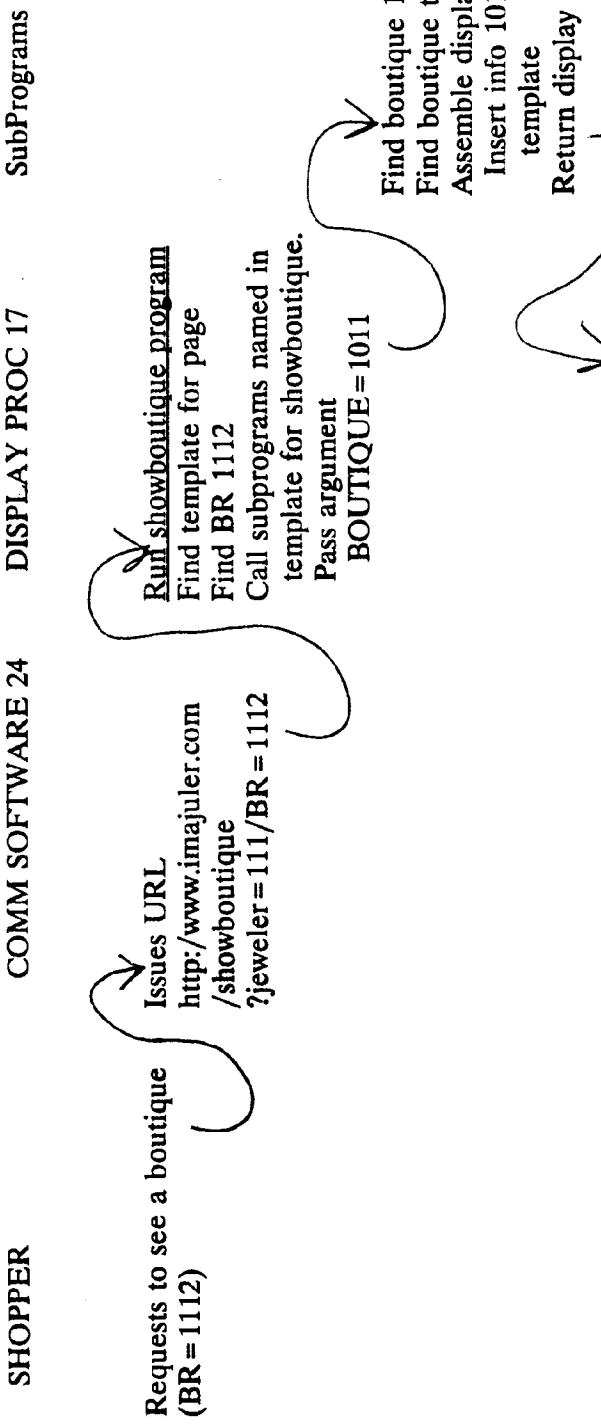
SHOPPER
COMM SOFTWARE 24
DISPLAY PROC 17
SubPrograms
Requests to see a boutique (BR=1112)
Issues URL http:/www.imajuler.com /showboutique ?jeweler=111/BR=1112
Runl showboutique program
Find template for page
Find BR 1112
Call subprograms named in template for showboutique.
Pass argument BOUTIQUE=1011
Find boutique 1011
Find boutique template
Assemble display object
Insert info 1011 into template
Return display object
Find customization 1113
Insert cust. into display object
Remake web page with display object
Return web page
Displays web page with display object
Views web page with display object for boutique with BR=1112 (See Fig. 4D)

Fig. 3C

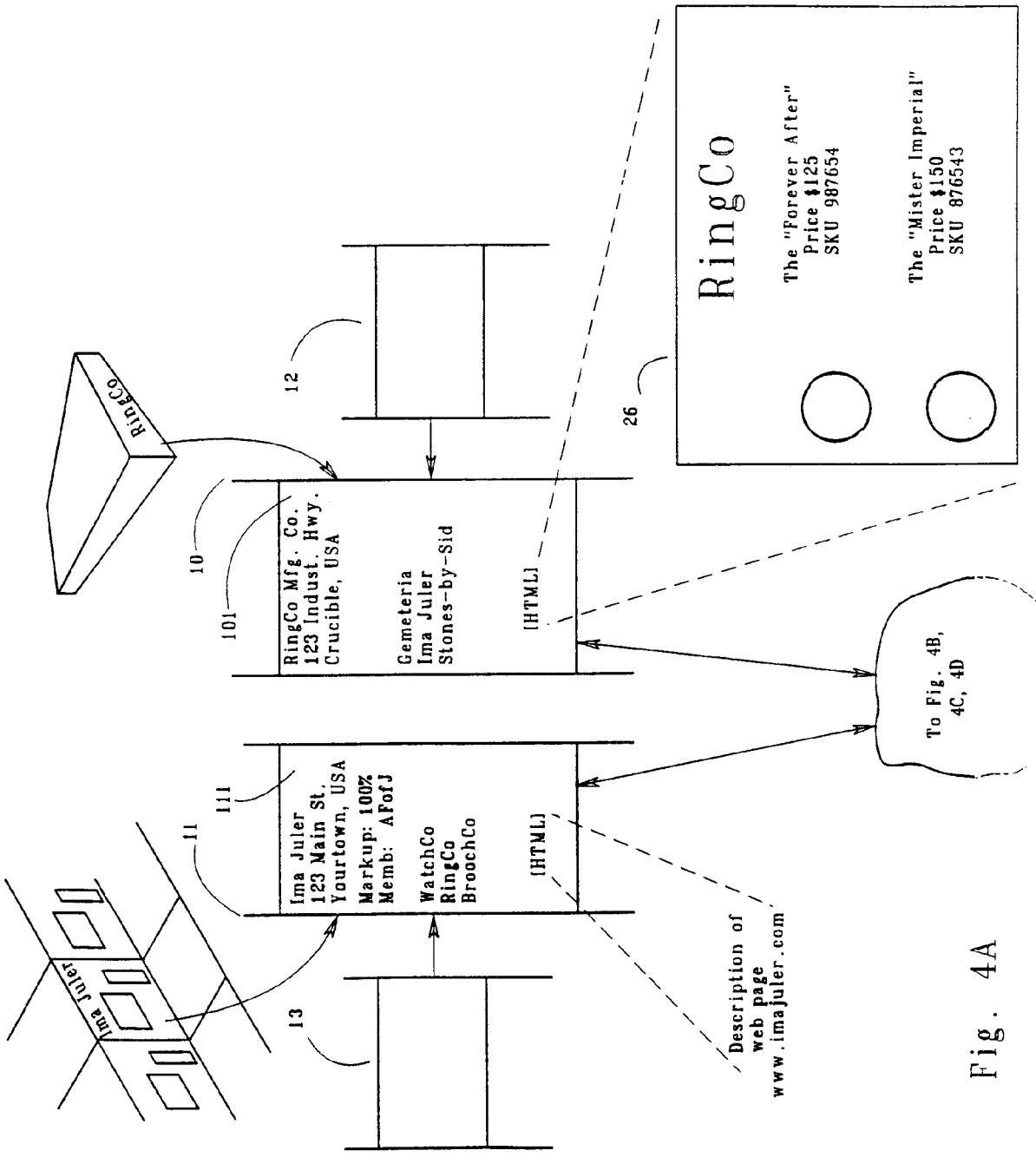
RingCo
Ima Juler
RingCo Mfg. Co.
123 Indust. Hwy.
Crucible, USA
Gemeteria
Ima Juler
Stones-by-Sid
[HTML]
Ima Juler
123 Main St.
Yourtown, USA
Markup: 100%
Memb: APofJ
WatchCo
RingCo
BroochCo
[HTML]
RingCo
The "Forever After"
Price $125
SKU 987654
The "Mister Imperial"
Price $150
SKU 876543
To Fig. 4B, 4C, 4D
Description of web page www.imajuler.com
10
101
11
111
12
13
26

Fig. 4A

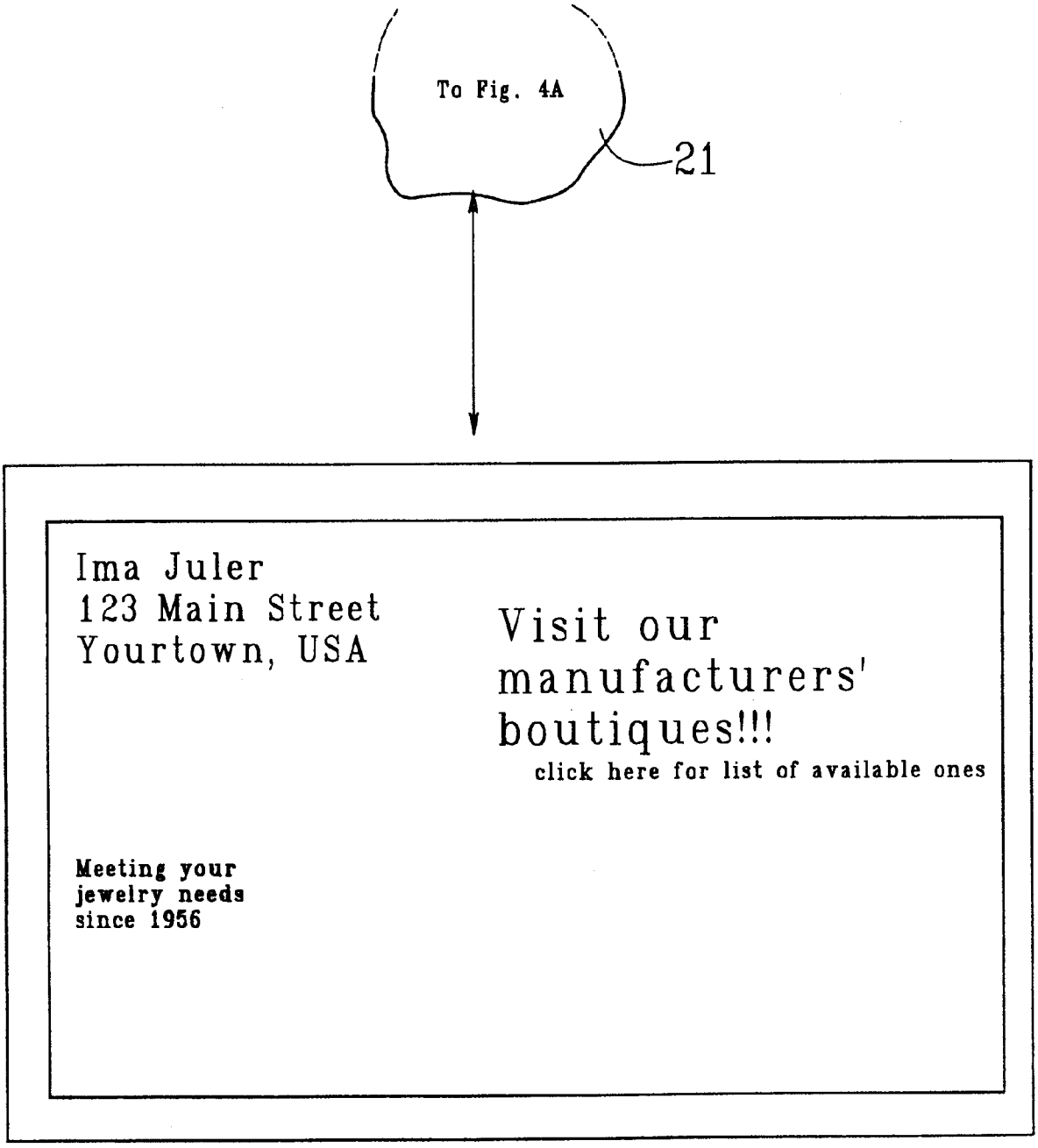
To Fig. 4A
21
Ima Juler
123 Main Street
Yourtown, USA
Visit our manufacturers' boutiques!!!
click here for list of available ones
Meeting your jewelry needs since 1956

Fig. 4B

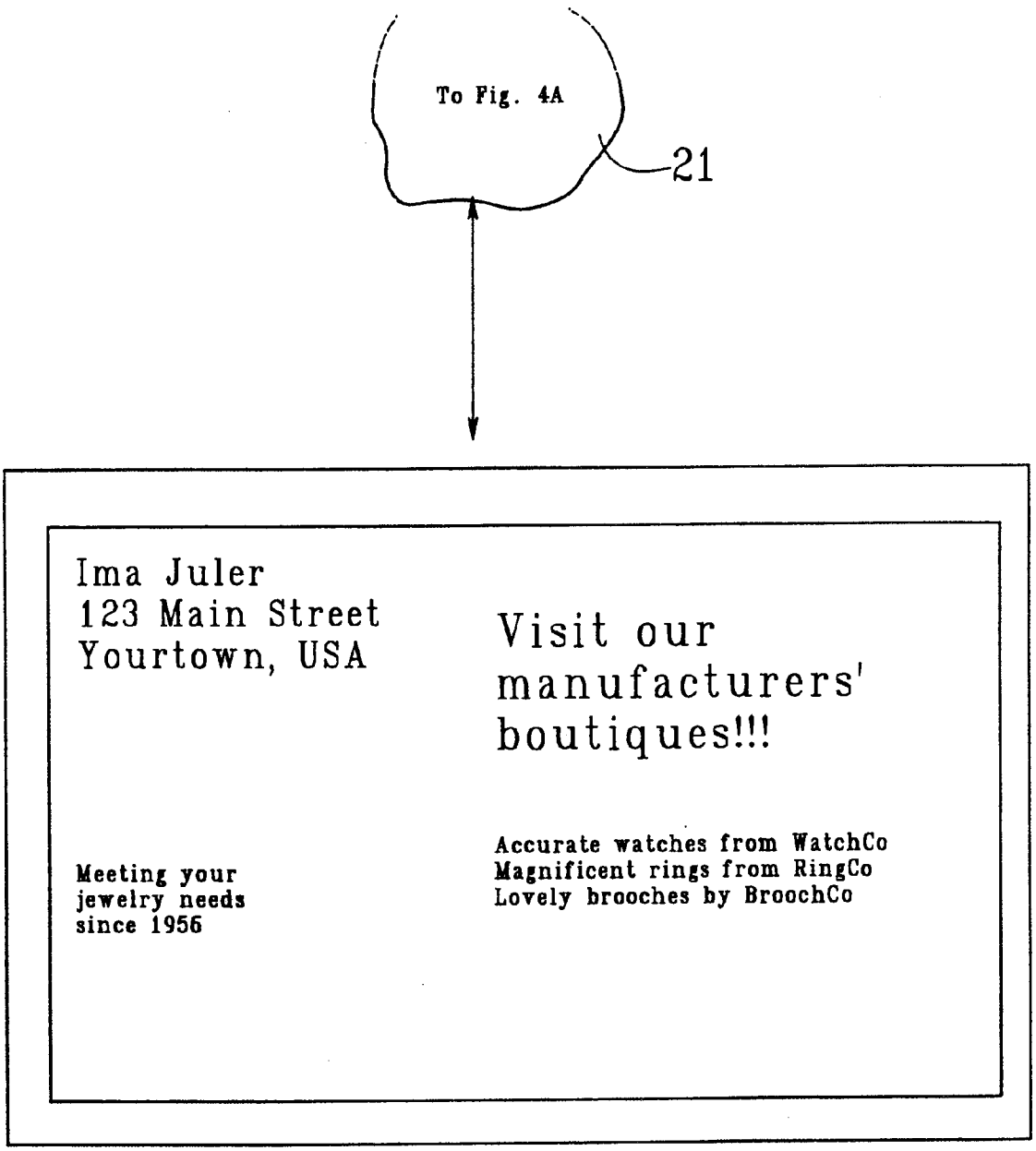
To Fig. 4A
21
Ima Juler
123 Main Street
Yourtown, USA
Visit our manufacturers' boutiques!!!
Meeting your jewelry needs since 1956
Accurate watches from WatchCo
Magnificent rings from RingCo
Lovely brooches by BroochCo

Fig. 4C

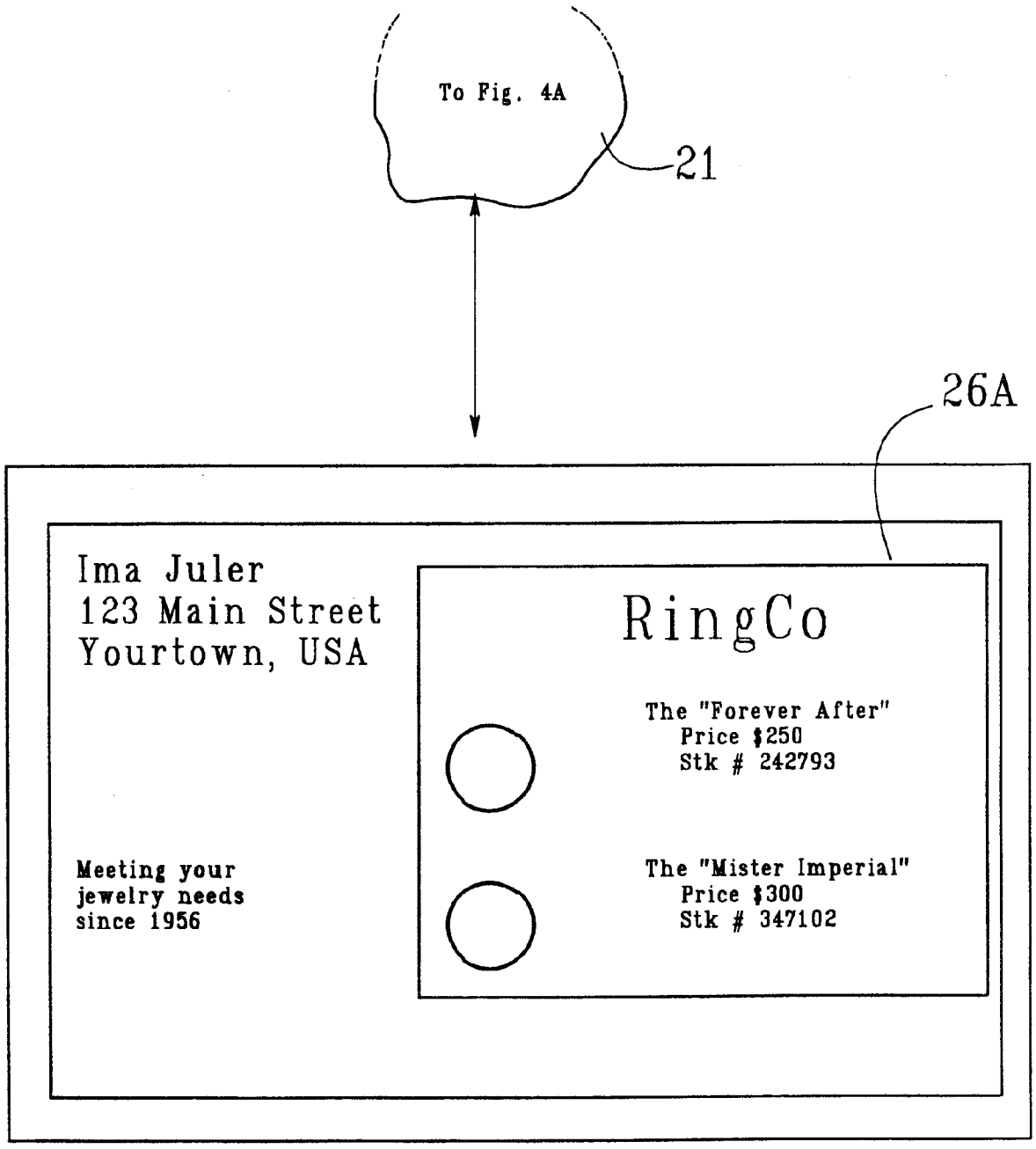
To Fig. 4A
21
26A
Ima Juler
123 Main Street
Yourtown, USA
Meeting your
jewelry needs
since 1956
RingCo
The "Forever After"
Price $250
Stk # 242793
The "Mister Imperial"
Price $300
Stk # 347102

Fig. 4D

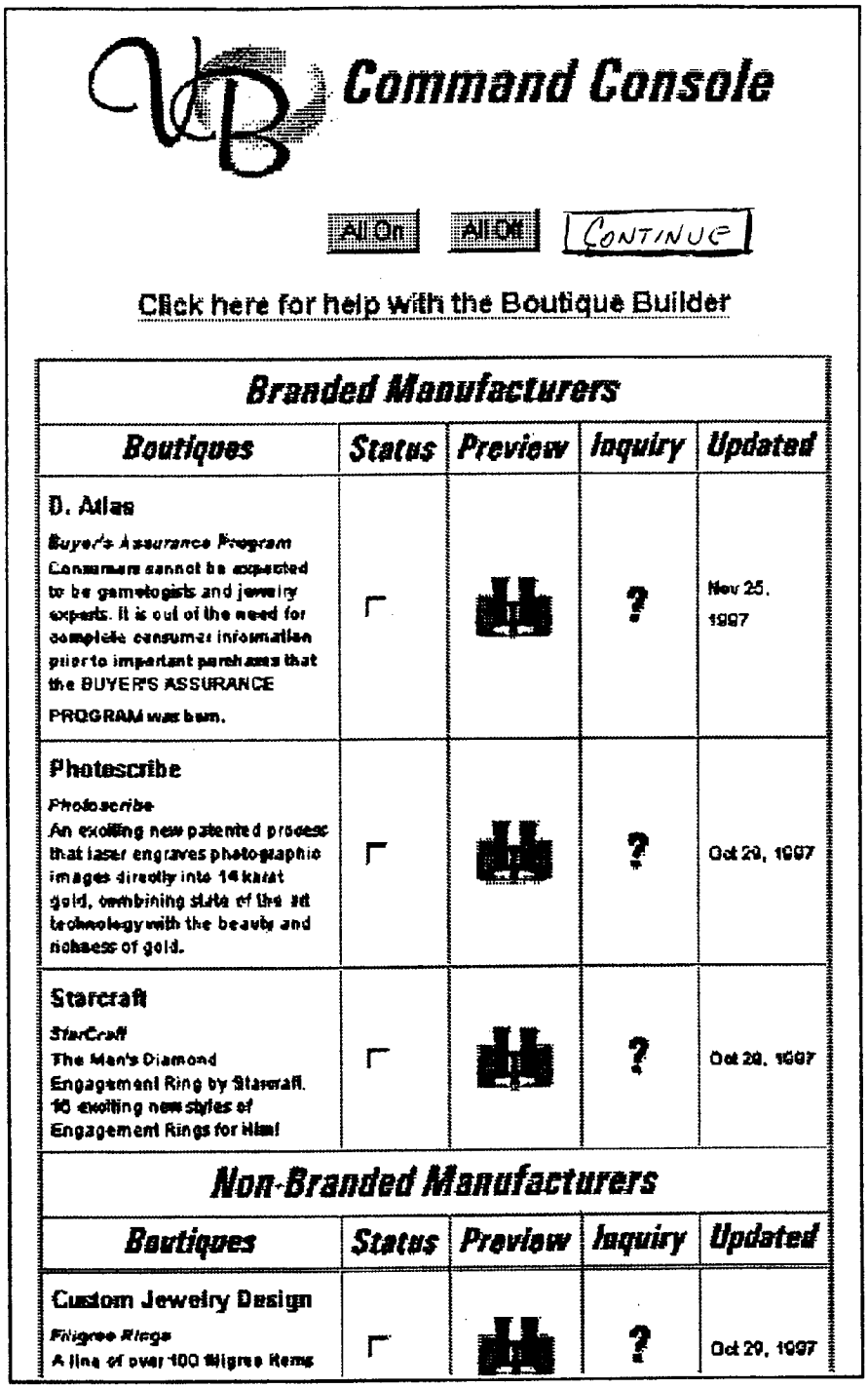
Command Console
All On
All Off
CONTINUE
Click here for help with the Boutique Builder
Branded Manufacturers
Boutiques
Status
Preview
Inquiry
Updated
D. Atlas
Buyer's Assurance Program
Consumers cannot be expected to be gemologists and jewelry experts. It is out of the need for complete consumer information prior to important purchases that the BUYER'S ASSURANCE PROGRAM was born.
?
Nov 25, 1997
Photoscribe
Photoscribe
An exciting new patented process that laser engraves photographic images directly into 14 karat gold, combining state of the art technology with the beauty and richness of gold.
?
Oct 29, 1997
Starcraft
StarCraft
The Man's Diamond Engagement Ring by Starcraft. 10 exciting new styles of Engagement Rings for Him!
?
Oct 29, 1997
Non-Branded Manufacturers
Boutiques
Status
Preview
Inquiry
Updated
Custom Jewelry Design
Filigree Rings
A line of over 100 filigree items
?
Oct 29, 1997

Fig. 5A

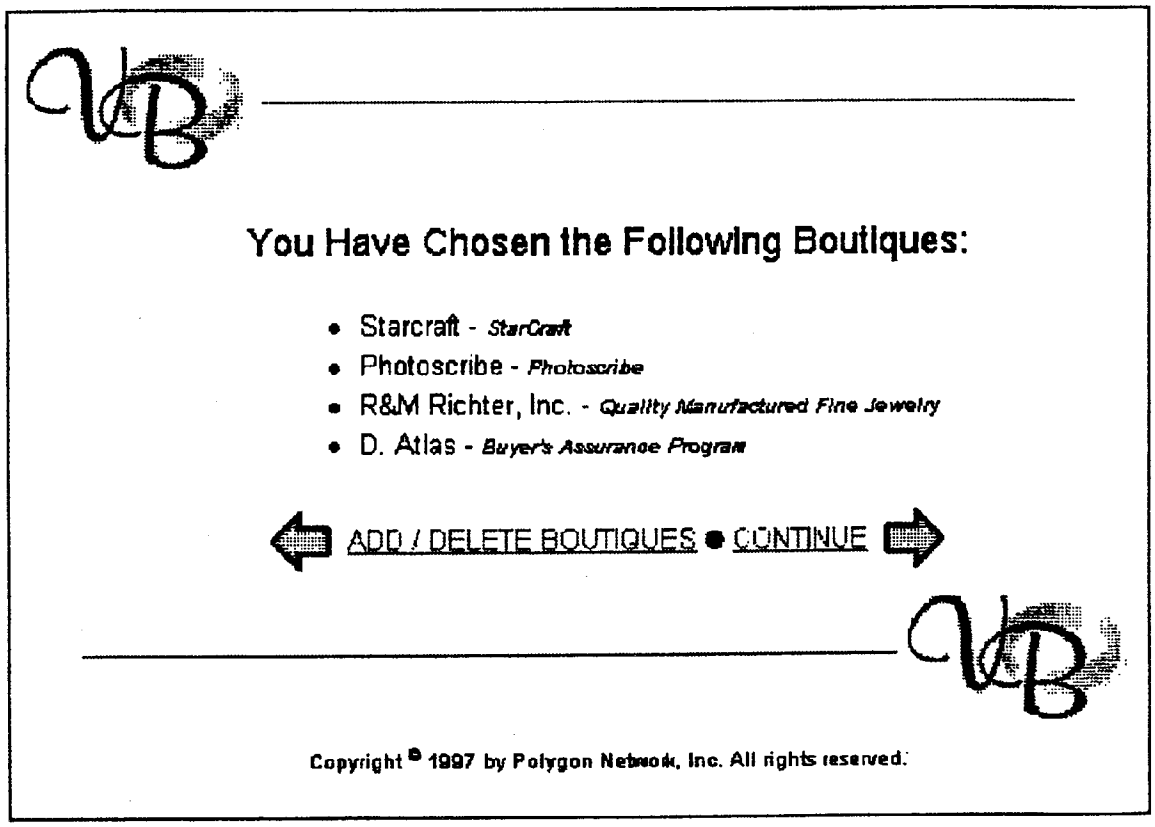
You Have Chosen the Following Boutiques:
Starcraft - StarCraft
Photoscribe - Photoscribe
R&M Richter, Inc. - Quality Manufactured Fine Jewelry
D. Atlas - Buyer's Assurance Program
ADD / DELETE BOUTIQUES
CONTINUE
Copyright © 1997 by Polygon Network, Inc. All rights reserved.

Fig. 5B

Billy Bob's Boutiques

1526 Cole Blvd., Ste 256, Golden, CO 80401 USA

10

StarCraft
The men's Diamond Engagement Ring by StarCraft 16 exciting new styles of Engagement Rings for Him!

30

PhotoScribe
An exciting new patented process that laser engraves photographic images directly into 14 karat gold, combining state-of-the-art technology with the beauty and richness of gold.

20

Quality Manufactured Fine Jewelry
A variety of finely crafted jewelry including unusual enameled pieces. Treasures for now, heirlooms for the future.

40

Buyer's Assurance Program
Consumers cannot be expected to be gemologists and jewelry experts. It is out of the need for complete consumer information prior to important purchases that the BUYER'S ASSURANCE PROGRAM was born.

Fig. 5C

Billy Bob's Boutiques

1526 Cole Blvd., Ste 256, Golden, CO 80401 USA

Edit the PhotoScribe Boutique:

PhotoScribe

An exciting new patented process that laser engraves photographic images directly into 14 karat gold, combining state-of-the-art technology with the beauty and richness of gold.

Fig. 5D

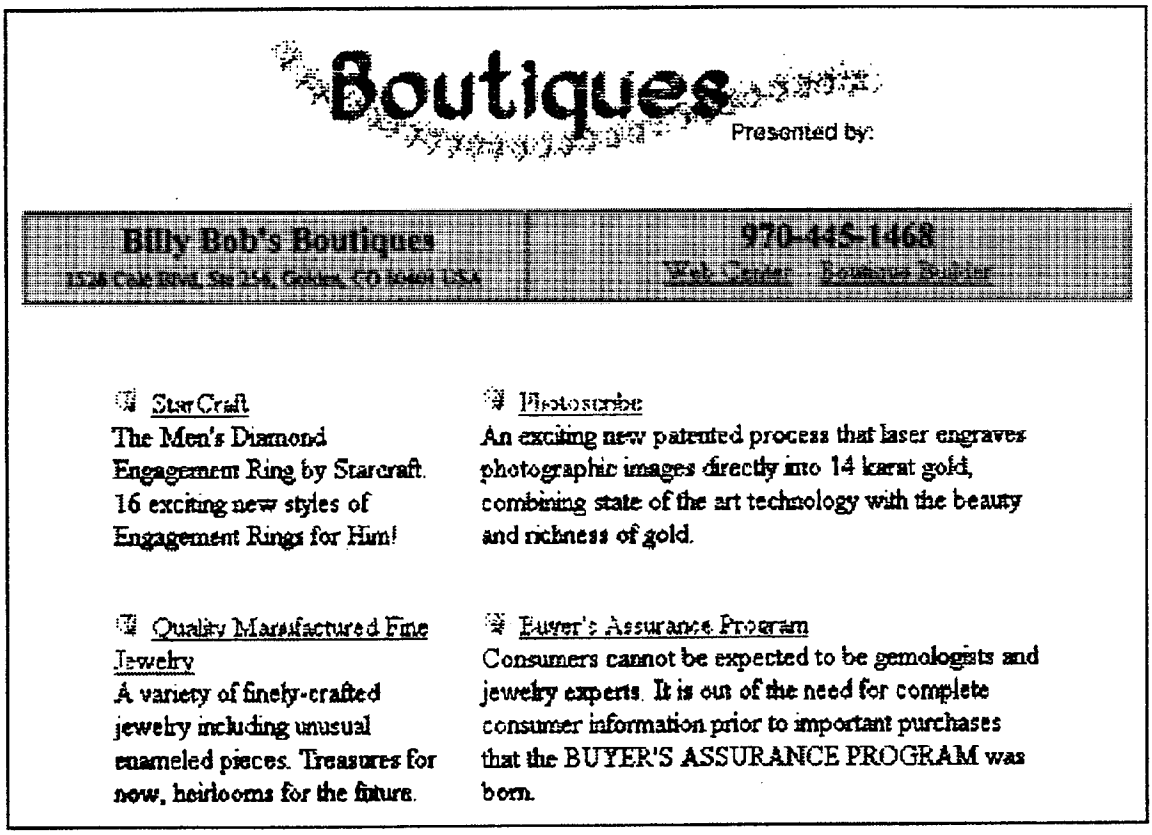
Boutiques
Presented by:
Billy Bob's Boutiques
970-445-1468
Web Center Boutique Builder
StarCraft
The Men's Diamond Engagement Ring by Starcraft. 16 exciting new styles of Engagement Rings for Him!
Photostrate
An exciting new patented process that laser engraves photographic images directly into 14 karat gold, combining state of the art technology with the beauty and richness of gold.
Quality Manufactured Fine Jewelry
A variety of finely-crafted jewelry including unusual enameled pieces. Treasures for now, heirlooms for the future.
Buyer's Assurance Program
Consumers cannot be expected to be gemologists and jewelry experts. It is out of the need for complete consumer information prior to important purchases that the BUYER'S ASSURANCE PROGRAM was born.

Fig. 5E

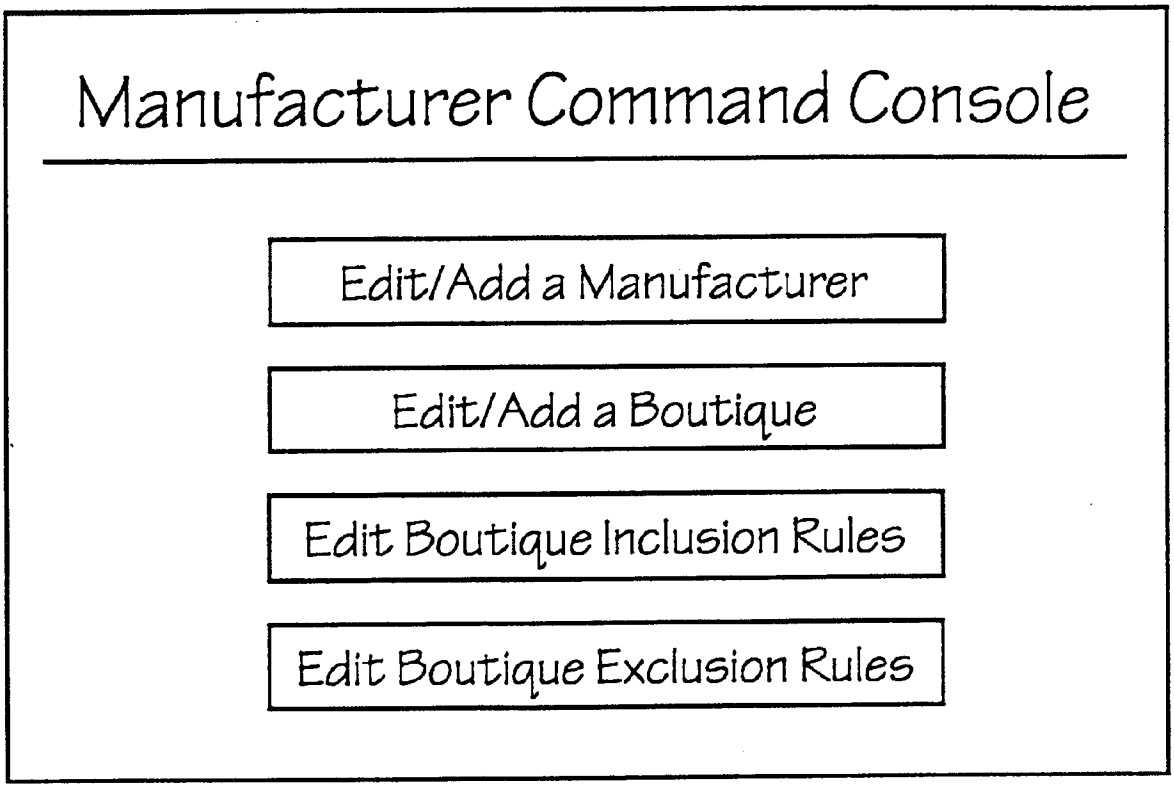
Manufacturer Command Console
Edit/Add a Manufacturer
Edit/Add a Boutique
Edit Boutique Inclusion Rules
Edit Boutique Exclusion Rules

Fig. 6A

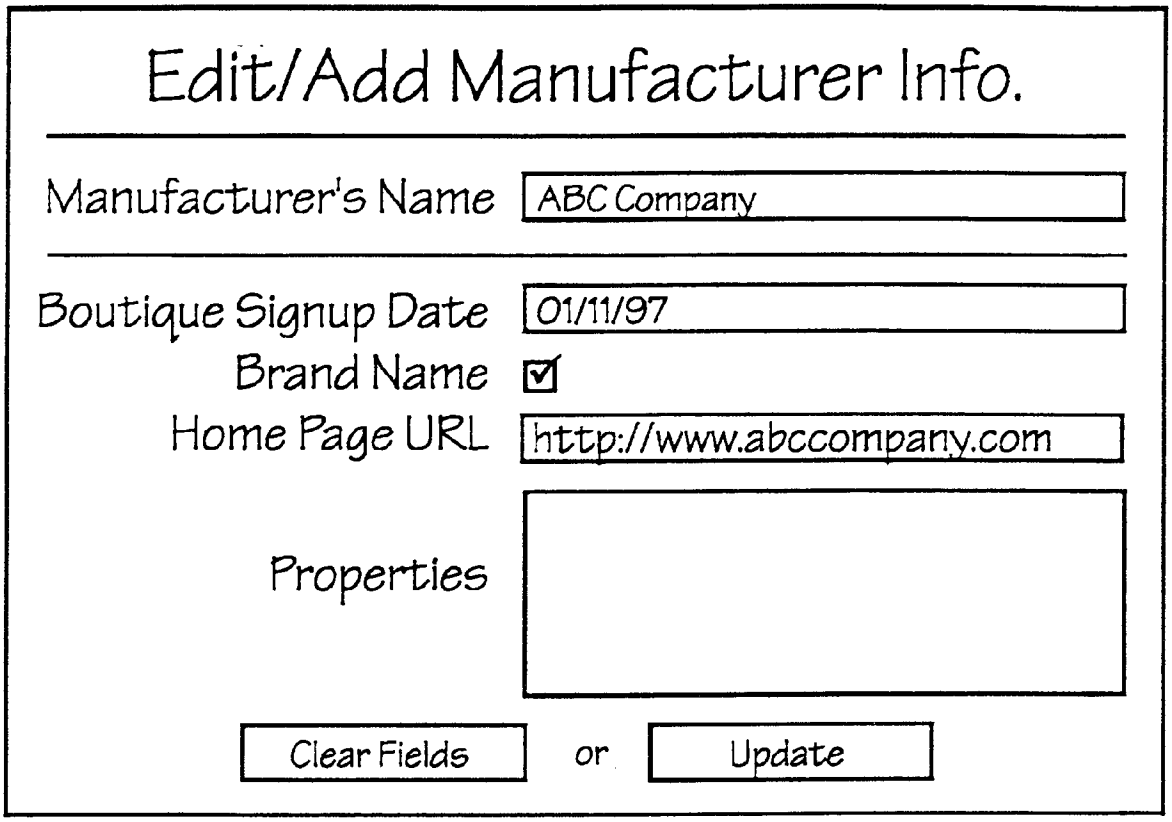
Edit/Add Manufacturer Info.
Manufacturer's Name
ABC Company
Boutique Signup Date
01/11/97
Brand Name
Home Page URL
http://www.abccompany.com
Properties
Clear Fields
or
Update

Fig. 6B

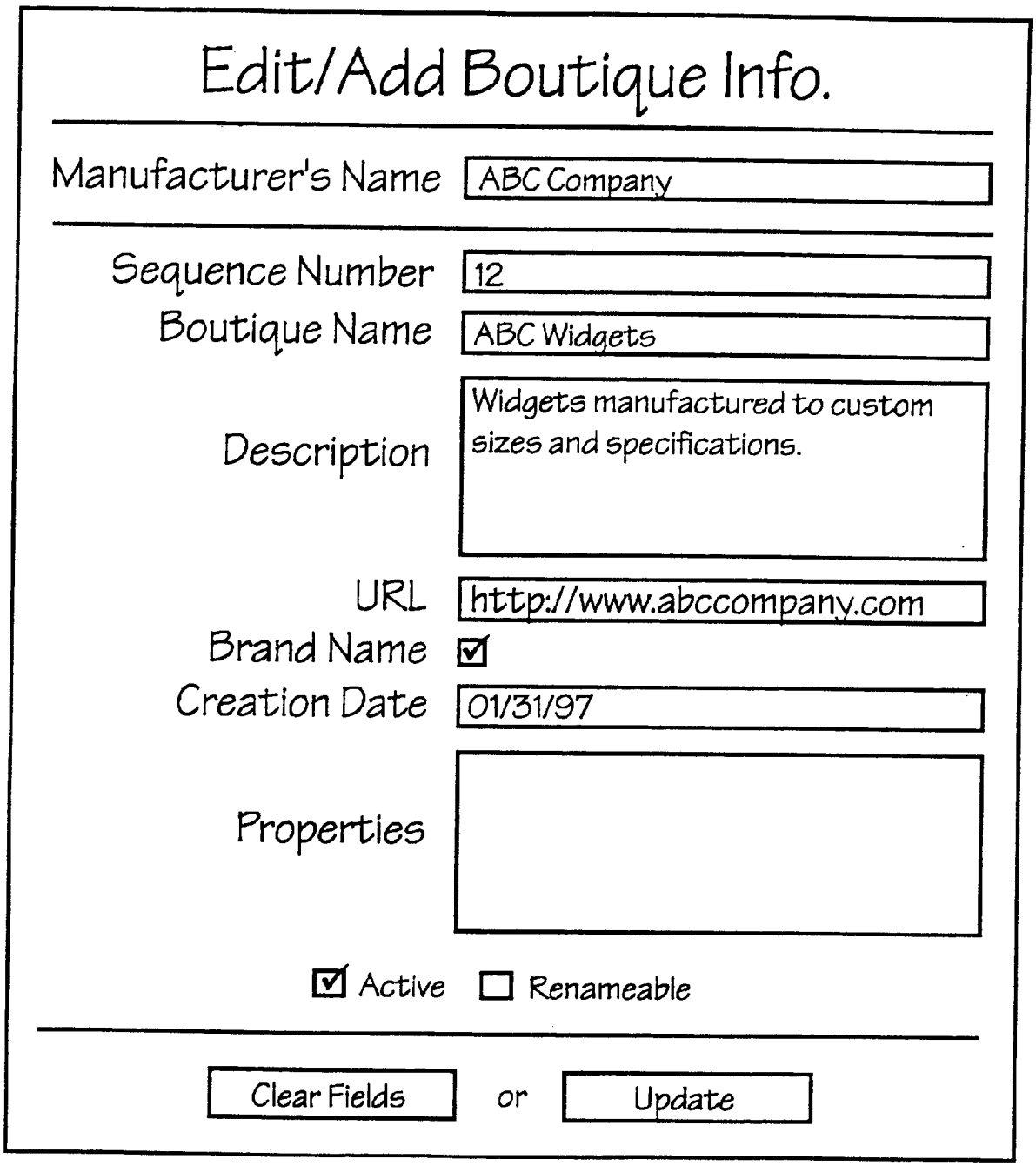
Edit/Add Boutique Info.
Manufacturer's Name
ABC Company
Sequence Number
12
Boutique Name
ABC Widgets
Description
Widgets manufactured to custom sizes and specifications.
URL
http://www.abccompany.com
Brand Name
Creation Date
01/31/97
Properties
Active
Renameable
Clear Fields
or
Update

Fig 6C

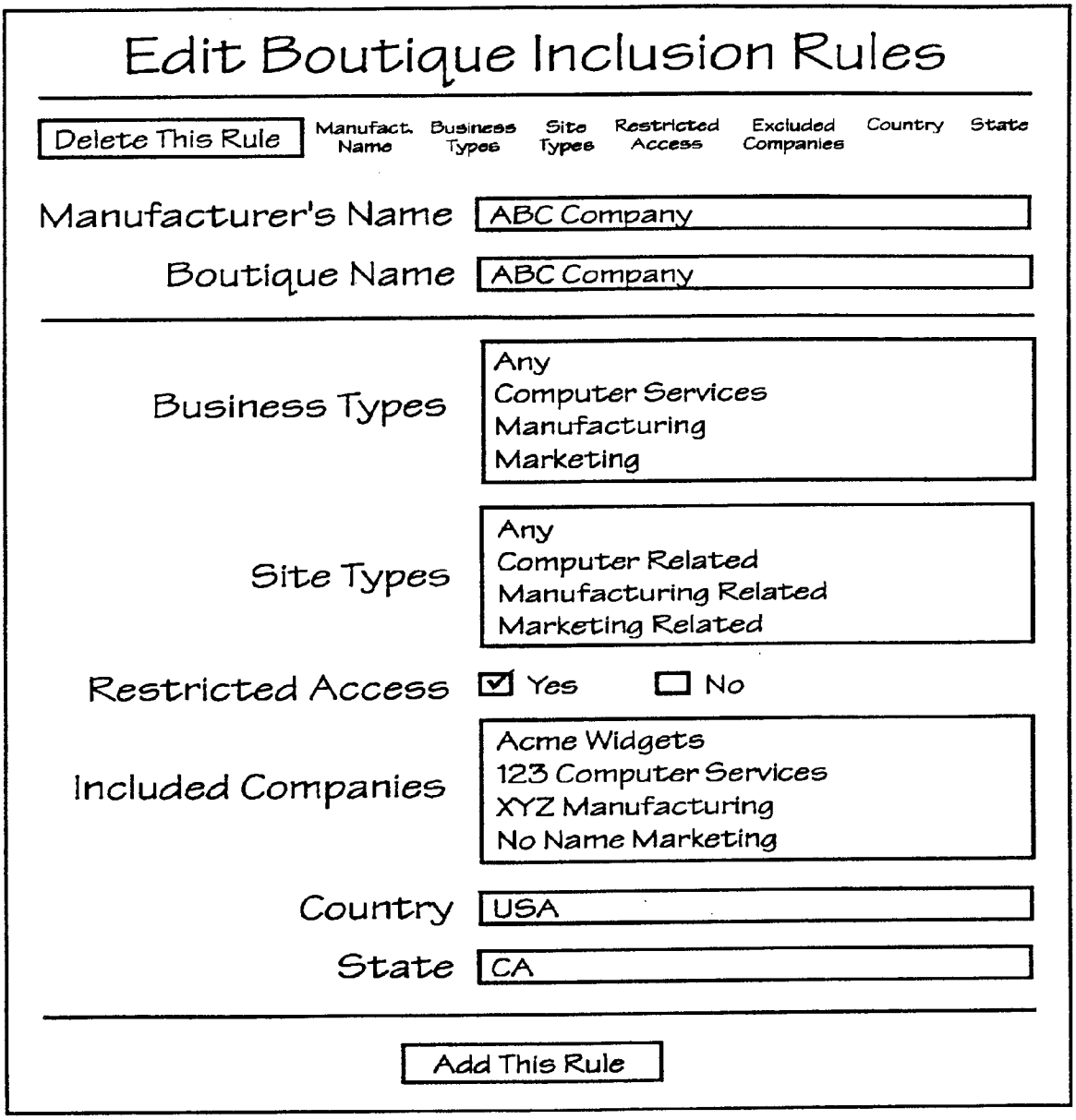
Edit Boutique Inclusion Rules
Delete This Rule
Manufact. Name
Business Types
Site Types
Restricted Access
Excluded Companies
Country
State
Manufacturer's Name
ABC Company
Boutique Name
ABC Company
Business Types
Any
Computer Services
Manufacturing
Marketing
Site Types
Any
Computer Related
Manufacturing Related
Marketing Related
Restricted Access
Yes
No
Included Companies
Acme Widgets
123 Computer Services
XYZ Manufacturing
No Name Marketing
Country
USA
State
CA
Add This Rule

Fig. 6D

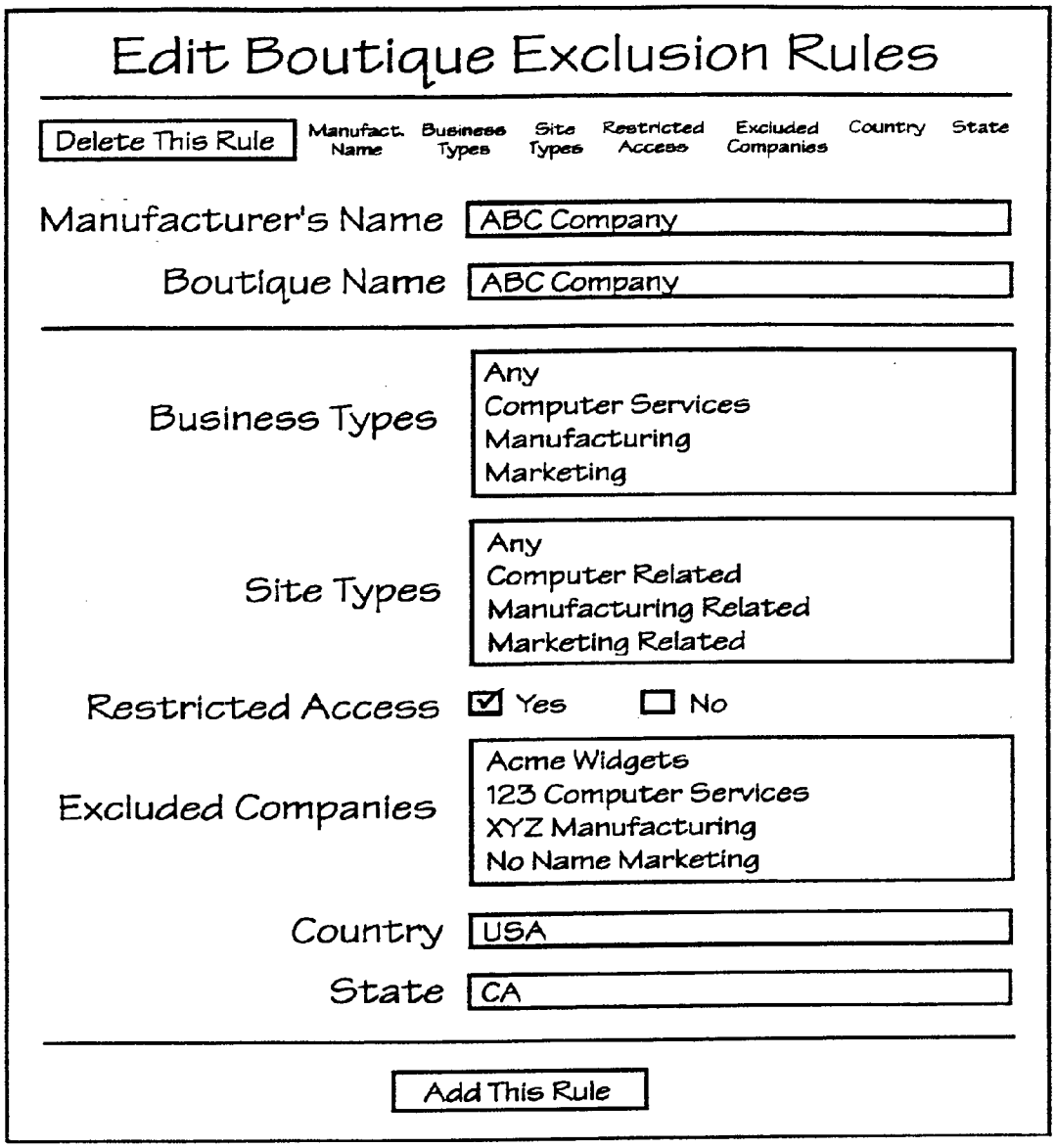
Edit Boutique Exclusion Rules
Delete This Rule
Manufact. Name
Business Types
Site Types
Restricted Access
Excluded Companies
Country
State
Manufacturer's Name
ABC Company
Boutique Name
ABC Company
Business Types
Any
Computer Services
Manufacturing
Marketing
Site Types
Any
Computer Related
Manufacturing Related
Marketing Related
Restricted Access
Yes
No
Excluded Companies
Acme Widgets
123 Computer Services
XYZ Manufacturing
No Name Marketing
Country
USA
State
CA
Add This Rule

Fig. 6E

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US99/05219

A. CLASSIFICATION OF SUBJECT MATTER
IPC(6) :G06F 17/60
US CL :705/26
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/26; 705/27; 707/2; 707/103

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

APS

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,710,887 A (CHELLIAH et al) 20 January 1998 (20.01.98), see entire document	1-40
Y,E	US 5,890,175 A (WONG et al) 30 March 1999 (30.03.99), see entire document	2, 7-9, 15-17, 22, 27-29, 35-37
Y,E	US 5,905,973 A (YONEZAWA et al) 18 May 1999 (18.05.99), see entire document	1-40
A	US 5,235,509 A (MUELLER et al) 10 August 1993 (10.08.93)	1-40
A,P	US 5,845,263 A (CAMAISA et al) 01 December 1998 (01.12.98)	1-40
A,E	US 5,897,622 A (BLINN et al) 27 April 1999 (27.04.99)	1-40

[X] Further documents are listed in the continuation of Box C. [ ] See patent family annex.

*	Special categories of cited documents:	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E"	earlier document published on or after the international filing date	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&"	document member of the same patent family
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed		

Date of the actual completion of the international search 08 JULY 1999	Date of mailing of the international search report 18 AUG 1999
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230	Authorized officer Todd Voeltz Telephone No. (703) 305-9714

Form PCT/ISA/210 (second sheet)(July 1992)*

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US99/05219

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A,E	US 5,899,980 A (WILF et al) 04 May 1999 (04.05.99)	1-40
Y,E	US 5,895,454 A (HARRINGTON) 20 April 1999 (20.04.99), see entire document	1-40

Form PCT/ISA/210 (continuation of second sheet)(July 1992)★

IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION

DDR HOLDINGS, LLC, **Plaintiff and Counterdefendant,** **v.** **HOTELS.COM, L.P.; EXPEDIA, INC.; TRAVELOCITY.COM LP; SITE59.COM, LLC; INTERNETWORK PUBLISHING CORPORATION D/B/A LODGING.COM; NEAT GROUP CORPORATION; ORBITZ WORLDWIDE, LLC; INTERNATIONAL CRUISE & EXCURSION GALLERY, INC.; OURVACATIONSTORE, INC.; NATIONAL LEISURE GROUP, INC.; DIGITAL RIVER, INC.,** **Defendants and Counterclaimants.**	**Civil Action No. 2-06CV-42 (DF)**

DEFENDANTS' INVALIDITY CONTENTIONS

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I. INTRODUCTION

Defendants Hotels.com, L.P, Expedia, Inc., Travelocity.com LP, Site59.com, LLC, Internetwork Publishing Corporation d/b/a Lodging.com, Neat Group Corporation, Orbitz Worldwide, LLC, International Cruise & Excursion Gallery, Inc., OurVacationStore, Inc., and Digital River, Inc. (collectively, "Defendants") respectfully submit these Invalidity Contentions pursuant to Patent Rule 3-3 and the Court's Docket Control Order.[1] This statement, including the accompanying claim charts, sets forth Defendants' invalidity contentions with respect to the asserted claims of 6,629,135 ("the '135 Patent"), U.S. Patent 6,993,572 ("the '572 Patent"), and U.S. Patent Nos. 7,818,399 ("the '399 Patent") (collectively "the patents in suit"). Defendants assert these contentions based on the constructions that DDR Holdings, LLC ("DDR") appears to be advancing, based on DDR's Infringement Contentions served April 15, 2011, which Defendants contend are defective under the Local Patent Rules. Specifically, DDR asserted 41 claims against the Defendants. As such, these contentions should be read in the context of DDR's over disclosure of claims, which DDR must reduce to 10 total claims by July 8, 2011 based on this Court's scheduling order. *See* D.I. 235. By including in this disclosure prior art that would anticipate or render obvious the patents in suit based on the scope or construction apparently applied by DDR to the claims, Defendants' contentions herein are not, and should in no way be seen as, adoptions or admissions as to the accuracy of that scope or construction, nor an assertion of a particular construction by Defendants.

Defendants' discovery and investigation in connection with this lawsuit are continuing, and thus, these disclosures are based on information obtained to date. Defendants expect that further discovery will reveal additional prior art, including related disclosures and corresponding

[1] Defendants incorporate their previously served invalidity contentions of August 21, 2006 as if fully set forth herein.

evidence for many of the prior art references identified below. For example, for any given company's commercial products, Defendants expect that additional documentation relating to these products will be discovered, and Defendants reserve the right to rely on such documentation to further support these invalidity contentions. In particular, for example, Defendants will serve subpoenas on, and/or take depositions of, DDR and third parties, and expect to update these contentions to reflect information and materials received pursuant to such subpoenas and/or depositions, and other information.

These disclosures are also based on the purported identification of asserted claims made by DDR in its infringement contentions. To the extent DDR seeks to modify and/or amend its infringement contentions to assert any additional claims (or for any other reason), and is permitted to do so by the Court, Defendants reserve the right to amend and/or supplement these disclosures.

This statement and the accompanying claim charts were prepared prior to the Court's claim construction ruling or claim construction positions from DDR. Defendants' position on the invalidity of particular claims will depend on how those claims are construed by the Court. In the absence of a claim construction ruling, these contentions are made in the alternative and are not necessarily intended to be consistent with each other and other invalidity contentions herein. These contentions are made out of an abundance of caution to reflect the potential scope of the claims that DDR appears to be advocating, as suggested by the infringement contentions that DDR has made. Defendants' contentions herein should not be seen as a suggestion that DDR's reading or interpretation of the patent claims is correct. Defendants reserve the right to amend these contentions upon receipt of the Court's construction.

Subject to the foregoing, references cited in Exhibits 1A-32C disclose the elements of the asserted claims either explicitly and/or inherently, and/or may be relied upon to show the state of the art in the relevant timeframes. The relevant timeframes vary because numerous limitations in the asserted claims are not supported by the disclosure of U.S. Provisional Application Serial No. 60/100,697 ("the Provisional Application"), which DDR appears to be relying upon, and therefore are not entitled to an effective filing date of that provisional application, as discussed more fully below. Defendants reserve the right to amend these contentions upon the Court's determination of the priority date of the asserted claims. In addition, the suggested obviousness combinations are in addition to Defendants' anticipation contentions and are not to be construed to suggest that any reference included in the combinations is not anticipatory on its own.

Further, Defendants have endeavored to identify exemplary portions of the references based on presently available information and DDR's current allegations. The references, however, may contain additional support for particular claim limitations. Defendants expressly reserve the right to rely on uncited portions of the prior art references, other documents, and expert testimony to provide context or to aid in understanding the cited portions of the references. Where Defendants cite to a particular figure in a reference, the citation should be understood to encompass the caption and description of the figure and any text relating to or discussing the figure. Conversely, where Defendants cite to particular text referring to a figure, the citation should be understood to include the figure as well.

The identity of each item of prior art relied upon in this submission is stated herein and in the attached claim charts, including prior art systems, publications, websites, and patents. The publications describing the prior art systems have been produced to DDR as part of the normal document production process to the extent that they have been located, and to the extent that

such systems are in Defendants' possession, they have been produced and/or will be made available for inspection.

II. U.S. PATENT 6,629,135

A. Identification of Prior Art

Pursuant to Patent Rule 3-3(a), Defendants identify the following prior art ("the '135 Patent's Invalidating Art") now known to them to anticipate claims 8, 13, and 14 of the '135 Patent, either expressly or inherently as understood by a person having ordinary skill in the art, at least under the claim constructions apparently adopted by DDR in its infringement contentions. In some instances, Defendants treated certain prior art as anticipatory where certain elements are inherently present based on DDR's apparent claim construction in its infringement contentions.

The following patents and publications are prior art under at least 35 U.S.C. §§ 102(a), (b), (e), (f), and/or (g), and the charts found in Exhibits 1A-10A, 12A-13A, 17A-28A, 30A-32A specify the invalidity basis for such patents and publications.

	PRIOR ART PATENTS	Filing Date	Issue Date	Exh.
1.	U.S. Patent 6,330,575 (Moore) [DFNDT0000180-0000206]	Mar. 31, 1998	Dec. 11, 2001	1A
2.	U.S. Patent 6,490,567 (Gregory) [DFNDT0000144-0000162]	Jan. 15, 1997	Dec. 3, 2002	2A
3.	U.S. Patent 6,7565,308 (Bollay) [DFNDT0000132-0000143]	Mar. 25, 1999	Jul. 21, 2009	3A
4.	U.S. Patent 6,209,007 (Kelley) [DFNDT0000163-0000179]	Nov. 26, 1997	Mar. 27,2001	4A
5.	WO 1999/ 046709 A1 (Voorhees) [DFNDT0000239-0000293]	Mar. 11, 1998	Sept. 16, 1999 (publication date)	5A
6.	U.S. Patent 5,870,717 (Wiecha) [DFNDT0000217-0000238]	Nov. 13, 1995	Feb. 9, 1999	6A
7.	U.S. Patent 6,141,666 (Tobin) [DFNDT0000001-0000053]	Jan 21, 1997 (claiming priority to provisional filed Jan 22, 1996)	Oct. 31, 2000	17A
8.	U.S. Patent 6,128,655 (Fields) [DFNDT0000054-0000076]	July 10, 1998	Oct. 3, 2000	18A
9.	U.S. Patent 5,991,740 (Messer) [DFNDT0000114-0000131]	June 10, 1997	Nov. 23, 1999	19A
10.	U.S. Patent 6,016,504 (Arnold) [DFNDT0000076-0000113]	Aug. 28, 1996	Jan. 18, 2000	23A
11.	U.S. Patent Application	Nov. 26, 2001	May 30, 2002	31A

	PRIOR ART PATENTS	Filing Date	Issue Date	Exh.
	US2002/0065772 (Saliba) [DFNDT0000294-0000313]	(continuation of application filed June 8, 1998)	(publication date)	

	PRIOR ART PUBLICATIONS[2,3]	Exh.
1.	"*Internet Scrapbook: Automating Web Browsing Tasks by Demonstration*" by Atsushi Sugiura, 1998 [DFNDT0000207-0000216.] (Internet Scrapbook)	7A
2.	Travelocity Previous Co-Branding including Yahoo!, Japan Airlines, Netscape, US Airways, and Online Italia [DFNDT0000314-0000431] (*Travelocity Co-Branding*)	8A
3.	Digital River Secure Sales System[4] (*Digital River SSS*)	9A
4.	TravelNow.com [DFNDT0000432-0000487, HOT000358 (CD)] (*TravelNow*)	10A
5.	ITN/Get There [DFNDT0000559-0000595] (*ITN*)	12A
6.	Preview Travel [DFNDT0000596-000855] (*Preview*)	13A
7.	Trip.com, Inc. [DFNDT0000897-0000944] (*Trip.com*)	20A
8.	Data Broadcasting Corp Brand Labeled Quote Service [DFNDT0001536-0001633, DFNDT0002074-2079] (*DBC*)	21A

[2] The parentheticals in this chart identify a shortened name for the publication. For example, "Internet Scrapbook" means that the reference may be referred to herein by the shortened name Internet Scrapbook.

[3] The parentheticals in italics identify that the reference relates to a prior art system or software product identified further below. For example, "*Travelocity Co-Branding*" means that a system or software product identified by the shortened name Travelocity Co-Branding is identified below in the Prior Art Systems list.

[4] The DR SSS can be found at the following production numbers: DR000001-115, DR001002-1003, DR001141-1143, DR001247, DR002313, DR004319-90, DR011752-11753, DR011948, DR012171, DR012399, DR012486-12487, DR012586, DR013400-13401, DR013404-13410, DR013718-13720, DR013998-14003, DR014005-14007, DR014211, DR014452-14453, DR014553-14555, DR014746-14747, DR014794, DR015415, DR015956, DR016261-16268, DR016300-16305, DR016499-16552, DR016751, DR016754-16755, DR017056, DR017278, DR018176, DR018642-43, DR018660, DR019032, DR019161, DR019348, DR019354-19357, DR020394, DR020395-20398, DR020584, DR020638, DR020696, DR020730, DR020807, DR020915-20916, DR020931-33, DR021425, DR021508, DR021688, DR021824, DR021884, DR021996, DR022112-22116, DR022212, DR022232, DR022291, DR022295-22296, DR022379, DR022396, DR022595, DR022645, DR022671-22672, DR022714, DR022732-22733, DR023055-23059, DR023093, DR023095, DR023202, DR023236, DR023264, DR023328, DR023359, DR023404, DR023442, DR023746, DR023884, DR023887-23888, DR024342, DR024360, DR024369, DR024389, DR024415, DR024512, DR024532, DR024601, DR024649, DR024675, DR024693, DR024736, DR024844, DR024880, DR025125, DR025142, DR025445-25446, DR025637, DR025786, DR025814, DR025816, DR025821-25823, DR025922, DR025990, DR026068, DR026163, DR026303, DR026323, DR026516, DR026692-26766, DR026771-DR033425, DR034606-07, DR034615-16, DR036047-104, DR036800-DR036802, DR037478-DR037479, DR059440-DR059447, DR074511-074937, DR004245-66, DR006649-86.

	PRIOR ART PUBLICATIONS[2,3]	Exh.
9.	Quote.com [DFNDT0001634-0001689] (*Quote*)	22A
10.	SexToys.com [DFNDT000945-0001081] (*SexToys*)	24A
11.	One & Only [DFNDT0001690-0001722] One & Only Network [DFNDT0001723-0001794] (*OAO*)	25A 26A
12.	IBM Prior Art [DFNDT0001795-0001927] (*IBM*)	27A
13.	Lycos.com [DFNDT0001928-0002009] (*Lycos*)	28A
14.	IBM Net.Commerce for OS390 [DFNDT0001082-0001301] (*Net.Commerce*)	30A
15.	CompuServe Information System [DFNDT0001302-0001535, DFNDT_CD_0001, DR074511-56] (*CIS*)	32A

The following systems or software products are prior art under at least 35 U.S.C. §§ 102(a), (b), (f) and/or (g).[5] Although Defendants' investigation continues, information available to date indicates that each system or software product was (1) known or used in this country before the alleged invention of the claimed subject matter of the asserted claims, (2) was in public use and/or on sale in this country and/or was the subject of a printed publication more than one year before the filing date of the patent, and/or (3) was invented by another who did not abandon, suppress, or conceal, before the alleged invention of the claimed subject matter of the asserted claims.

	PRIOR ART SYSTEMS
1.	Travelocity Co-Branding
2.	Digital River SSS
3.	TravelNow
4.	ITN
5.	Preview
6.	Trip.com
7.	DBC
8.	Quote
9.	SexToys
10.	OAO
11.	IBM
12.	Lycos

[5] Digital River asserts a defense under 35 U.S.C. § 273 in view of the Digital River Secure Sales System. *See* Exs. 9A-9C. Travelocity also asserts a defense under 35 U.S.C. § 273 in view of Travelocity's systems. *See* Exs. 8A-8C. Expedia also asserts a defense under 35 U.S.C. § 273 in view of Hotels.com's previous system. *See* Exs. 10A-10C.

	PRIOR ART SYSTEMS
13.	REI
14.	Net.Commerce
15.	CIS

B. Obviousness

Defendants further contend under P.R. 3-2(b) that claims 8, 13, and 14 of the '135 Patent, are invalid as obvious under 35 U.S.C. § 103. Defendants incorporate, as if fully set forth herein, Section V, *infra*, related to obviousness.

1. ***Claim Overview: Claims 8, and 13-14***

In addition to these overarching factors that render the alleged invention obvious in light of the prior art, the following discussion provides more particular analysis tailored to the various asserted claims.

a. **Claim 8**

As mentioned above, by the asserted priority date of the alleged invention, persons of ordinary skill in the art were already familiar with e-commerce outsourcing processes including host website communication with a visitor website and at least in the context of frames made such a system transparent. Capturing the look and feel[6] of a webpage was also well-established at the time. Host websites frequently were given specific links to include on their webpages which by the very nature of the Internet resulted in a second page being served to the user upon activation and such links often resulted in an e-commerce related webpage being returned to the user. It was also well known to return such e-commerce supported pages from a third-party but yet maintain a particular visual appearance to the user.

b. **Claims 13-14**

[6] Defendants do not admit that the term "look and feel," as used in the patents-in-suit, meets the requirements of patentability. *See*, *e.g.,* Exs. 33A-C.

As discussed above, it was often the case that a link provided on a host webpage would specifically target a particular e-commerce object or product category. For example, a specific item for purchase or a listing of items within a particular category (airplanes, adult products, stock quotes, etc.)

2. *35 U.S.C. § 103 Combinations*

In addition to the above discussion, certain particular combinations bear further explanation:

- Tobin [Ex. 34A]
- Travelocity [Ex. 35A]
- Saliba [Exs. 36A and 39A]
- Moore [Ex. 37A]
- DR SSS [Ex. 38A]
- SexToys [Ex. 40A]
- Lycos [Ex. 41A]
- IBM [Ex. 42A]

a. **U.S. Patent No. 6,141,666 ("Tobin")**

Tobin discloses "capturing a look and feel description associated with a host website," as required by claim 8. *See* Ex. 17A, at 8(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed in Tobin, it would have been obvious to one of ordinary skill in the art to combine the teachings of Tobin with the teachings of Internet Scrapbook to meet that claim limitation of the '135 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Internet Scrapbook with the teachings of Tobin. For example, Tobin teaches that capturing the look and feel description of the host website "to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29 of Tobin; *see* Ex. 17A. Similarly, Internet Scrapbook also teaches

techniques for capturing a look and feel description associated with a host website. *See* Ex. 7A, at 8(a). Accordingly, when confronted with the problem of capturing a look and feel description associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught by Internet Scrapbook, and to combine such teachings with the teachings of Tobin to arrive at the alleged invention recited in the claims of the '135 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Tobin with Internet Scrapbook because both references teach capturing the look and feel descriptions of a host website. *KSR Int'l Co. v. Teleflex, Inc.,* 550 U.S. 398, 402-403 (2007) ("When there is a design need or market pressure to solve a problem and there are a finite number of identified, predictable solutions, a person of ordinary skill in the art has good reason to pursue the known options within his or her technical grasp").

Moreover, Tobin discloses a "host website," an "e commerce supported page," and a "selected commerce object." To the extent the host website, the e commerce supported page, the selected commerce object, or any other claim element is argued or found not to be adequately disclosed in Tobin, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of Tobin to meet that claim limitation of the '135 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of Tobin. For example, Tobin teaches an Internet site, providing floral and gift products (of FTD, Nature's Bloom, Hickory Farms, etc.) through web site pages that are customized to the requirements of the hosts. *See* Ex. 17A. Similarly, Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3A. The invention of Bollay has "the advantage that it

enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3A. Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of Tobin to arrive at the alleged invention recited in the claims of the '135 Patent because it would enable a sale to be completed using an e commerce support page without the buyer knowingly leaving the affiliate's site. *In re Sernaker*, 702 F.2d 989, 994-95, 217 USPQ 1, 5-6 (Fed. Cir. 1983) (the strongest rationale for combining references in a recognition, expressly or impliedly in the prior art that some advantage or expected beneficial result would have been produced by their combination).

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Tobin with Bollay because both references teach a method and system where a host website uses an e commerce outsource provider to sell goods on the host website. *KSR at* 402-403.

Additionally, and for the reasons stated above with respect to Internet Scrapbook and Bollay, Tobin can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8A
- Digital River. *See* Ex. 9A
- TravelNow.com. *See* Ex. 10A
- ITN/Get There. *See* Ex. 12A
- Preview Travel. *See* Ex. 13A
- Trip.com. *See* Ex. 20A
- Saliba. *See* Ex. 31A

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1A
- Kelly. *See* Ex. 4A
- Internet Scrapbook. *See* Ex. 7A
- Digital River. *See* Ex. 9A
- Preview Travel. *See* Ex. 13A
- Sextoys. *See* Ex. 24A
- Arnold. *See* Ex. 23A

The combination of any of these references with Tobin renders claims 8, and 13-14 of the '135 Patent invalid.

b. **Travelocity**

Travelocity discloses "upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link." *See* Ex. 8A. To the extent the host website, the captured look and feel description, or the commerce object, or any other claim element is argued or found not to be adequately disclosed in Travelocity, it would have been obvious to one of ordinary skill in the art to combine the teachings of Wiecha with the teachings of Travelocity to meet that claim limitation of the asserted patents because a teaching, suggestion, or motivation exists to combine the teachings of Wiecha with the teachings of Travelocity. For example, Travelocity teaches that a visitor to Yahoo! Travel could select airline tickets, car rentals, and hotel reservations via the co-branded page served by SABRE Interactive. *See* Ex. 8A. Further, Travelocity teaches serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link. Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both Travelocity and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Wiecha with the teaching of Travelocity to arrive at the alleged invention recited in the claims of the asserted patents because it would enable an e-commerce provider to provide a host website with a hyperlink to a co-branded page, where the link is correlated with a selected commerce object such as air, hotel, or car reservation.

Additionally, and for the reasons stated above with respect to Travelocity, Wiecha can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- IBM. *See* Ex. 27A
- Digital River. *See* Ex. 9A
- TravelNow.com. *See* Ex. 10A
- ITN/Get There. *See* Ex. 12A
- Preview. *See* Ex. 13A
- Trip.com. *See* Ex. 20A
- Saliba. *See* Ex. 31A

The combination of any of these references with Wiecha renders claims 8, and 13-14 of the '135 Patent invalid.

c. U.S. Patent Application No. 09/995,278 ("Saliba")

Saliba discloses all limitations of the '135 Patent; and, one skilled in the art would also understand that Saliba could be combined with U.S. Patent No. 6,330,575 ("Moore"). Likewise, this combination discloses all claim limitations of the '135 Patent.

There is motivation to combine Saliba and Moore because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba discloses an electronic financial system for providing financial services over the Internet and includes multiple billers, a service center, and multiple financial institutions. *See* Saliba at Abstract. Moore discloses development applications for a merchant to

utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Both Saliba and Moore disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Moore, Saliba can be combined with any of the following references to yield predictable results:

- Kelley. *See* Ex.4A
- Wiecha. *See* Ex.6A
- Internet Scrapbooking. *See* Ex.7A
- Travelocity. *See* Ex.8A
- DR SSS Prior Art. *See* Ex.9A
- TravelNow.com. *See* Ex.10A
- ITN/Get There. *See* Ex.12A
- Preview Travel. *See* Ex. 13A
- Tobin. *See* Ex.17A
- Fields. *See* Ex.18A
- Trip.com. *See* Ex.20A
- Arnold. *See* Ex.23A
- SexToys.com. *See* Ex.24A

The combination of any of those references with Saliba renders claims 8, and 13-14 of the '135 Patent invalid.

Moreover, one skilled in the art would understand that Saliba could be combined with the Digital River Secure Sales System ("Digital River SSS"). Likewise, this combination discloses all claim limitations of the '135 Patent.

There is motivation to combine Saliba and Digital River SSS because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba discloses an electronic financial system for providing financial services over the Internet and includes multiple billers, a service center, and multiple financial institutions. *See* Saliba at Abstract. The Digital River Secure Sales System brought

together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9A. Both Saliba and Digital River SSS disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Digital River SSS, Saliba can be combined with any of the following references to yield predictable results:

- Moore. *See* Ex.1A
- Kelley. *See* Ex.4A
- Wiecha. *See* Ex.6A
- Internet Scrapbooking. *See* Ex.7A
- Travelocity. *See* Ex.8A
- TravelNow.com. *See* Ex.10A
- ITN/Get There. *See* Ex.12A
- Preview Travel. *See* Ex. 13A
- Tobin. *See* Ex.17A
- Fields. *See* Ex.18A
- Trip.com. *See* Ex.20A
- Arnold. *See* Ex.23A
- SexToys.com. *See* Ex.24A

The combination of any of those references with Saliba renders claims 8, and 13-14 of the '135 Patent invalid.

d. **U.S. Patent No. 6,330,575 ("Moore")**

The Moore Patent discloses all limitations of the '135 Patent; and, one skilled in the art would also understand that Moore could be combined with U.S. Patent No. 7,565,308 ("Bollay"). Likewise, this combination discloses all claim limitations of the '135 Patent.

There is a motivation to combine Moore with Bollay because they are related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Moore discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Similarly, Bollay discloses a network configuration of a number of affiliate web sites and a number of vendor web

sites designed to execute sales of vendor products featured on the affiliate websites. *See* Bollay at Abstract. The affiliate websites feature products from a manufacturer where a buyer can browse the various products, research information about the products, and purchase the products. Both Moore and Bollay disclose electronic commerce systems that are directed to efficiently selling commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Bollay, Moore can be combined with any of the following references to yield predictable results:

- Kelley. *See* Ex.4A
- Wiecha. *See* Ex.6A
- Internet Scrapbooking. *See* Ex.7A
- Travelocity. *See* Ex.8A
- DR SSS Prior Art. *See* Ex.9A
- TravelNow.com. *See* Ex.10A
- ITN/Get There. *See* Ex.12A
- Preview Travel. *See* Ex. 13A
- Tobin. *See* Ex.17A
- Fields. *See* Ex.18A
- Trip.com. *See* Ex.20A
- Arnold. *See* Ex.23A
- SexToys.com. *See* Ex.24A
- Saliba. *See* Ex.31A

The combination of any of those references with Moore renders claims 8, and 13-14 of the '135 Patent invalid.

e. **Digital River Secure Sales Sytem ("Digital River SSS")**

The Digital River SSS Prior Art discloses all claim limitations of the '135 Patent; and, one skilled in the art would also understand that the Digital River SSS Prior Art could be combined with U.S. Patent No. 5,870,717 ("Wiecha"). Likewise, this combination discloses all claim limitations of the '135 Patent.

According to Plaintiff's Infringement Contentions regarding the Digital River System, there is a motivation to combine the Digital River SSS Prior Art with Wiecha because both are

related to e-commerce outsourcing processes for selling commerce items over a computer network and thus are in the same field of endeavor. The Digital River SSS brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9A. Similarly, Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both the Digital River SSS and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Additionally, and for the reasons stated above with respect to Wiecha, the DR SSS Prior Art can be combined with any of the following references to yield predictable results:

- Moore. *See* Ex.1A
- Bollay. *See* Ex.3A
- Kelley. *See* Ex.4A
- Internet Scrapbooking. *See* Ex.7A
- Travelocity. *See* Ex.8A
- TravelNow.com. *See* Ex.10A
- ITN/Get There. *See* Ex.12A
- Preview Travel. *See* Ex. 13A
- Tobin. *See* Ex.17A
- Fields. *See* Ex.18A
- Trip.com. *See* Ex.20A
- Arnold. *See* Ex.23A
- SexToys.com. *See* Ex.24A
- Saliba. *See* Ex.31A

The combination of any of those references with the DR SSS Prior Art renders claims 8, and 13-14 of the '135 Patent invalid.

f. **Sextoys**

Sextoys discloses "capturing a look and feel description associated with a host website," as required by claim 8. *See* Ex. 24A, at 8(a). To the extent the capturing element or any other

claim element is argued or found not to be adequately disclosed in Sextoys, it would have been obvious to one of ordinary skill in the art to combine the teachings of Fields with the teachings of Sextoys to meet that claim limitation of the '135 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Fields with the teachings of Sextoys. For example, Sextoys teaches capturing a look and feel description associated with a host website when the host website operator emailed to dml@sextoy.com or faxed to (617) 666-3421 the promote your own sextoy site page. *See* Ex. 24A. Similarly, Fields teaches different techniques for capturing a look and feel description associated with a host website. *See* Ex. 18A, at 8(a). When confronted with the problem of capturing a look and feel description associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught by Fields, and to combine such teachings with the teachings of Sextoys to arrive at the alleged invention recited in the claims of the '135 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Sextoys with Fields because both references teach capturing the look and feel descriptions of a host website. *KSR,* 550 U.S. at 402-403 ("When there is a design need or market pressure to solve a problem and there are a finite number of identified, predictable solutions, a person of ordinary skill in the art has good reason to pursue the known options within his or her technical grasp').

Moreover, Sextoys discloses a "host website," an "e commerce supported page," and a "selected commerce object." To the extent the host website, the e commerce supported page, the selected commerce object, or any other claim element is argued or found not to be adequately disclosed in Sextoys, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of Sextoys to meet that claim limitation of the '135

Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of Sextoys. For example, Sextoys teaches a process and system that where adult webmasters (i.e., affiliates) set up, customize, and brand their own sex toy stores with Convergence, Inc. handling billing, fulfillment, the shipping (via a third party), and customer service. *See* Ex. 24A. Similarly, Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3A. The invention of Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3A. Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of Sextoys to arrive at the alleged invention recited in the claims of the '135 Patent because it would enable a sale to be completed using an e commerce support page without the buyer knowingly leaving the affiliate's site. *Sernaker*, 702 F.2d at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Sextoys with Bollay because both references teach a method and system where a host website uses an e commerce outsource provider to sell goods on the host website. *KSR* at 402-403.

Additionally, and for the reasons stated above with respect to Bollay and Fields, Sextoys can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8A
- Digital River. *See* Ex. 9A
- TravelNow.com. *See* Ex. 10A
- ITN/Get There. *See* Ex. 12A
- Preview Travel. *See* Ex. 13A
- Trip.com. *See* Ex. 20A
- Saliba. *See* Ex. 31A

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1A
- Kelly. *See* Ex. 4A
- Internet Scrapbook. *See* Ex. 7A
- Digital River. *See* Ex. 9A
- Preview Travel. *See* Ex. 13A
- Tobin. *See* Ex. 17A
- Arnold. *See* Ex. 23A

The combination of any of these references with Sextoys renders claims 8, and 13-14 of the '135 Patent invalid.

g. **Lycos**

Lycos discloses "capturing a look and feel description associated with a host website," as required by claim 8. *See* Ex. 28A, at 8(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed in Lycos, it would have been obvious to one of ordinary skill in the art to combine the teachings of Lycos with the teachings of Internet Scrapbook to meet that claim limitation of the '135 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Internet Scrapbook with the teachings of Lycos. For example, Lycos teaches that News Alert, Inc. captured the look and feel description when News Alert, Inc. created the News Alert website. *See* Ex. 28A. Similarly, Internet Scrapbook teaches techniques for capturing a look and feel description associated with a host website. *See* Ex. 7A, at 8(a). When confronted with the problem of capturing a look and feel description associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught by Internet Scrapbook, and to combine such teachings with the teachings of Lycos to arrive at the alleged invention recited in the claims of the '135 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Lycos with Internet Scrapbook because both references teach capturing the look and feel descriptions of a host website. *KSR* at 402-403.

Additionally, and for the reasons stated above with respect to Internet Scrapbook, Lycos can be combined with any of the following references to yield predictable results:

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1A
- Kelly. *See* Ex. 4A
- Bollay. *See* Ex. 3A
- Digital River. *See* Ex. 9A
- Preview Travel. *See* Ex. 13A
- Tobin. *See* Ex. 17A
- Arnold. *See* Ex. 23A

The combination of any of these references with Lycos renders claims 8, and 13-14 of the '135 Patent invalid.

h. **IBM**

IBM discloses "capturing a look and feel description associated with a host website," as required by claim 8. *See* Ex. 27A, at 8(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed in IBM, it would have been obvious to one of ordinary skill in the art to combine the teachings of Fields with the teachings of IBM to meet that claim limitation of the '135 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Fields with the teachings of IBM. For example, IBM teaches capturing a look and feel description when a script that dynamically generates the IBM Ordering website was written or when the e commerce support page was dynamically generated by the script on December 20, 1996. *See* IBM; Ex. 27A. Similarly, Fields teaches various techniques for capturing a look and feel description associated with a host website. *See* Ex. 18A, at 8(a). When confronted with the problem of capturing a look and feel description associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught by Fields, and to combine such teachings with the teachings of IBM to arrive at the alleged invention recited in the claims of the '135 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine IBM with Fields because both references teach capturing the look and feel descriptions of a host website. *KSR* at 402-403.

Moreover, IBM discloses a "host website," an "e commerce supported page," and a "selected commerce object." To the extent the host website, the e commerce supported page, the selected commerce object, or any other claim element is argued or found not to be adequately disclosed in IBM, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of IBM to meet that claim limitation of the '135 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of IBM. For example, IBM teaches that IBM Credit Corporation provided a host website with a link to a website of IBM Corporation where the visitors could order products of one of IBM's business partners. *See* Ex. 27A. Similarly, Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11; *see* Ex. 3A. The invention of the Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3A. Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of IBM to arrive at the alleged invention recited in the claims of the '135 Patent because it would enable a sale to be completed using an e commerce support page without the buyer knowingly leaving the affiliate's site. *Sernaker* at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine IBM with Bollay because both references teach a host website and a system where a host website uses an e commerce outsource provider to sell goods on the host website. *KSR* at 402-403.

Additionally, and for the reasons stated above with respect to Fields and Bollay, IBM can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8A
- Digital River. *See* Ex. 9A
- TravelNow.com. *See* Ex. 10A
- ITN/Get There. *See* Ex. 12A
- Preview Travel. *See* Ex. 13A
- Trip.com. *See* Ex. 20A
- Saliba. *See* Ex. 31A

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1A
- Kelly. *See* Ex. 4A
- Internet Scrapbook. *See* Ex. 7A
- Digital River. *See* Ex. 9A
- Preview Travel. *See* Ex. 13A
- Tobin. *See* Ex. 17A
- Arnold. *See* Ex. 23A

The combination of any of these references with IBM renders claims 8, and 13-14 of the '135 Patent invalid.

C. Additional Prior Art

Defendants are investigating additional prior art, including commercial software programs, and are attempting to obtain related documentation and information through discovery. For those reasons, Defendants reserve the right to amend and supplement this disclosure with additional prior art as needed.

D. 35 U.S.C. § 112

Asserted claims 8, and 13-14 of the '135 Patent are invalid for failure to comply with the written description and enablement requirement of 35 U.S.C. § 112, paragraph 1. The disclosure of the '135 Patent fails to reasonably convey to a person of ordinary skill in the art that the inventor had possession of the full scope of the claimed alleged invention and fails to disclose sufficient information to enable a person of ordinary skill in the art to practice the full scope of

the alleged invention. Attached as Exhibit 33A is a chart specifically identifying the § 112 issues.

Defendants reserve the right to amend this disclosure to the extent that DDR asserts and/or the Court adopts claim constructions that would render the claims invalid under 35 U.S.C. § 112.

E. Invalidity Under 35 U.S.C. §§ 101 and 116

Although not required to be disclosed under Local Patent Rule 3-3, Defendants reserve the right to argue that one or more of the asserted claims are invalid under (1) 35 U.S.C. § 101 as being directed to non-statutory subject matter and/or § 116 as having improper inventorship.

Under Section 101, there are three broad exceptions to patentability including "laws of nature, physical phenomena, and abstract ideas." *See Diamond v. Chakrabarty*, 447 U.S. 303, 308-09 (1980). Thus, a claimed process is unpatenable or invalid under 35 U.S.C. § 101 if it merely claims an abstract idea. Defendants assert that process Claims 8, and 13-14 of the '135 Patent are unpatentable because they claim abstract ideas and do not meet the requirements of 35 U.S.C. § 101.

The Supreme Court attempted to clarify patentability under Section 101 in its recent *Bilski v. Kappos* decision. 130 S.Ct. 3218 (2010). In this opinion, the Court followed years of precedent in holding that the process claims at issue were unpatentable because they attempted to patent the use of an abstract idea. *See id.* at 3222. The process claims at issue in the '135 and Patent are likewise abstract ideas that should not receive patent protection. Further, the Court analyzed the machine-or-transformation test that was introduced by the Federal Circuit for determining whether certain inventions were patentable. The Court held that the machine-or-transformation test "may be a useful and important clue or investigative tool, [however] it is not the sole test for deciding whether an invention is a patent-eligible 'process' under § 101." *Id.* In

addition to claiming an abstract idea, these process claims fail the machine-or-transformation test.

The '135 Patent attempts to patent abstract ideas. The independent process claims in the '135 Patent (Claim 8) attempts to claim an "e-commerce outsourcing process." This "e-commerce outsourcing process" is nothing more than an abstract manner of doing business on a network, such as the Internet. The claims resemble the prior methods of outsourcing the marketing, distribution, and sale of a product. For example, a product may be produced by one company, but marketed, distributed, and sold by another. An analysis of these process claims prove that they claim an abstract manner of doing business.

Claim 8 of the '135 Patent recites:

> 8. An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:
>
> a) capturing a look and feel description associated with a host website;
>
> b) providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and
>
> c) upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.

These steps are abstract ideas or manners of doing business that do not meet the requirements of Section 101. Any alleged structural limitations are insignificant post-solution activities that do not apply meaningful limitations to the claims. The dependent claims at issue (claims 13 and 14 of the '135 Patent) are also abstract ideas that do not apply meaningful limitations to the claims. Thus, claims 8, 13, and 14 of the '135 Patent are unpatentable or invalid under 35 U.S.C. § 101.

The process claims at issue also fail the machine-or-transformation test. Under this test, a process may be patentable if it (1) "is tied to a machine or apparatus or (2) transforms a particular article into a different state or thing." *Bilski*, 130 S.Ct. at 3225. The process claims at issue are not tied to a particular machine or apparatus because any alleged structural limitations, including brief recitations of a computer or website, do not meaningfully limit the claims. The claims attempt to preempt the use of the underlying abstract idea or method of doing and business, and thus have the practical effect of being a patent on the idea itself. Further, nothing in these claims "transforms a particular article into a different state or thing." The claims fail to recite a particular article or the production of an article, much less an article that underwent transformation. Thus, Claims 8, 13, and 14 of the '135 Patent fail both prongs of the machine-or-transformation test.

III. U.S. PATENT 6,993,572

A. Identification of Prior Art

Pursuant to Patent Rule 3-3(a), Defendants identify the following prior art ("the '572 Patent's Invalidating Art") now known to them to anticipate claims 1, 4, 5, 13, 17-27 of the '572 Patent, either expressly or inherently as understood by a person having ordinary skill in the art, at least under the claim constructions apparently adopted by DDR as based on review of DDR's infringement contentions. In some instances, Defendants treated certain prior art as anticipatory where certain elements are inherently present based on DDR's apparent claim construction in its infringement contentions.

The following patents and publications are prior art under at least 35 U.S.C. §§ 102(a), (b), (e), (f), and/or (g), and the charts found in Exhibits 1B-10B, 12B-13B, 17B-32B specify the invalidity basis for such patents and publications.

	PRIOR ART PATENTS	**Filing Date**	**Issue Date**	**Exh.**
1.	U.S. Patent 6,330,575 (Moore) [DFNDT0000180-0000206]	Mar. 31, 1998	Dec. 11, 2001	1A
2.	U.S. Patent 6,490,567 (Gregory) [DFNDT0000144-0000162]	Jan. 15, 1997	Dec. 3, 2002	2A
3.	U.S. Patent 6,7565,308 (Bollay) [DFNDT0000132-0000143]	Mar. 25, 1999	Jul. 21, 2009	3A
4.	U.S. Patent 6,209,007 (Kelley) [DFNDT0000163-0000179]	Nov. 26, 1997	Mar. 27,2001	4A
5.	WO 1999/ 046709 A1 (Voorhees) [DFNDT0000239-0000293]	Mar. 11, 1998	Sept. 16, 1999 (publication date)	5A
6.	U.S. Patent 5,870,717 (Wiecha) [DFNDT0000217-0000238]	Nov. 13, 1995	Feb. 9, 1999	6A
7.	U.S. Patent 6,141,666 (Tobin) [DFNDT0000001-0000053]	Jan 21, 1997 (claiming priority to provisional filed Jan 22, 1996)	Oct. 31, 2000	17A
8.	U.S. Patent 6,128,655 (Fields) [DFNDT0000054-0000076]	July 10, 1998	Oct. 3, 2000	18A
9.	U.S. Patent 5,991,740 (Messer) [DFNDT0000114-0000131]	June 10, 1997	Nov. 23, 1999	19A
10.	U.S. Patent 6,016,504 (Arnold)	Aug. 28, 1996	Jan. 18, 2000	23A

	PRIOR ART PATENTS	Filing Date	Issue Date	Exh.
	[DFNDT0000076-0000113]			
11.	U.S. Patent Application US2002/0065772 (Saliba) [DFNDT0000294-0000313]	Nov. 26, 2001 (continuation of application filed June 8, 1998)	May 30, 2002 (publication date)	31A

	PRIOR ART PUBLICATIONS[7,8]	Exh.
1.	"*Internet Scrapbook: Automating Web Browsing Tasks by Demonstration*" by Atsushi Sugiura, 1998 [DFNDT0000207-0000216.] (Internet Scrapbook)	7A
2.	Travelocity Previous Co-Branding including Yahoo!, Japan Airlines, Netscape, US Airways, and Online Italia [DFNDT0000314-0000431] (*Travelocity Co-Branding*)	8A
3.	Digital River Secure Sales System[9] (*Digital River SSS*)	9A
4.	TravelNow.com [DFNDT0000432-0000487, HOT000358 (CD)] (*TravelNow*)	10A
5.	ITN/Get There [DFNDT0000559-0000595] (*ITN*)	12A
6.	Preview Travel [DFNDT0000596-000855] (*Preview*)	13A
7.	Trip.com, Inc. [DFNDT0000897-0000944] (*Trip.com*)	20A

[7] The parentheticals in this chart identify a shortened name for the publication. For example, "Internet Scrapbook" means that the reference may be referred to herein by the shortened name Internet Scrapbook.

[8] The parentheticals in italics identify that the reference relates to a prior art system or software product identified further below. For example, "*Travelocity Co-Branding*" means that a system or software product identified by the shortened name Travelocity Co-Branding is identified below in the Prior Art Systems list.

[9] The DR SSS can be found at the following production numbers: DR000001-115, DR001002-1003, DR001141-1143, DR001247, DR002313, DR004319-90, DR011752-11753, DR011948, DR012171, DR012399, DR012486-12487, DR012586, DR013400-13401, DR013404-13410, DR013718-13720, DR013998-14003, DR014005-14007, DR014211, DR014452-14453, DR014553-14555, DR014746-14747, DR014794, DR015415, DR015956, DR016261-16268, DR016300-16305, DR016499-16552, DR016751, DR016754-16755, DR017056, DR017278, DR018176, DR018642-43, DR018660, DR019032, DR019161, DR019348, DR019354-19357, DR020394, DR020395-20398, DR020584, DR020638, DR020696, DR020730, DR020807, DR020915-20916, DR020931-33, DR021425, DR021508, DR021688, DR021824, DR021884, DR021996, DR022112-22116, DR022212, DR022232, DR022291, DR022295-22296, DR022379, DR022396, DR022595, DR022645, DR022671-22672, DR022714, DR022732-22733, DR023055-23059, DR023093, DR023095, DR023202, DR023236, DR023264, DR023328, DR023359, DR023404, DR023442, DR023746, DR023884, DR023887-23888, DR024342, DR024360, DR024369, DR024389, DR024415, DR024512, DR024532, DR024601, DR024649, DR024675, DR024693, DR024736, DR024844, DR024880, DR025125, DR025142, DR025445-25446, DR025637, DR025786, DR025814, DR025816, DR025821-25823, DR025922, DR025990, DR026068, DR026163, DR026303, DR026323, DR026516, DR026692-26766, DR026771-DR033425, DR034606-07, DR034615-16, DR036047-104, DR036800-DR036802, DR037478-DR037479, DR059440-DR059447, DR074511-074937, DR004245-66, DR006649-86.

	PRIOR ART PUBLICATIONS[7,8]	Exh.
8.	Data Broadcasting Corp Brand Labeled Quote Service [DFNDT0001536-0001633, DFNDT0002074-2079] (*DBC*)	21A
9.	Quote.com [DFNDT0001634-0001689] (*Quote*)	22A
10.	SexToys.com [DFNDT000945-0001081] (*SexToys*)	24A
11.	One & Only [DFNDT0001690-0001722] One & Only Network [DFNDT0001723-0001794] (*OAO*)	25A 26A
12.	IBM Prior Art [DFNDT0001795-0001927] (*IBM*)	27A
13.	Lycos.com [DFNDT0001928-0002009] (*Lycos*)	28A
14.	REI.com [DFNDT0002010-0002068] (*REI*)	29A
15.	IBM Net.Commerce for OS390 [DFNDT0001082-0001301] (*Net.Commerce*)	30A
16.	CompuServe Information System [DFNDT0001302-0001535, DFNDT_CD_0001, DR074511-56] (*CIS*)	32A

The following systems or software products are prior art under at least 35 U.S.C. §§ 102(a), (b), (f) and/or (g).[10] Although Defendants' investigation continues, information available to date indicates that each system or software product was (1) known or used in this country before the alleged invention of the claimed subject matter of the asserted claims, (2) was in public use and/or on sale in this country and/or was the subject of a printed publication more than one year before the filing date of the patent, and/or (3) was invented by another who did not abandon, suppress, or conceal, before the alleged invention of the claimed subject matter of the asserted claims.

	PRIOR ART SYSTEMS
1.	Travelocity Co-Branding
2.	Digital River SSS
3.	TravelNow
4.	ITN
5.	Preview
6.	Trip.com
7.	DBC
8.	Quote
9.	SexToys

[10] Digital River asserts a defense under 35 U.S.C. § 273 in view of the Digital River Secure Sales System. *See* Exs. 9A-9C. Travelocity also asserts a defense under 35 U.S.C. § 273 in view of Travelocity's systems. *See* Exs. 8A-8C. Expedia also asserts a defense under 35 U.S.C. § 273 in view of Hotels.com's previous system. *See* Exs. 10A-10C.

	PRIOR ART SYSTEMS
10.	OAO
11.	IBM
12.	Lycos
13.	REI
14.	Net.Commerce
15.	CIS

B. Obviousness

Defendants further contend under P.R. 3-2(b) that claims 1, 4, 5, 13, 17-27 of the '572 Patent are invalid as obvious under 35 U.S.C. § 103. Defendants incorporate, as if fully set forth herein, Section V, *infra*, related to obviousness.

1. ***Claim Overview: 1, 4, 5, 13, and 17-27***

In addition to these overarching factors that render the alleged invention obvious in light of the prior art, the following discussion provides more particular analysis tailored to the various asserted claims.

a. **Claim 1, 13, and 22**

As mentioned above, by the asserted priority date of the alleged invention, persons of skill in the art were already familiar with e-commerce outsourcing processes including host website communication with a visitor website and at least in the context of frames made such a system transparent. Capturing the look and feel of a webpage was also well-established at the time. Moreover, it was well known that once information was captured it had to be stored somewhere to be useful. Moreover, in order to retrieve that information, the storage location had to be coupled to the potential webserver. Host websites frequently were given specific links to include on their webpages which by the very nature of the Internet resulted in a second page being served to the user upon activation and such links often resulted in an e-commerce related

webpage being returned to the user. It was also well known to return such e-commerce supported pages from a third-party but yet maintain a particular visual appearance to the user.

b. **Claims 4-5, and 23-25**

As discussed above, it was often the case that a link provided on a host webpage would specifically target a particular e-commerce object or product category. For example, a specific item for purchase or a listing of items within a particular category (airplanes, adult products, stock quotes, etc.) Moreover, one of skill in the art would have easily known that if a user requested a link about a specific commerce object, more information could be returned with the second page request.

c. **Claims 18-21**

It was well known in the art that a webpage could be identified by special color schemes (HTML specifically allowed for this) or logos or customized footers, headers, or sidebars. Associating such portions of a webpage with defining the appearance would have been well known to one of skill in the art.

d. **Claim 23**

Accepting search parameters was also well known in the art and a fundmental feature of HTMLs GET and POST requests. One of skill in the art would have known to combine the common elements of HTML within a link to define a search for a specialized product or e-commerce object.

e. **Claim 26**

Capturing billing information was well known on the Internet.

f. **Claim 27**

Contracting with vendors to permit specific items for sale and including such items in a database was also common on the Internet and one of skill in the art would have known how to

accomplish the task of including such commerce objects in a data store for later retrieval upon a search by a user.

2. *35 U.S.C. § 103 Combinations*

In addition to the above discussion, certain particular combinations bear further explanation:

- Tobin [Ex. 34B]
- Travelocity [Ex. 35B]
- Saliba and DR SSS [Ex. 36B and 39B]
- Moore [Ex. 37B]
- DR SSS [Ex. 38B]
- SexToys [Ex. 40B]
- Lycos [Ex. 41B]
- IBM [Ex. 42B]

a. **U.S. Patent No. 6,141,666 ("Tobin")**

Tobin discloses "capturing a look and feel description associated with a host website," as required by claim 1. *See* Ex. 17B, at 1(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed in Tobin, it would have been obvious to one of ordinary skill in the art to combine the teachings of Tobin with the teachings of Internet Scrapbook to meet that claim limitation of the '572 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Internet Scrapbook with the teachings of Tobin. For example, Tobin teaches that capturing the look and feel description of the host website to "to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29 of Tobin; *see* Ex. 17B. Similarly, Internet Scrapbook also teaches techniques for capturing a look and feel description associated with a host website. *See* Ex. 7B, at 1(a). Accordingly, when confronted with the problem of capturing a look and feel description

associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught by Internet Scrapbook, and to combine such teachings with the teachings of Tobin to arrive at the alleged invention recited in the claims of the '572 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Tobin with Internet Scrapbook because both references teach capturing the look and feel descriptions of a host website. *KSR at* 402-403.

Moreover, Tobin discloses a "host website," an "second website," (or "a composite web page") and a "commerce object." To the extent the host website, the second website (or composite we page), the commerce object, or any other claim element is argued or found not to be adequately disclosed in Tobin, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of Tobin to meet that claim limitation of the '572 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of Tobin. For example, Tobin teaches an Internet site, providing floral and gift products (of FTD, Nature's Bloom, Hickory Farms, etc.) through web site pages that are customized to the requirements of the hosts. *See* Ex. 17B. Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3B. The invention of the Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3B. Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of Tobin to arrive at the alleged invention recited in the claims of the '572 Patent because it would enable a sale to be completed using a second webpage

(or composite web page) without the buyer knowingly leaving the affiliate's site. *Sernaker* at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Tobin with Bollay because both references teach a method and system where a host website uses an e commerce outsource provider to sell goods on the host website. *KSR at* 402-403.

Additionally, and for the reasons stated above with respect to Internet Scrapbook and Bollay, Tobin can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8B
- Digital River. *See* Ex. 9B
- TravelNow.com. *See* Ex. 10B
- ITN/Get There. *See* Ex. 12B
- Preview Travel. *See* Ex. 13B
- Trip.com. *See* Ex. 20B
- Saliba. *See* Ex. 31B

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1B
- Kelly. *See* Ex. 4B
- Internet Scrapbook. *See* Ex. 7B
- Digital River. *See* Ex. 9B
- Preview Travel. *See* Ex. 13B
- Sextoys. *See* Ex. 24B
- Arnold. *See* Ex. 23B

The combination of any of these references with Tobin renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

b. **Travelocity**

Travelocity discloses "capturing a look and feel description associated with a host website," as required by claim 1. *See* Ex. 8B, at 1(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed by Travelocity, it would have been obvious to one of ordinary skill in the art to combine the teachings of Wiecha with the

teachings of Travelocity to meet that claim limitation of the asserted patents because a teaching, suggestion, or motivation exists to combine the teachings of Wiecha with the teachings of Travelocity. For example, Travelocity teaches that a visitor to Yahoo! Travel could select airline tickets, car rentals, and hotel reservations via the co-branded page served by SABRE Interactive. *See* Ex. 8C. Further, Travelocity teaches serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link. *See* Ex. 8B, at element 1(c). Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both Travelocity and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Wiecha with the teaching of Travelocity to arrive at the alleged invention recited in the claims of the asserted patents because it would enable an e-commerce provider to provide a host website with a hyperlink to a co-branded page, where the link is correlated with a selected commerce object such as air, hotel, or car reservation.

Additionally, and for the reasons stated above with respect to Travelocity, Wiecha can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- IBM. *See* Ex. 27B
- Digital River. *See* Ex. 9B
- TravelNow.com. *See* Ex. 10B
- ITN/Get There. *See* Ex. 12B
- Preview. *See* Ex. 13B

- Trip.com. *See* Ex. 20B
- Saliba. *See* Ex. 31B

The combination of any of these references with Wiecha renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

c. **U.S. Patent Application No. 09/995,278 ("Saliba")**

Saliba discloses all limitations of the '572 Patent; and, one skilled in the art would also understand that Saliba could be combined with U.S. Patent No. 6,330,575 ("Moore"). Likewise, this combination discloses all claim limitations of the '572 Patent.

There is motivation to combine Saliba and Moore because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba discloses an electronic financial system for providing financial services over the Internet and includes multiple billers, a service center, and multiple financial institutions. *See* Saliba at Abstract. Moore discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Both Saliba and Moore disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Moore, Saliba can be combined with any of the following references to yield predictable results:

- Kelley. *See* Ex.4B
- Wiecha. *See* Ex.6B
- Internet Scrapbooking. *See* Ex.7B
- Travelocity. *See* Ex.8B
- DR SSS Prior Art. *See* Ex.9B
- TravelNow.com. *See* Ex.10B
- ITN/Get There. *See* Ex.12B
- Preview Travel. *See* Ex. 13B
- Tobin. *See* Ex.17B
- Fields. *See* Ex.18B

- Trip.com. *See* Ex.20B
- Arnold. *See* Ex.23B
- SexToys.com. *See* Ex.24B

The combination of any of those references with Saliba renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

Moreover, one skilled in the art would understand that Saliba could be combined with the Digital River Secure Sales System ("Digital River SSS"). Likewise, this combination discloses all claim limitations of the '572 Patent.

There is motivation to combine Saliba and Digital River SSS because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba discloses an electronic financial system for providing financial services over the Internet has multiple billers, a service center, multiple financial institutions. *See* Saliba at Abstract. The Digital River Secure Sales System brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9B. Both Saliba and Digital River SSS disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Digital River SSS, Saliba can be combined with any of the following references to yield predictable results:

- Moore. *See* Ex.1B
- Kelley. *See* Ex.4B
- Wiecha. *See* Ex.6B
- Internet Scrapbooking. *See* Ex.7B
- Travelocity. *See* Ex.8B
- TravelNow.com. *See* Ex.10B
- ITN/Get There. *See* Ex.12B
- Preview Travel. *See* Ex. 13B
- Tobin. *See* Ex.17B
- Fields. *See* Ex.18B
- Trip.com. *See* Ex.20B
- Arnold. *See* Ex.23B

- SexToys.com. *See* Ex.24B

The combination of any of those references with Saliba renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

d. **U.S. Patent No. 6,330,575 ("Moore")**

The Moore Patent discloses all limitations of the '135 Patent; and, one skilled in the art would also understand that Moore could be combined with U.S. Patent No. 7,565,308 ("Bollay"). Likewise, this combination discloses all claim limitations of the '572 Patent.

There is a motivation to combine Moore with Bollay because they are related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Moore discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Similarly, Bollay discloses a network configuration of a number of affiliate web sites and a number of vendor web sites designed to execute sales of vendor products featured on the affiliate websites. *See* Bollay at Abstract. The affiliate websites feature products from a manufacturer where a buyer can browse the various products, research information about the products, and purchase the products. Both Moore and Bollay disclose electronic commerce systems that are directed to efficiently selling commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Bollay, Moore can be combined with any of the following references to yield predictable results:

- Kelley. *See* Ex.4C
- Wiecha. *See* Ex.6C
- Internet Scrapbooking. *See* Ex.7C
- Travelocity. *See* Ex.8C
- DR SSS Prior Art. *See* Ex.9C
- TravelNow.com. *See* Ex.10C
- ITN/Get There. *See* Ex.12C

- Preview Travel. *See* Ex. 13C
- Tobin. *See* Ex.17C
- Fields. *See* Ex.18C
- Trip.com. *See* Ex.20C
- Arnold. *See* Ex.23C
- SexToys.com. *See* Ex.24C
- Saliba. *See* Ex.31C

The combination of any of those references with Moore renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

e. **Digital River Secure Sales Sytem ("Digital River SSS")**

The Digital River SSS Prior Art discloses all claim limitations of the '572 Patent; and, one skilled in the art would also understand that the Digital River SSS Prior Art could be combined with U.S. Patent No. 5,870,717 ("Wiecha"). Likewise, this combination discloses all claim limitations of the '572 Patent.

According to Plaintiff's Infringement Contentions regarding the Digital River System, there is a motivation to combine the Digital River SSS Prior Art with Wiecha because both are related to e-commerce outsourcing processes for selling commerce items over a computer network and thus are in the same field of endeavor. The Digital River SSS brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9B. Similarly, Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both the Digital River SSS and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Additionally, and for the reasons stated above with respect to Wiecha, the DR SSS Prior Art can be combined with any of the following references to yield predictable results:

- Moore. *See* Ex.1B
- Bollay. *See* Ex.3B
- Kelley. *See* Ex.4B
- Internet Scrapbooking. *See* Ex.7B
- Travelocity. *See* Ex.8B
- TravelNow.com. *See* Ex.10B
- ITN/Get There. *See* Ex.12B
- Preview Travel. *See* Ex. 13B
- Tobin. *See* Ex.17B
- Fields. *See* Ex.18B
- Trip.com. *See* Ex.20B
- Arnold. *See* Ex.23B
- SexToys.com. *See* Ex.24B
- Saliba. *See* Ex.31B

The combination of any of those references with the DR SSS Prior Art renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

f. **Sextoys**

Sextoys discloses "capturing a look and feel description associated with a host website," as required by claim 8. *See* Ex. 24B, at 1(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed in Sextoys, it would have been obvious to one of ordinary skill in the art to combine the teachings of Fields with the teachings of Sextoys to meet that claim limitation of the '572 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Fields with the teachings of Sextoys. For example, Sextoys teaches capturing a look and feel description associated with a host website when the host website operator emailed to dml@sextoy.com or faxed to (617) 666-3421 the promote your own sextoy site page. *See* Ex. 24B. Similarly, Fields teaches different techniques for capturing a look and feel description associated with a host website. *See* Ex. 18B, at 1(a). When confronted with the problem of capturing a look and feel description associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught

by Fields, and to combine such teachings with the teachings of Sextoys to arrive at the alleged invention recited in the claims of the '572 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Sextoys with Fields because both references teach capturing the look and feel descriptions of a host website. *KSR at* 402-403.

Moreover, Sextoys discloses a "host website," an "second website," (or "a composite web page") and a "commerce object." To the extent the host website, the second website (or composite we page), the commerce object, or any other claim element is argued or found not to be adequately disclosed in Sextoys, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of Sextoys to meet that claim limitation of the '572 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of Sextoys. For example, Sextoys teaches a process and system that where adult webmasters (i.e., affiliates) set up, customize, and brand their own sex toy stores with Convergence, Inc. handling billing, fulfillment, the shipping (via a third party), and customer service. *See* Ex. 24B. Similarly, Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3B. The invention of the Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3B. Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of Sextoys to arrive at the alleged invention recited in the claims of the '572 Patent because it would enable a sale to be completed using a second webpage (or composite web page) without the buyer knowingly leaving the affiliate's site. *Sernaker* at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Sextoys with Bollay because both references teach a method and system where a host website uses an e commerce outsource provider to sell goods on the host website. *KSR at* 402-403.

Additionally, and for the reasons stated above with respect to Bollay and Fields, Sextoys can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8B
- Digital River. *See* Ex. 9B
- TravelNow.com. *See* Ex. 10B
- ITN/Get There. *See* Ex. 12B
- Preview Travel. *See* Ex. 13B
- Trip.com. *See* Ex. 20B
- Saliba. *See* Ex. 31B

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1B
- Kelly. *See* Ex. 4B
- Internet Scrapbook. *See* Ex. 7B
- Digital River. *See* Ex. 9B
- Preview Travel. *See* Ex. 13B
- Tobin. *See* Ex. 17B
- Arnold. *See* Ex. 23B

The combination of any of these references with Sextoys renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

g. **Lycos**

Lycos discloses "capturing a look and feel description associated with a host website," as required by claim 1. *See* Ex. 28B, at 1(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed in Lycos, it would have been obvious to one of ordinary skill in the art to combine the teachings of Lycos with the teachings of Internet Scrapbook to meet that claim limitation of the '572 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Internet Scrapbook with the

teachings of Lycos. For example,. Lycos teaches that News Alert, Inc. captured the look and feel description of Lycos when News Alert, Inc. created the News Alert website. *See* Ex. 28B. Similarly, Internet Scrapbook teaches techniques for capturing a look and feel description associated with a host website. *See* Ex. 7B, at 8(a). When confronted with the problem of capturing a look and feel description associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught by Internet Scrapbook, and to combine such teachings with the teachings of Lycos to arrive at the alleged invention recited in the claims of the '572 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Lycos with Internet Scrapbook because both references teach capturing the look and feel descriptions of a host website. *KSR at* 402-403.

Additionally, and for the reasons stated above with respect to Internet Scrapbook, Lycos can be combined with any of the following references to yield predictable results:

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1B
- Kelly. *See* Ex. 4B
- Bollay. *See* Ex. 3B
- Digital River. *See* Ex. 9B
- Preview Travel. *See* Ex. 13B
- Tobin. *See* Ex. 17B
- Arnold. *See* Ex. 23B

The combination of any of these references with Lycos renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

h. **IBM**

IBM discloses "capturing a look and feel description associated with a host website," as required by claim 1. *See* Ex. 27B, at 1(a). To the extent the capturing element or any other claim element is argued or found not to be adequately disclosed in IBM, it would have been

obvious to one of ordinary skill in the art to combine the teachings of Fields with the teachings of IBM to meet that claim limitation of the '572 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Fields with the teachings of IBM. For example, IBM teaches capturing a look and feel description when a script that dynamically generates the IBM Ordering website was written or when the second website (or composite web page) was dynamically generated by the script on December 20, 1996. *See* IBM; Ex. 27B. Similarly, Fields teaches various techniques for capturing a look and feel description associated with a host website. *See* Ex. 18B, at 8(a). When confronted with the problem of capturing a look and feel description associated with a host website, one of ordinary skill in the art would have been motivated to consider the capturing techniques taught by Fields, and to combine such teachings with the teachings of IBM to arrive at the alleged invention recited in the claims of the '572 Patent.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine IBM with Fields because both references teach capturing the look and feel descriptions of a host website. *KSR* at 402-403.

Moreover, IBM discloses a "host website," an "second website," (or "a composite web page") and a "commerce object." To the extent the host website, the second website (or composite web page), the selected commerce object, or any other claim element is argued or found not to be adequately disclosed in IBM, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of IBM to meet that claim limitation of the '572 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of IBM. For example, IBM teaches that IBM Credit Corporation provided a host website with a link to a website of IBM Corporation where the

visitors could order products of one of IBM's business partners. *See* Ex. 27B. Similarly, Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3B. The invention of the Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex.B. Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of IBM to arrive at the alleged invention recited in the claims of the '572 Patent because it would enable a sale to be completed using a second website (or composite web page) without the buyer knowingly leaving the affiliate's site. *Sernaker* at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine IBM with Bollay because both references teach a host website and a system where a host website uses an e commerce outsource provider to sell goods on the host website. *KSR at* 402-403.

Additionally, and for the reasons stated above with respect to Fields and Bollay, IBM can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8B
- Digital River. *See* Ex. 9B
- TravelNow.com. *See* Ex. 10B
- ITN/Get There. *See* Ex. 12B
- Preview Travel. *See* Ex. 13B
- Trip.com. *See* Ex. 20B
- Saliba. *See* Ex. 31B

Capturing the look and feel description of a host website, etc.

- Moore. *See* Ex. 1B
- Kelly. *See* Ex. 4B
- Internet Scrapbook. *See* Ex. 7B
- Digital River. *See* Ex. 9B
- Preview Travel. *See* Ex. 13B
- Tobin. *See* Ex. 17B

- Arnold. *See* Ex. 23B

The combination of any of these references with IBM renders claims 1, 4, 5, 13, and 17-27 of the '572 Patent invalid.

C. Additional Prior Art

As noted above with respect to the '135 Patent, Defendants are investigating additional prior art, including commercial software programs, and are attempting to obtain related documentation and information. For the reasons described above with respect to the '135 Patent, Defendants reserve the right to amend and supplement this disclosure with additional prior art as needed.

D. 35 U.S.C. § 112

Asserted claims 1, 4, 5, 13, and 17-27 of the '572 Patent are invalid for failure to comply with the written description and enablement requirement of 35 U.S.C. § 112, paragraph 1. The disclosure of the '572 Patent fails to reasonably convey to a person of ordinary skill in the art that the inventor had possession of the full scope of the claimed alleged invention and fails to disclose sufficient information to enable a person of ordinary skill in the art to practice the full scope of the alleged invention. Attached as Exhibit 33B is a chart specifically identifying the § 112 issues.

Defendants reserve the right to amend this disclosure to the extent that DDR asserts and/or the Court adopts claim constructions that would render the claims invalid under 35 U.S.C. § 112.

E. Invalidity Under 35 U.S.C. §§ 101 and 116

See Section II.E, *supra*. The same analysis applies with respect to the '572 Patent. The independent claims of the '572 Patent are claims 1, 13, and 17. For the same reasons identified

above[11], the independent claims are directed to unpatentable subject matter. Moreover, the asserted dependent claims 4-5 and 18-27 of the '572 add no meaningful limitations to the independent claims and are similarly directed to unpatentable subject matter.

[11] Independent claim 13 is a system claim with similar limitations to process claims 1 and 17.

IV. U.S. PATENT NO. 7,818,399

A. Identification of Prior Art

Pursuant to Patent Rule 3-3(a), Defendants identify the following prior art ("the '399 Patent's Invalidating Art") now known to them to anticipate claims 1, 3-20, and 22-25 of the '399 Patent, either expressly or inherently as understood by a person having ordinary skill in the art, at least under the claim constructions apparently adopted by DDR as based on review of DDR's infringement contentions. In some instances, Defendants treated certain prior art as anticipatory where certain elements are inherently present based on DDR's apparent claim construction in its infringement contentions.

The following patents and publications are prior art under at least 35 U.S.C. §§ 102(a), (b), (e), (f), and/or (g), and the charts found in Exhibits 1C-10C, 12C-13C, 17C-20C, 23C-27C, and 30C-32C specify the invalidity basis for such patents and publications.

	PRIOR ART PATENTS	Filing Date	Issue Date	Exh.
1.	U.S. Patent 6,330,575 (Moore) [DFNDT0000180-0000206]	Mar. 31, 1998	Dec. 11, 2001	1A
2.	U.S. Patent 6,490,567 (Gregory) [DFNDT0000144-0000162]	Jan. 15, 1997	Dec. 3, 2002	2A
3.	U.S. Patent 6,7565,308 (Bollay) [DFNDT0000132-0000143]	Mar. 25, 1999	Jul. 21, 2009	3A
4.	U.S. Patent 6,209,007 (Kelley) [DFNDT0000163-0000179]	Nov. 26, 1997	Mar. 27,2001	4A
5.	WO 1999/ 046709 A1 (Voorhees) [DFNDT0000239-0000293]	Mar. 11, 1998	Sept. 16, 1999 (publication date)	5A
6.	U.S. Patent 5,870,717 (Wiecha) [DFNDT0000217-0000238]	Nov. 13, 1995	Feb. 9, 1999	6A
7.	U.S. Patent 6,141,666 (Tobin) [DFNDT0000001-0000053]	Jan 21, 1997 (claiming priority to provisional filed Jan 22, 1996)	Oct. 31, 2000	17A
8.	U.S. Patent 6,128,655 (Fields) [DFNDT0000054-0000076]	July 10, 1998	Oct. 3, 2000	18A
9.	U.S. Patent 5,991,740 (Messer) [DFNDT0000114-0000131]	June 10, 1997	Nov. 23, 1999	19A
10.	U.S. Patent 6,016,504 (Arnold)	Aug. 28, 1996	Jan. 18, 2000	23A

	PRIOR ART PATENTS	Filing Date	Issue Date	Exh.
	[DFNDT0000076-0000113]			
11.	U.S. Patent Application US2002/0065772 (Saliba) [DFNDT0000294-0000313]	Nov. 26, 2001 (continuation of application filed June 8, 1998)	May 30, 2002 (publication date)	31A

	PRIOR ART PUBLICATIONS[12,13]	Exh.
1.	"*Internet Scrapbook: Automating Web Browsing Tasks by Demonstration*" by Atsushi Sugiura, 1998 [DFNDT0000207-0000216.] (Internet Scrapbook)	7A
2.	Travelocity Previous Co-Branding including Yahoo!, Japan Airlines, Netscape, US Airways, and Online Italia [DFNDT0000314-0000431] (*Travelocity Co-Branding*)	8A
3.	Digital River Secure Sales System[14] (*Digital River SSS*)	9A
4.	TravelNow.com [DFNDT0000432-0000487, HOT000358 (CD)] (*TravelNow*)	10A
5.	ITN/Get There [DFNDT0000559-0000595] (*ITN*)	12A
6.	Preview Travel [DFNDT0000596-000855] (*Preview*)	13A
7.	Trip.com, Inc. [DFNDT0000897-0000944] (*Trip.com*)	20A

[12] The parentheticals in this chart identify a shortened name for the publication. For example, "Internet Scrapbook" means that the reference may be referred to herein by the shortened name Internet Scrapbook.

[13] The parentheticals in italics identify that the reference relates to a prior art system or software product identified further below. For example, "*Travelocity Co-Branding*" means that a system or software product identified by the shortened name Travelocity Co-Branding is identified below in the Prior Art Systems list.

[14] The DR SSS can be found at the following production numbers: DR000001-115, DR001002-1003, DR001141-1143, DR001247, DR002313, DR004319-90, DR011752-11753, DR011948, DR012171, DR012399, DR012486-12487, DR012586, DR013400-13401, DR013404-13410, DR013718-13720, DR013998-14003, DR014005-14007, DR014211, DR014452-14453, DR014553-14555, DR014746-14747, DR014794, DR015415, DR015956, DR016261-16268, DR016300-16305, DR016499-16552, DR016751, DR016754-16755, DR017056, DR017278, DR018176, DR018642-43, DR018660, DR019032, DR019161, DR019348, DR019354-19357, DR020394, DR020395-20398, DR020584, DR020638, DR020696, DR020730, DR020807, DR020915-20916, DR020931-33, DR021425, DR021508, DR021688, DR021824, DR021884, DR021996, DR022112-22116, DR022212, DR022232, DR022291, DR022295-22296, DR022379, DR022396, DR022595, DR022645, DR022671-22672, DR022714, DR022732-22733, DR023055-23059, DR023093, DR023095, DR023202, DR023236, DR023264, DR023328, DR023359, DR023404, DR023442, DR023746, DR023884, DR023887-23888, DR024342, DR024360, DR024369, DR024389, DR024415, DR024512, DR024532, DR024601, DR024649, DR024675, DR024693, DR024736, DR024844, DR024880, DR025125, DR025142, DR025445-25446, DR025637, DR025786, DR025814, DR025816, DR025821-25823, DR025922, DR025990, DR026068, DR026163, DR026303, DR026323, DR026516, DR026692-26766, DR026771-DR033425, DR034606-07, DR034615-16, DR036047-104, DR036800-DR036802, DR037478-DR037479, DR059440-DR059447, DR074511-074937, DR004245-66, DR006649-86.

	PRIOR ART PUBLICATIONS[12,13]	Exh.
8.	SexToys.com [DFNDT000945-0001081] (*SexToys*)	24A
9.	One & Only [DFNDT0001690-0001722] One & Only Network [DFNDT0001723-0001794] (*OAO*)	25A 26A
10.	IBM Prior Art [DFNDT0001795-0001927] (*IBM*)	27A
11.	IBM Net.Commerce for OS390 [DFNDT0001082-0001301] (*Net.Commerce*)	30A
12.	CompuServe Information System [DFNDT0001302-0001535, DFNDT_CD_0001, DR074511-56] (*CIS*)	32A

The following systems or software products are prior art under at least 35 U.S.C. §§ 102(a), (b), (f) and/or (g).[15] Although Defendants' investigation continues, information available to date indicates that each system or software product was (1) known or used in this country before the alleged invention of the claimed subject matter of the asserted claims, (2) was in public use and/or on sale in this country and/or was the subject of a printed publication more than one year before the filing date of the patent, and/or (3) was invented by another who did not abandon, suppress, or conceal, before the alleged invention of the claimed subject matter of the asserted claims.

	PRIOR ART SYSTEMS
1.	Travelocity Co-Branding
2.	Digital River SSS
3.	TravelNow
4.	ITN
5.	Preview
6.	Trip.com
7.	SexToys
8.	OAO
9.	IBM
10.	Net.Commerce
11.	CIS

B. Obviousness

[15] Digital River asserts a defense under 35 U.S.C. § 273 in view of the Digital River Secure Sales System. *See* Exs. 9A-9C. Travelocity also asserts a defense under 35 U.S.C. § 273 in view of Travelocity's systems. *See* Exs. 8A-8C. Expedia also asserts a defense under 35 U.S.C. § 273 in view of Hotels.com's previous system. *See* Exs. 10A-10C.

Defendants further contend under P.R. 3-2(b) that claims 1, 3-20, and 22-25 of the '399 Patent are invalid as obvious under 35 U.S.C. § 103. Defendants incorporate, as if fully set forth herein, Section V, *infra*, related to obviousness.

1. ***Claim Overview: 1, 3-20, and 22-25***

In addition to these overarching factors that render the alleged invention obvious in light of the prior art, the following discussion provides more particular analysis tailored to the various asserted claims.

a. **Claims 1, 8, 19, and 20**

As mentioned above, by the asserted priority date of the alleged invention, persons of skill in the art were already familiar with e-commerce outsourcing processes for serving webpages offering commercial opportunities by dynamically generating and transmitting a second web page in response to the activation of a link by a visitor of a first web page. It was also well-established that the second web page may have visually perceptible elements from the first web page so that the visitor perceives that he did not leave the first web page. To accomplish this it was well known that pre-stored data related to the first page must be stored and later retrieved in the process of generating the second web page. Moreover, in order to retrieve that information, the storage location had to be coupled to the server. Host websites frequently were given specific links to include on their webpages which by the very nature of the Internet resulted in a second page being served to the user upon activation and such links often resulted in an e-commerce related webpage being returned to the user. In these e-commerce outsourcing processes it was common that three parties were involved in the sale of a commerce object over the Internet – a merchant, an outsource provider, and the owner of the first web page.

b. **Claims 3-6**

It was well known in the art that a webpage could be identified by special color schemes, (HTML specifically allowed for this) or logos, navigational links, or customized footers, headers, or sidebars. Associating such portions of a webpage with defining the appearance would have been well known to one of skill in the art.

c. **Claims 7 and 22**

It was well known in the art that e-commerce web pages included electronic catalog information having a number of commercial offerings and a manner to search for desired commercial offerings through a hierarchical set of navigation links. This configuration for electronic catalogs on the Internet was well known to one of skill in the art.

d. **Claims 9-10, 15-16, and 23-24**

Contracting with vendors to permit specific items for sale on an e-commerce web page, such that the vendor would receive a commission from each sale, was also common on the Internet. Facilitating automatic payment through the e-commerce web page was also common on the Internet to one of ordinary skill in the art. Many prior art systems operated in this manner.

e. **Claims 11-12, 18 and 25**

Storing visually perceptible elements related to the first web page in a database and generating the second web page from these stored elements was also common on the Internet. Thus, the visitor believes that he did not leave the first web page. One of skill in the art would have known how to accomplish the task of including such information in a data store for later retrieval.

f. **Claims 13-14, 17, and 24**

The use of virtual shopping carts to facilitate purchases of commerce objects on the Internet was well-known. One of ordinary skill in the art would recognize that virtual shopping

carts and electronic catalogs were commonly used to make the operation of online shopping more efficient. Many prior art systems used this type of configuration.

2. *35 U.S.C. § 103 Combinations*

In addition to the above discussion, certain particular combinations bear further explanation:

- Tobin [Ex. 34C]
- Travelocity [Ex. 35C]
- Saliba and DR SSS [Ex. 36C and 39C]
- Moore [Ex. 37C]
- DR SSS [Ex. 38C]
- SexToys [Ex. 40C]
- IBM [Ex. 42C]

a. **U.S. Patent No. 6,141,666 ("Tobin")**

Tobin discloses "the selected merchant, the outsource provider, and the owner of the first web page" are each third parties with respect to one other, as required by claims 1, 19, and 20. *See* Ex. 17C, at 1(a), 19(a), and 20. To the extent the this element or any other claim element is argued or found not to be adequately disclosed in Tobin, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of Tobin to meet that claim limitation of the '399 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of Tobin. For example, Tobin teaches an Internet site, providing floral and gift products (of FTD, Nature's Bloom, Hickory Farms, etc.) through web site pages that are customized to the requirements of the hosts. *See* Ex. 17C. Similarly, Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3C. The invention of the Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3C. Accordingly, one of

ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of Tobin to arrive at the alleged invention recited in the claims of the '399 Patent because it would enable a sale to be completed using a second webpage (or composite web page) without the buyer knowingly leaving the affiliate's site. *Sernaker* at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Tobin with Bollay because both references teach a method and system where a host website uses an outsource provider to sell goods on the host website. *KSR at* 402-403.

Additionally, and for the reasons stated above with respect to Bollay, Tobin can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8C
- Digital River. *See* Ex. 9C
- TravelNow.com. *See* Ex. 10C
- ITN/Get There. *See* Ex. 12C
- Preview Travel. *See* Ex. 13C
- Trip.com. *See* Ex. 20C
- Saliba. *See* Ex. 31C

The combination of any of these references with Tobin renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

b. **Travelocity**

Travelocity discloses "the selected merchant, the outsource provider, and the owner of the first web page" are each third parties with respect to one other, as required by claims 1, 19, and 20 of the '399 patent. *See* Ex. 8C, at 1(a), 19(a), and 20. To the extent the host website, the second website (or composite web page), the selected commerce object, or any other claim element is argued or found not to be adequately disclosed in Travelocity, it would have been obvious to one of ordinary skill in the art to combine the teachings of Wiecha with the teachings of Travelocity to meet that claim limitation of the asserted patents because a teaching,

suggestion, or motivation exists to combine the teachings of Wiecha with the teachings of Travelocity. For example, Travelocity teaches that a visitor to Yahoo! Travel could select airline tickets, car rentals, and hotel reservations via the co-branded page served by SABRE Interactive. *See* Ex. 8C. Further, Travelocity teaches serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link. Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both Travelocity and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Wiecha with the teaching of Travelocity to arrive at the alleged invention recited in the claims of the asserted patents because it would enable an e-commerce provider to provide a host website with a hyperlink to a co-branded page, where the link is correlated with a selected commerce object such as air, hotel, or car reservation.

Additionally, and for the reasons stated above with respect to Travelocity, Wiecha can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- IBM. *See* Ex. 27C
- Digital River. *See* Ex. 9C
- TravelNow.com. *See* Ex. 10C
- ITN/Get There. *See* Ex. 12C
- Preview. *See* Ex. 13C
- Trip.com. *See* Ex. 20C
- Saliba. *See* Ex. 31C

The combination of any of these references with Wiecha renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

c. **U.S. Patent Application No. 09/995,278 ("Saliba")**

Saliba discloses all limitations of the '399 Patent; and, one skilled in the art would also understand that Saliba could be combined with U.S. Patent No. 6,330,575 ("Moore"). Likewise, this combination discloses all claim limitations of the '399 Patent.

There is motivation to combine Saliba and Moore because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba discloses an electronic financial system for providing financial services over the Internet and includes multiple billers, a service center, and multiple financial institutions. *See* Saliba at Abstract. Moore discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Both Saliba and Moore disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Moore, Saliba can be combined with any of the following references to yield predictable results:

- Kelley. *See* Ex.4C
- Wiecha. *See* Ex.6C
- Internet Scrapbooking. *See* Ex.7C
- Travelocity. *See* Ex.8C
- DR SSS Prior Art. *See* Ex.9C
- TravelNow.com. *See* Ex.10C
- ITN/Get There. *See* Ex.12C
- Preview Travel. *See* Ex. 13C
- Tobin. *See* Ex.17C
- Fields. *See* Ex.18C
- Trip.com. *See* Ex.20C
- Arnold. *See* Ex.23C

- SexToys.com. *See* Ex.24C

The combination of any of those references with Saliba renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

Moreover, one skilled in the art would understand that Saliba could be combined with the Digital River Secure Sales System ("Digital River SSS"). Likewise, this combination discloses all claim limitations of the '399 Patent.

There is motivation to combine Saliba and Digital River SSS because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba discloses an electronic financial system for providing financial services over the Internet and includes multiple billers, a service center, and multiple financial institutions. *See* Saliba at Abstract. The Digital River Secure Sales System brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9C. Both Saliba and Digital River SSS disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Digital River SSS, Saliba can be combined with any of the following references to yield predictable results:

- Moore. *See* Ex.1C
- Kelley. *See* Ex.4C
- Wiecha. *See* Ex.6C
- Internet Scrapbooking. *See* Ex.7C
- Travelocity. *See* Ex.8C
- TravelNow.com. *See* Ex.10C
- ITN/Get There. *See* Ex.12C
- Preview Travel. *See* Ex. 13C
- Tobin. *See* Ex.17C
- Fields. *See* Ex.18C
- Trip.com. *See* Ex.20C
- Arnold. *See* Ex.23C
- SexToys.com. *See* Ex.24C

The combination of any of those references with Saliba renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

d. **U.S. Patent No. 6,330,575 ("Moore")**

The Moore Patent discloses all limitations of the '399 Patent; and, one skilled in the art would also understand that Moore could be combined with U.S. Patent No. 7,565,308 ("Bollay"). Likewise, this combination discloses all claim limitations of the '399 Patent.

There is a motivation to combine Moore with Bollay because they are related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Moore discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Similarly, Bollay discloses a network configuration of a number of affiliate web sites and a number of vendor web sites designed to execute sales of vendor products featured on the affiliate websites. *See* Bollay at Abstract. The affiliate websites feature products from a manufacturer where a buyer can browse the various products, research information about the products, and purchase the products. Both Moore and Bollay disclose electronic commerce systems that are directed to efficiently selling commerce objects over the Internet.

Additionally, and for the reasons stated above with respect to Bollay, Moore can be combined with any of the following references to yield predictable results:

- Kelley. *See* Ex.4C
- Wiecha. *See* Ex.6C
- Internet Scrapbooking. *See* Ex.7C
- Travelocity. *See* Ex.8C
- DR SSS Prior Art. *See* Ex.9C
- TravelNow.com. *See* Ex.10C
- ITN/Get There. *See* Ex.12C
- Preview Travel. *See* Ex. 13C
- Tobin. *See* Ex.17C

- Fields. *See* Ex.18C
- Trip.com. *See* Ex.20C
- Arnold. *See* Ex.23C
- SexToys.com. *See* Ex.24C
- Saliba. *See* Ex.31C

The combination of any of those references with Moore renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

e. **Digital River Secure Sales Sytem ("Digital River SSS")**

The Digital River SSS Prior Art discloses all claim limitations of the '399 Patent; and, one skilled in the art would also understand that the Digital River SSS Prior Art could be combined with U.S. Patent No. 5,870,717 ("Wiecha"). Likewise, this combination discloses all claim limitations of the '399 Patent.

According to Plaintiff's Infringement Contentions regarding the Digital River System, there is a motivation to combine the Digital River SSS Prior Art with Wiecha because both are related to e-commerce outsourcing processes for selling commerce items over a computer network and thus are in the same field of endeavor. The Digital River SSS brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9C. Similarly, Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both the Digital River SSS and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Additionally, and for the reasons stated above with respect to Wiecha, the DR SSS Prior Art can be combined with any of the following references to yield predictable results:

- Moore. *See* Ex.1C

- Bollay. *See* Ex.3C
- Kelley. *See* Ex.4C
- Internet Scrapbooking. *See* Ex.7C
- Travelocity. *See* Ex.8C
- TravelNow.com. *See* Ex.10C
- ITN/Get There. *See* Ex.12C
- Preview Travel. *See* Ex. 13C
- Tobin. *See* Ex.17C
- Fields. *See* Ex.18C
- Trip.com. *See* Ex.20C
- Arnold. *See* Ex.23C
- SexToys.com. *See* Ex.24C
- Saliba. *See* Ex.31C

The combination of any of those references with the DR SSS Prior Art renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

f. **Sextoys**

Sextoys discloses "the selected merchant, the outsource provider, and the owner of the first web page" are each third parties with respect to one other, as required by claims 1, 19, and 20. *See* Ex. 24C, at 1(a), 19(a), and 20. To the extent the this element or any other claim element is argued or found not to be adequately disclosed in Sextoys, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of Sextoys to meet that claim limitation of the '399 Patent because a teaching, suggestion, or motivation exists to combine the teachings of Bollay with the teachings of Sextoys. For example, Sextoys teaches a process and system that where adult webmasters (i.e., affiliates) set up, customize, and brand their own sex toy stores with Convergence, Inc. handling billing, fulfillment, the shipping (via a third party), and customer service. *See* Ex. 24C. Similarly, Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3C. The invention of the Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3C. Accordingly, one of ordinary skill

in the art would be motivated to combine the teaching of Bollay with the teaching of Sextoys to arrive at the alleged invention recited in the claims of the '399 Patent because it would enable a sale to be completed using a second webpage (or composite web page) without the buyer knowingly leaving the affiliate's site. *Sernaker* at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine Sextoys with Bollay because both references teach a method and system where a host website uses an outsource provider to sell goods on the host website. *KSR at* 402-3.

Additionally, and for the reasons stated above with respect to Bollay, Sextoys can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8C
- Digital River. *See* Ex. 9C
- TravelNow.com. *See* Ex. 10C
- ITN/Get There. *See* Ex. 12C
- Preview Travel. *See* Ex. 13C
- Trip.com. *See* Ex. 20C
- Saliba. *See* Ex. 31C

The combination of any of these references with Sextoys renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

g. **IBM**

IBM discloses "the selected merchant, the outsource provider, and the owner of the first web page" are each third parties with respect to one other, as required by claims 1, 19, and 20. *See* Ex. 27C, at 1(a), 19(a), and 20. To the extent the host website, the second website (or composite web page), the selected commerce object, or any other claim element is argued or found not to be adequately disclosed in IBM, it would have been obvious to one of ordinary skill in the art to combine the teachings of Bollay with the teachings of IBM to meet that claim limitation of the '399 Patent because a teaching, suggestion, or motivation exists to combine the

teachings of Bollay with the teachings of IBM. For example, IBM teaches that IBM Credit Corporation provided a host website with a link to a website of IBM Corporation where the visitors could order products of one of IBM's business partners. *See* Ex. 27C. Bollay teaches "a method by which a buyer can execute a sale from an affiliate web site with a vendor using a hub server." Column 1, lines 8-11 of Bollay; *see* Ex. 3C. The invention of the Bollay has "the advantage that it enables a sale to be complete without the buyer leaving the affiliate's site." Column 2, lines 36-37 of Bollay; *see* Ex. 3C. Accordingly, one of ordinary skill in the art would be motivated to combine the teaching of Bollay with the teaching of IBM to arrive at the alleged invention recited in the claims of the '399 Patent because it would enable a sale to be completed using a second website (or composite web page) without the buyer knowingly leaving the affiliate's site. See *Sernaker* at 994-95.

Alternatively, to one of ordinary skill in the art, it would have been obviously to try to combine IBM with Bollay because both references teach a host website and a system where a host website uses an outsource provider to sell goods on the host website. *KSR at* 402-403.

Additionally, and for the reasons stated above with respect to Bollay, IBM can be combined with any of the following references to yield predictable results:

A host website, an e commerce outsource provider, and a merchant's goods, etc.

- Travelocity. *See* Ex. 8C
- Digital River. *See* Ex. 9C
- TravelNow.com. *See* Ex. 10C
- ITN/Get There. *See* Ex. 12C
- Preview Travel. *See* Ex. 13C
- Trip.com. *See* Ex. 20C
- Saliba. *See* Ex. 31C

The combination of any of these references with IBM renders claims 1, 3-20, and 22-25 of the '399 Patent invalid.

C. Additional Prior Art

As noted above with respect to the '135 Patent, Defendants are investigating additional prior art, including commercial software programs, and are attempting to obtain related documentation and information. For the reasons described above with respect to the '135 Patent, Defendants reserve the right to amend and supplement this disclosure with additional prior art as needed.

D. 35 U.S.C. § 112

Asserted claims 1, 3-20, and 22-25 of the '399 Patent are invalid for failure to comply with the written description and enablement requirement of 35 U.S.C. § 112, paragraph 1. The disclosure of the '399 Patent fails to reasonably convey to a person of ordinary skill in the art that the inventor had possession of the full scope of the claimed alleged invention and fails to disclose sufficient information to enable a person of ordinary skill in the art to practice the full scope of the alleged invention. Attached as Exhibit 33C is a chart specifically identifying the § 112 issues.

Defendants reserve the right to amend this disclosure to the extent that DDR asserts and/or the Court adopts claim constructions that would render the claims invalid under 35 U.S.C. § 112.

V. OBVIOUSNESS

The '572 Patent issued from an application that was a continuation that resulted in the '135 Patent. The '399 Patent issued from an application that was a continuation that resulted in the '572 Patent. As such, the specifications of all three patents-in-suit are the same and the background art applies equally to each of the asserted patents.

A. Overview

Each anticipatory prior art reference disclosed in section A, either alone or in combination with other prior art, also renders the asserted claims obvious to one of ordinary skill in the art. In particular, each anticipatory prior art reference on its own renders obvious the claimed inventions, and also may be combined with (1) information known to persons skilled in the art at the time of the alleged invention, and/or (2) any of the other anticipatory prior art references. To the extent that DDR contends that any of the anticipatory prior art fails to disclose explicitly or inherently one or more limitations of the asserted claims, Defendants reserve the right to argue that any difference between the reference and the corresponding patent claims would have been obvious to one of ordinary skill in the art even if it has not specifically denoted that the reference is to be combined with the knowledge of a person of ordinary skill in the art. Further, Defendants reserve the right to identify other prior art references that, when combined with anticipatory prior art, would render the claims obvious.

The United States Supreme Court clarified the standard for what types of inventions are patentable. *See KSR Int'l Co. v. Teleflex, Inc.*, 550 U.S. 398, 127 S. Ct. 1727 (2007). In particular, the Supreme Court emphasized that inventions arising from ordinary innovation, ordinary skill or common sense should not be patentable. *Id.* at 1732, 1738-1739, 1742-1743, 1746. Restated, "the combination of familiar elements according to known methods is likely to be obvious when it does no more than yield predictable results." *Id.* at 1731. Because the '135

Patent simply combines elements well known in the art and yields no more than one skilled in the art would expect from such a combination, the combination is obvious. The asserted claims are therefore invalid under 35 U.S.C. § 103 because they do nothing more than combine known techniques and apparatuses according to their known and ordinary uses to yield predictable results.

The Supreme Court further held that, "[w]hen a work is available in one field of endeavor, design incentives and other market forces can prompt variations of it, either in the same field or a different one. If a person of ordinary skill can implement a predictable variation, § 103 likely bars its patentability. For the same reason, if a technique has been used to improve one device, and a person of ordinary skill in the art would recognize that it would improve similar devices in the same way, using the technique is obvious unless its actual application is beyond his or her skill . . . ." *Id.* at 1740. Accordingly, a person of ordinary skill in the art would have been motivated to combine or adapt known or familiar methods in the art, especially where market forces prompt such variations. Here, market forces demanded that users be able to trust the electronic commerce website with which they were doing business such that one of ordinary skill in the art would have thought to combine or modify e-commerce solutions and white labeling techniques identified in the references, which one of ordinary skill in the art would have recognized as offering improvements to solutions of that time. Each of the above references described methods that were known to offer such improvements, and, accordingly, one of ordinary skill in the art would have been motivated to combine or modify the references as identified in each of the combinations above.

In fact, the background section of the patents-in-suit disclose many of the features of the alleged inventions demonstrating that the overall result was nothing more than a predictable

result of the combination of known elements. For example, the patents-in-suit recognize that affiliate programs were well known in the art. *See* '135 Patent 2:7-19.[16] Moreover, the system of maintaining a "look and feel" with the headers, footers, and side bars were also known in the art through the use of frames. *Id.* at 2:30-32. The disclosure also makes clear that use of "links" was well known and that HTML had been well established. *Id.* at 1:20-22, 1:47-2:6. Moreover, these "links" could take one directly to a specific product or product category. *Id.* at 1:33-37, 1:64-2:19. The entire concept of e-commerce was also well known in the art prior to the patented inventions. *Id.* at 2:7-19. That is, the concept of shopping carts, collecting credit card information, purchasing products, maintaining inventory, and providing payment fees to referring websites were well established in the art.[17] *Id.* at 2:7-18. In fact, the background section of the patent further makes clear that the alleged inventions were mere minimal improvements over the existing art. *Id.* at 2:31-33 (noting that one prior art solution was at least "marginally effective"). Moreover, crawling webpages in order to capture the content of those pages was also well known in the art. *Id.* at 1:32-37.

Based on the disclosure of the '135 Patent itself, techniques disclosed and reduced to practice by the priority date of the claimed invention, and/or technology widely developed and implemented in commerce by the priority date of the claimed invention, the asserted claims are therefore invalid under 35 U.S.C. § 103 because they do nothing more than combine known techniques and apparatus according to their known and ordinary uses to yield predictable results.

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[16] Because the patents share a common specification, unless otherwise specified, all citations in this section refer to the '135 Patent.

[17] At least the following references teach the concepts of e-commerce, shopping carts, collecting billing information, maintaining inventory, and paying fees to affiliate sites: Wiecha, IBN Net.Commerce, Amazon.com, Tobin, Moore, Gregory, Bollay, and the Digital River Secure Sales System. Any of these references can be combined with any of the anticipatory art identified above or any of the § 103 combinations below with respect to the asserted dependent claims related to a consumer completing the purchase of a specified product.

The alleged invention relates to a "transparent" way of providing an e-commerce solution. Such systems were widely developed and implemented in commerce by the priority date of the claimed invention. For example, a tremendous amount of knowledge already existed to one of skill in the art about implementing the types of solutions allegedly the subject of the asserted claims. In Section V.B, below, Defendants identify a myriad of background art references that color what one of ordinary skill in the art would have known.

In addition, while a showing of a specific "teaching, suggestion, or motivation" is no longer required in view of *KSR*, 127 S. Ct. 1727, it is nevertheless clear that ample teaching, suggestion, and motivation existed in the prior art to render the asserted claims obvious. As evidenced by the art identified as anticipatory above, one of ordinary skill in the art would have been aware of many techniques for implementing a computer-based platform that supports capturing a "look and feel" and performing such white labeling processes. When confronted with the problem of providing a consumer a white-labeled website, one of ordinary skill in the art would have been motivated to consider the techniques taught by the identified anticipatory references, and to combine such teachings to arrive at the alleged invention recited in the claims of the patents-in-suit. Each of the elements of the claims of the patents-in-suit are disclosed in the identified anticipatory references and perform the same functions. "The combination of familiar elements according to known methods is likely to be obvious when it does no more than yield predictable results." *KSR*, 127 S. Ct. at 1739. "[I]f a technique has been used to improve one device, and a person of ordinary skill would recognize that it would improve similar devices in the same way, [then] using the technique is obvious unless its actual implementation is beyond his or her skill." *KSR*, 127 S. Ct. at 1740. Thus, the combined teaching of the identified anticipatory art, knowledge of one of ordinary skill in the art, the overall background knowledge,

and the nature of the problem to be solved as a whole would have suggested the claimed combinations of elements to one of ordinary skill in the art at the time of the alleged invention.

B. Background Art

Defendants contend that additional prior art affiliate marketing, co-branding, private labeling, e-commerce, and on-line retailing industry technologies embody each element of each asserted claim in patents-in-suit. The additional prior art discloses e-commerce outsourcing systems that (i) captured the "look and feel" description associated with the host website, (ii) provided the host website with a link correlating the host website with a selected commerce object, and (iii) served a visitor computer with a webpage that had the same "look and feel" as the host's webpage with content based on the commerce object associated with the link.

Defendants reserve the right to rely on any of the below references to provide background as to what one of ordinary skill in the art would have known.

1. *Prior Art System*

a. Hard Rock Hotel and Tunes

As early as August of 1997, as discussed in *Hard Rock Cafe Int'l v. Morton*, No. 97 Civ. 94833, 1999 WL 717995 (S.D.N.Y. Sept. 9, 1999) (DFNDT000488-000515), Hard Rock Hotel and Tunes used an e-commerce outsourcing system described in part as follows:

> The Tunes link from the Hard Rock Hotel web site is accessed in the following way: When the computer user clicks on the "Shop" icon on the first page of the Hard Rock Hotel web site, a page appears that includes an icon reading "record store." As of December 1997, clicking on this icon took the user to a Tunes page "framed" by a border on the left and a border on the top, each of which contained a Hard Rock Hotel logo. In the Tunes portion of the page, the computer user can listen to portions of various music CDs and/or purchase music CDs. The CDs are sold by Tunes, not by Hard Rock Hotel. No Hard Rock Hotel logo is shown on the CD packaging but Hard Rock Hotel receives a 5% commission for each of these sales. Only two CDs have been sold in this fashion

> through the link on the Hard Rock Hotel web site. (Tr. at 363:8-367:14, 424:2-425:2 (Stone)). *Id.* at *15.

In *Hard Rock Hotel*, the Hard Rock Hotel/Tunes was further described as follows:

> [T]he Hard Rock Hotel Mark and the Tunes site are combined together into a single visual presentation and the Hard Rock Hotel Mark is used to promote the sale of CDs by Tunes. Because the Tunes material appears as a window within the original linking page, it is not clear to the computer user that she or he has left the Hard Rock Hotel web site. The domain name appearing at the top of the computer screen, which indicates the location of the user in the World Wide Web, continues to indicate the domain name of Hard Rock Hotel, not that of Tunes. (Tr. at 367:1-4 (Stone); DX 227). The Tunes web page is reached in the same fashion as any other section of the Hard Rock Hotel web site, by clicking on a button labeled "record store" which resembles the other buttons leading to web pages maintained by Hard Rock Hotel. (Tr. at 361:12-364:4 (Stone)). The spinning globe, Hard Rock Hotel's logo, appears not only to the side of the framed Tunes web page, but also within the Tunes menu bar, on the Tunes page itself. (Tr. 368:1-10 (Stone); DX 227). The Hard Rock Hotel web site and the Tunes web page are thus smoothly integrated. In light of this seamless presentation of the Tunes web page within the Hard Rock Hotel web site, the only possible conclusion is that the Hard Rock Hotel Mark is used or exploited to advertise and sell CDs. *Id.* at *25.

See also archived webpages at the relevant time (DFNDT000516-000558).

b. **Vignette**

Defendants' believe that Vignette Corporation was providing a co-branded e-commerce outsourcing solution called "StoryServer" for customers prior to the critical date of the patents-in-suit. Upon information and belief, Vignette Corporation's StoryServer system would "capture look and feel elements" associated with its customer's websites, provide the customer's website with a link that correlates the customer website to a commerce object, such as a product for sale, and serve a visitor computer with a webpage that had the same "look and feel" as the customer's webpage with product content associated with the link.

Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

c. **Century Technology Group / Nexchange Corporation**

Upon information and belief, Century Technology Group and/or Nexchange Corporation may have described its e-commerce system in a printed publication, publicly used its e-commerce system, and/or offered for sale its e-commerce system more than one year before the filing date of the earliest non-provisional application of the patents in suit and possibly also more than one year before the filing date of the provisional application for the patents in suit.

Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit

d. **Weather Channel**

Defendants' believe that The Weather Channel was providing a co-branded e-commerce outsourcing solution for customers prior to the critical date of the patents-in-suit. Upon information and belief, The Weather Channel would "capture look and feel elements" associated with its customer's websites, provide the customer's website with a link that correlates the customer website to a commerce object, such as the weather, and serve a visitor computer with a webpage that had the same "look and feel" as the customer's webpage with weather content associated with the link.

Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

e. **World Choice Travel Prior Art**

The World Choice Travel ("WCT") private label and co-branding technology was an e-commerce outsourcing solution that provided travel booking capability to numerous customers

with the same "look and feel" as that customer's proprietary website.[18] WCT captured the "look and feel" associated with its customers" websites when WCT "receiv[ed] the full design and logo artwork from [its customer]."[19] WCT provided a link to its customers that was correlated with a selected commerce object such as lodging.[20] Visitor computers were served a webpage that had the same "look and feel" as the customer's webpage. Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

f. **EaasySabre Prior Art**

EaasySabre provided a co-branded e-commerce outsourcing solution for customers such as Prodigy and Compuserve. The co-branded travel reservation systems were displayed in connection with Prodigy's and Compuserve's dial up private network service and maintained the same "look and feel" elements as their private network host.[21] The "look and feel" elements were captured by screen scraping the elements from existing Prodigy and Compuserve pages. Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

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[18] *USAHotelGuide.com Announces Private Label Program*, Press Release, September 27, 1999 ("Private labeled sites will be customized to have the same look and feel of the partner company's site ...). [DFNDT000856-000857].

[19] *World Choice Travel, Inc. Revenue Sharing and Services Agreement*, draft agreement, 1999, § 1.4. [DFNDT000858-000866].

[20] *See* DFNDT000858 at §1.3.

[21] See JOHN L. VIESCAS, THE OFFICIAL GUIDE TO THE PRODIGY SERVICE 260 (1991) (showing the co-branded travel site in Figure 7-16) [DFNDT000867-000877] *see also* BRAD SCHEPP AND DEBRA SCHEPP, THE COMPLETE GUIDE TO COMPUSERVE 412-15 (1990) [DFNDT000878-000882].

g. Sabre Business Travel Solutions

Sabre Business Travel Solutions ("Sabre BTS") provided a co-branded/private-labeled e-commerce outsourcing solution to major corporations.[22] Sabre BTS "give[s] corporations their own graphical access to Sabre r eservations [*sic*].[23] For example, Sabre BTS allowed BTI Americas to "private label the BTS software under its Portico brand name."[24] Upon information and belief, Sabre BTS provided a link to its customers that was correlated with commerce objects between such as air, hotel, and car reservations. Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

h. Travelocity Prior Art[25]

(i) Travelocity/Japan Airlines Prior Art

The SABRE Interactive ("SI") (now Travelocity) co-branded web site was an e-commerce outsourcing solution for Japan Airlines ("JAL") so that JAL had travel reservation capability under its own name with the same "look and feel" as its own website. SI captured "look and feel" elements such as Japan Airline's logo. For example, "JAL will supply SI with all artwork necessary to add Jail's logo to such pages. The artwork must be submitted in electronic form and according to specifications provided by SI . . . ."[26] SI provided JAL with a link that was correlated with a selected commerce object by "granting] JAL a non-exclusive and non-transferable right to place Sis logo as a graphical hypertext link on Jail's Website to the [co-

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[22] *See* Whit Andrews, *Cisco Tests Travel Service On its Intranet*, Intranet World, September 23, 1996. [DFNDT000883-000884].
[23] Jeff Moad, *Sabre Rattled*, PC Week, January 29, 1996. [DFNDT000885-000890].
[24] *Software License and Development Agreement between STIN and EDS*, February 28, 1997. [DFNDT0000891-000896].
[25] Any of the Travelocity Prior Art references are combinable as 103 references with the Travelocity Charts (Exhibits 8A-8C).
[26] *Co-branding Agreemen*t between The SABRE Group, Inc. and Japan Airlines Company, Ltd. executed on December 15, 1997, Article II, *see* DFNDT000373-387; *see generally Japan Airlines Travel Booking Engine - Scope Definition*, August 1997, *see* DFNDT000350-372.

branded page]."[27] SI served a visitor computer with a webpage that had the same "look and feel" as the JAL webpage.[28] Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

(ii) **Travelocity/Netscape Air Prior Art**

The Travelocity co-branded web site was an e-commerce outsourcing solution for Netscape Netcenter Marketplace Travel ("Netscape") so that Netscape had travel reservation capability under its own name with the same "look and feel" as its own website.[29] On information and belief, Travelocity captured "look and feel" elements of Nescafe's web site, such as page headers, page footers, navigational tool bars, colors, text, and other graphics.[30] The Travelocity/Netscape co-branded website had content based on selected commerce objects such as hotel, air, and car reservations. Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

(iii) **Travelocity/US Airways Prior Art**

Travelocity provided a private label e-commerce outsourcing solution website for US Airways so that US Airways had travel reservation capability under its own name with the same "look and feel" as its own website. Travelocity captured "look and feel" elements such as US Airways colors and graphics.[31] For example, "US Airways will supply [The SABRE Group]

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[27] *See* DFNDT000373-387 at § 2.2.
[28] *See* DFNDT000373-387 at Exhibit A, § 1.7.
[29] *SABRE Interactive Product Requirements, Netscape Netcenter Marketplace Travel by Travelocity,* March 6, 1998. *See* DFNDT000347-349.
[30] *See Travelocity's Definitions and Guidelines for "Look and Fee"* February 5, 1998, § 4-8. See DFNDT000345-346.
[31] "The private label product must have the US Airways 'look and feel'. This will be limited to the application name, graphics, and background color." *US Airways Internet Reservation System Phase 1: Travelocity Private Label*, December 5, 1997, p. 1. *See* DFNDT000340-344.

with all artwork necessary to modify Travelocity as provided herein."[32] Travelocity provided US Airways a link that was correlated with a selected commerce object by "granting] US Airways a non-exclusive and non-transferable right to place graphical Links on the Customer Websites to the US Airways [private label Travel Booking Engine]."[33] The private label booking engine utilized commerce objects such as "Flights," "Cars," and "Hotels" modules.[34] Travelocity served the private label website exhibiting the same "look and feel" as the US Airways webpage to visitor computers. Defendants continue to research this prior art to determine the full scope and depth of its teachings and its impact on the patents in suit.

(iv) **Travelocity/Online Italia Prior Art**

SABRE Interactive (now Travelocity) provided Travel Online Italia "an on-line travel reservation product with its own look and feel."[35] The "look and feel" customization of Travel Online Italians private label page included replacing Travelocity graphics and tool bars with those provided by Travel Online Italia.[36]

2. ***Prior Art Patents and Patent Applications***

	U.S. Patent No. / Application No.	Date of Issuance / Publication	Bates Range
1.	5,600,778	February 4, 1997	DFNDT0002173-2202
2.	5,793,368	August 11, 1998	DFNDT0002161-2172
3.	5,778,367	July 7, 1998	DFNDT0002203-2235
4.	5,796,393	August 18, 1998	DFNDT0002110-2132
5.	6,029,141	February 22, 2000	DFNDT0002133-2160

[32] *Rider*, supplement to the Information Technology Services Agreement dated as of December 15, 1997 between US Airways, Inc. and The SABRE Group, executed on September 11, 1998, p. 7, § 2.1, *see* DFNDT000329-339; *see also US Airways Internet Reservation System*, DFNDT000343 ("*Graphics replacement.* The Main Menu graphics and Flights Main Menu graphics will be replaced with graphics provided by US Airways.").
[33] DFNDT000329-339 at §5.2.
[34] *See* DFNDT000342
[35] *Basic Booking Engine for Travel Online Italia - Scope Definition*, April 29, 1997. *See* DFNDT000325-328.
[36] *See Private Label for Travel Online Italia - Scope Definition*, § I. *See* DFNDT000315-324.

6.	6,073,124	June 6, 2000	DFNDT0002274-2310
7.	6,247,047	June 12, 2001	DFNDT0002571-2590
8.	5,930,777	July 27, 1999	DFNDT0002591-2603
9.	5,897,622	April 27, 1999	DFNDT0002604-2636
10.	5,715,314	February 3, 1998	DFNDT0002637-2684
11.	6,249,773	June 19, 2001	DFNDT0002685-2693
12.	5,818,446	October 6, 1998	DFNDT0002694-2709
13.	6,151,601	November 21, 2000	DFNDT0002770-2809
14.	6,572,662	June 3, 2003	DFNDT0002994-3028
15.	6,354,239	February 5, 2002	DFNDT0002810-2973
16.	6,615,259	September 2, 2003	DFNDT0003029-3042
17.	7,337,133	February 26, 2008	DFNDT0003043-3069
18.	5,850,442	December 15, 1998	DFNDT0002710-2755
19.	5,890,171	March 30, 1999	DFNDT0002756-2769
20.	US2001/0049672	December 6, 2001	DFNDT0002173-2202
21.	7,058,597	June 6, 2006	DFNDT0004294-4322

3. ***Prior Art Publications***

	Title	**Author / Publisher**	**Date of Publication**	**Bates Range**
1.	Sellers Get a Hand with Affiliate Commerce	Jeffrey Schwartz/ Internet Week	August 6, 1998	DFNDT0002311-2312
2.	Free Electronic Storefronts: The e-Good, e-Bad, and e-Ugly	Garrett Wasny/ howtoconquertheworld.com	July, 2000	DFNDT0002313-2316
3.	EroticaBiz: How Sex Shaped the Internet	Lewis Perdue	2002	DFNDT0002317-2318
4.	Small Business; Special Report: E-Commerce; Business Tools / Software, Technology and New Products to Help Your Company; Online Malls an Ideal Place to Set Up Shop	Lawrence J. Magid/ Los Angeles Times	October 27, 1999	DFNDT0002319-2322
5.	Affinia, Homestead Team Up	internetnews.com	October 21, 1999	DFNDT0002323-2325
6.	Affinia Launches E-Commerce Service for Small Sites	internetnews.com	July 20, 1999	DFNDT0002326-2329
7.	TechWave boosted by $25M	M. Sharon Baker/Puget Sound Business Journal	April 24, 1998	DFNDT0002330-2332
8.	Product review: TechWave	Paul Lang/Sell It!	August 15,	DFNDT0002333-2336

	Title	Author / Publisher	Date of Publication	Bates Range
	PersonalStore		1998	
9.	An Affiliate Marketing History Lesson	Russell Shaw/iMedia Connection	December 14, 2004	DFNDT0002337-2340
10.	How Does Store-Building Software Work?	Dr. Ralph F. Wilson/ Web Commerce Today	December 15, 1997	DFNDT0002341-2351
11.	E-commerce firm lands $9 million	Caroline Hubbard/Atlanta Business Chronicle	August 20, 1999	DFNDT0002352-2354
12.	LinkShare and eShare Technologies Forge Strategic Alliance Partnership gives E-Retailers Real Time Customer Service Capabilities	LinkShare	May 10, 1999	DFNDT0002355-2357
13.	LinkShare and eShare Technologies Forge Strategic Alliance Partnership gives E-Retailers Real Time Customer Service Capabilities	LinkShare	March 22, 2006	DFNDT0002358-2360
14.	Web Marketing Today – Issue 13	Dr. Ralph F. Wilson/ Web Marketing Today	May 11, 1996	DFNDT0002361-2366
15.	Electronic Commerce Begins the Next Phase in Online Marketing. LinkShare Leads the Way	LinkShare	February 1, 1999	DFNDT0002367-2368
16.	1-800-Flowers.com Branches Out with LinkShare!	LinkShare	January 29, 1999	DFNDT0002369-2371
17.	LinkShare and CBS Sportsline Partner to Develop the Premier Sports Internet Affiliate Network	LinkShare	January 11, 1999	DFNDT0002372-2374
18.	LinkShare Corporation Teams with Verio Inc. to Develop Affiliate Sales Program	LinkShare	December 8, 1998	DFNDT0002375-2377
19.	Superbuild.com Develops	LinkShare	December 7,	DFNDT0002378-2380

	Title	Author / Publisher	Date of Publication	Bates Range
	an Affiliate Program With LinkShare		1998	
20.	TheSmokeShop.Com Launches Innovative Affiliate Program	LinkShare	October 6, 1998	DFNDT0002381-2384
21.	HostAmerica Partners with LinkShare to Launch Affiliate Program	LinkShare	October 7, 1998	DFNDT0002385-2387
22.	MotivationNet and LinkShare Corporation Announce Integration	LinkShare	October 13, 1998	DFNDT0002388-2389
23.	Working paper – Hoffman, Novak and Chatterjee	Sloan Center for Internet Retailing – University of California, Riverside	December, 1995	DFNDT0002390-2394
24.	Commercial Scenarios for the Web: Opportunities and Challenges	Donna L. Hoffman, Thomas P. Novak and Patrali Chatterjee/University of California, Riverside Sloan Center for Internet Retailing	December 1995	DFNDT0002395-2420
25.	New Metrics for New Media: Toward the Development of Web Measurement Standards	Thomas P. Novak and Donna L. Hoffman/ Vanderbilt University e-Lab	September 26, 1996	DFNDT0002421-2450
26.	Just For Feet, Inc. Announces Asset Auction	Just For Feet, Inc.	January 27, 2000	DFNDT0002451-2452
27.	Nexchange expands your consumer reach	Mary Ann Fitzharris/ TechRepublic.com	May 3, 2000	DFNDT0002453-2455
28.	Syndicated E-commerce	DDR Holdings, LLC	August 10, 2006	DFNDT0002456-2457
29.	How it can be done – evolution to Web Services	DDR Holdings, LLC	August 10, 2006	DFNDT0002458-2459
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- Interprise Technology Partners' systems, including Just For Feet
- LinkShare's systems, including U.S. Patent 5,991,740
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- PC Flowers & Gifts.com
- Autoweb.com - KBKids.com - KBToys.com - Epage
- Match.com

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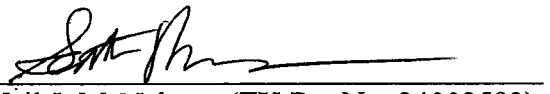
FISH & RICHARDSON P.C.

By: 

Neil J. McNabnay (TX Bar No. 24002583)
FISH & RICHARDSON P.C.
1717 Main Street, Suite 5000
Dallas, Texas 75201
Telephone: (214) 747-5070
Facsimile: (214) 747-2091
Email: njm@fr.com

Scott A. Penner (*Pro Hac Vice*)
Daniel C. Callaway (*Pro Hac Vice*)
FISH & RICHARDSON P.C.
500 Arguello Street, Suite 500
Redwood City, California 94063
Telephone: (650) 839-5070
Facsimile: (650) 839-5071
Email: svp@fr.com; dcc@fr.com

Counsel for Defendants and Counterclaimants HOTELS.COM, L.P.; EXPEDIA, INC.; TRAVELOCITY.COM, L.P. AND SITE59.COM, LLC; INTERNETWORK PUBLISHING CORPORATION D/B/A LODGING.COM; NEAT GROUP CORPORATION; ORBITZ WORLDWIDE, LLC

Dated: June 7, 2011

BRYAN CAVE LLP

By: /s/ with permission

E. Glenn Thames, Jr. (TX Bar No. 00785097)
POTTER MINTON
Post Office Box 359
Tyler, Texas 75710
Telephone: (903) 597-8311
Facsimile: (903) 593-0846
Email: glennthames@potterminton.com

George C. Chen
BRYAN CAVE LLP
Two North Central Avenue, Suite 2200
Phoenix, AZ 85004-4406
Tel: (602) 364-7367
Fax: (602) 364-7070
Email: george.chen@bryancave.com

Lawrence G. Kurland
BRYAN CAVE LLP
1290 Avenue of the Americas
New York, NY 10104
Tel: (212) 541-1235
Fax: (212) 541-4630
Email: lgkurland@bryancave.com

4Counsel for Defendants and Counterclaimants
INTERNATIONAL CRUISE & EXCURSION
GALLERY, INC.;
OURVACATIONSTORE.COM, INC.

Dated: June 7, 2011

FULBRIGHT & JAWORSKI L.L.P.

By: /s/ with permission

Ronn B. Kreps (*Pro Hac Vice*)
Email: rkreps@fulbright.com
Erik G. Swenson
Email: erik.swenson@fulbright.com
FULBRIGHT & JAWORSKI L.L.P.
2100 IDS Center
80 South Eighth Street
Minneapolis, Minnesota 55402-2112
Phone: (612) 321-2800
Fax: (612) 321-2288

Brett C. Govett
TX Bar No. 08235900
Email: bgovett@fulbright.com
Fulbright & Jaworski L.L.P.
2200 Ross Avenue
Suite 2800
Dallas, Texas 75201-2784
Phone: (214) 855-8000
Fax: (214) 855-8200

Counsel for Defendant and Counterclaimant
DIGITAL RIVER, INC.

CERTIFICATE OF SERVICE

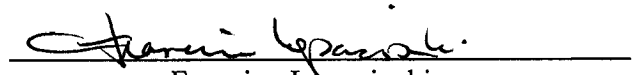
The undersigned hereby certifies that a true and correct copy of the above and foregoing document has been served on June 7, 2011 to the below named counsel of record via U.S. Postal Service.

Louis J. Hoffman
Louis J. Hoffman P.C.
11811 North Tatum Blvd.
Suite 2100
Phoenix, AZ 85028
Tel: (480) 948-3295
Fax: (480) 948-3387
Email: louis@valuablepatents.com

Attorneys for Plaintiff
DDR Holdings, LLC

Norman H. Zivin
Tonia Sayour
COOPER & DUNHAM
30 Rockefeller Plaza
New York, NY 10112
Tel: (212) 278-0400
Fax: (212) 391-0525
Email: nzivin@cooperdunham.com;
tsayour@cooperdunham.com

Attorneys for Defendant and
Counterclaimant
NATIONAL LEISURE GROUP, INC.



Francine Lopacinski

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Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,330,575 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	Briefly, according to the invention a method for designing a Web page, to be hosted on a Web page server, comprises: providing an object-oriented, template-driven interface for a customer to utilize in the design of the Web page. This allows the customer, through the use of the interface, to design the Web page. The method also comprises the step of publishing the Web page at a destination of the customer's choosing. Briefly, in accordance with another aspect of the invention, a method for designing a Web page for use in a distributed electronic commerce system is provided. The commerce system comprises a Web page server and a second server which are electrically coupled to each other, and the Web page server hosts the Web page. The method comprises: creating a link to the second server; designing the Web page such that the link can be embedded into the Web page; and embedding the link into the Web page. Moore '575, 3:23-39.
8(a)	capturing a look and feel description associated with a host website;	The Development Tool is object-oriented and template-driven, and it enables its customer, which is the merchant, to design a web site in only a few minutes and does not require any special Internet knowledge from the merchant. The Development Tool breaks the design process down into four steps. The first is to select a Web site category. The second is to collect optional page header and footer information. The third is to choose the defaults for the background color or image and for the page style. The fourth is to fill in the content of each page. Moore '575, 10:44-53.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,330,575 by Victor S. Moore and Glen R. Walters (filed March 31, 1998, issued December 11, 2001). [DFNDT0000181-0000207]

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		The first step is to select a category. The category is selected from a list of ten industries such as automotive, dining, and education. Referring to FIG. 6, there is shown a screen 600 containing a list of possible industries to choose from in the Development Tool. Alternate embodiments could employ different industries and a different number of choices. The list 600 also illustrates the simplicity of the merchant interface. The selected category is used by the Development Tool to preselect the image libraries and page style libraries that will be used in the fourth step. The Development Tool thus simplifies for the merchant the processes of finding appropriate clip art and page styles. The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. The third step is to select the default background, which may be a color or an image, and page style. The Development Tool simplifies the process of choosing by offering grids of selections. The color grid, or pallet, contains 16 different colors. This color pallet can be used or the merchant can define his own. Similarly, a grid of clip art images is available for the merchant to choose from for background images. These default conditions for each page constitute a template, and begin to illustrate the template-driven nature of the Development Tool. The default background may be separately changed by the merchant for any particular page.

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Page styles allocate certain portions of each page to text, images, multimedia, etc. The style thus provides a template for all of the different content-related objects ("style components") that will appear on a page. Although the position and sizes of the style components are defined by the style, they can be changed by the merchant for any page. Referring to FIG. 8, there is shown a screen 800 which prompts the merchant to select a background and a style for the page. Page styles are further elaborated in FIG. 9, and FIG. 10 shows one style or template in isolation. The fourth step is to fill in the content for each of the style components. As shown, for example, in FIG. 10, each of the style components must be filled in. To do this, the merchant clicks on the style component and the Development Tool presents a "dialog" box which steps the merchant through the choices necessary to fill in the style component. FIGS. 11-13 show dialog boxes for image, text, and multimedia style components, respectively. For images, the merchant is presented with a selection, but may use other images as well. It is common for a merchant to scan logos and images that the merchant wants to use on his Web site. Any style component can also have a URL attached to it, and the dialog box allows the merchant to select this option. Each page created by the merchant can, as mentioned earlier, be modified. Style components can be added, deleted, moved, resized, etc. Another feature of the Development Tool is that it presents the page just as a Web customer will see it. This feature, called WYSIWYG for "what you see is what you get" allows the merchant to see, without publishing and browsing, what the published page will look like when it is published. Additionally, the Development Tool also provides a previewing option which uploads all of the pages and allows the merchant to view the entire Web site with a Web browser.

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		When the pages are all created, the Development Tool allows the merchant to upload or publish the Web pages to a site specified by the merchant. Moore '575, 10:59-11:64. *See also* Figs. 6-13.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	Briefly, in accordance with another aspect of the invention, a method for designing a Web page for use in a distributed electronic commerce system is provided. The commerce system comprises a Web page server and a second server which are electrically coupled to each other, and the Web page server hosts the Web page. The method comprises: creating a link to the second server; designing the Web page such that the link can be embedded into the Web page; and embedding the link into the Web page. Moore '575, 3:23-39.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.). There is provided, according to the present invention, a Development Tool for designing the Web storefront 106. This tool greatly simplifies the task of creating the Web storefront initially and of modifying it and updating it. The Tool also ensures that the operation with the Transaction Server 202 is seamless for the customer 114. The Tool derives much of its utility from the fact that it contains a series of templates, tailored to different industries, for creating pages. The fields on these templates can be filled with text, or with images from clip art (also included with the tool) or can be tailored to suit a specific merchant's needs. The task is greatly simplified by the inclusion of a prompting mode in which the tool will actually step a user through the process. As an additional tailoring feature, the tool can be adapted to whatever "look and feel" the customer may desire. The customer may want to match the look and feel to that of other applications that the

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		customer uses, or may simply feel more comfortable with another look and feel. Moore '575, 5:27-48. The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. *See also* Figs. 6-16.
13	The process of claim 8, wherein the selected commerce object is a selected product.	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,490,567 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	Distributed electronic commerce is conducted over a network by substantially separating transaction functionality from merchant content. Electronic commerce transaction functionality is provided by a commerce server having a commerce database. The commerce server stores merchant and purchaser profile data and merchant content summaries on the commerce database. The purchaser browses and searches for product and merchant information using the commerce server, and is provided with more detailed information stored at a separate merchant content server system. The purchaser selects products to purchase, and a purchase order is sent to the commerce server. The commerce server initiates the settlement of accounts between the merchant and purchaser, and initiates order fulfillment for the selected product. The separation of transaction functionality and merchant content onto separate servers under the control of a commerce service provider and a merchant, respectively, provides a more efficient and effective way of carrying out electronic commerce over a network. Gregory '567, Abstract.
8(a)	capturing a look and feel description associated with a host website;	
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	A purchaser requests the commerce server to send shopping information. The purchaser browses or searches for products on the commerce server, and data regarding products and merchants is retrieved from the commerce database. At the purchaser's request for more information on a product or merchant, the commerce server refers the purchaser to an appropriate merchant content server, which contains much more detailed information about the product and merchant than is available from the commerce database.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,490,567 by James McKanna Gregory (filed January 15, 1997, issued December 3, 2002). [DFNDT0000145-0000163]

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and selling merchant. The commerce server communicates with an external payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:48-67. *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	"The present invention thus advantageously provides a convenient and efficient way for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57. A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen.

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		Gregory '567, 8:3-52. *See also* Figs. 11-13.
13	The process of claim 8, wherein the selected commerce object is a selected product.	Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:36-52.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. Gregory '567, 8:3-11.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,209,007 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	A central hub server stands between a number of affiliate web sites and a number of vendor web sites to execute sales of vendor products featured on the affiliate web sites. Affiliate sites sign-up with the hub server and select products offered by vendors. The affiliate sites feature selected vendor products on their web sites. A buyer that browses an affiliate web site causes identifiers of the buyer, the affiliate site, and the product to be sent to the hub server. The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit information and shipping address. The hub server returns a form to the user visiting the affiliate site, including a picture of the product, its price and a submit icon superimposed on the picture. If the buyer clicks on the submit icon, the purchase information is returned to the hub server. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less commissions credited to the affiliate site and the hub. The form submitted to the vendor site includes all information necessary to make the purchase: product code, price, hub affiliate ID, and buyer shipping and billing information. The vendor site processes the sale and ships the product to the buyer's address. Bollay '308, Abstract.
8(a)	capturing a look and feel description associated with a host website;	Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406

[1] Unless noted, all citations in this chart are to U.S. Patent No. 7,565,308 by Denison W. Bollay (filed March 25, 1999, issued July 21, 2009). [DFNDT0000133-0000144]

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1. *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67.
13	The process of claim 8, wherein the selected	"A buyer 114 that browses an affiliate web site 110 and views a page containing

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	commerce object is a selected product.	product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	"A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1. Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67. "It will be understood by those skilled in the art that the product displayed can be random within a category. Also, the product displayed can be custom based on the buyer's profile, site and category." Bollay '308, 4:57-58.

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,209,007 to Kelley ("Kelley '007")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,209,007 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	
8(a)	capturing a look and feel description associated with a host website;	"It is another object of the present invention to provide to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web page from the original document." Kelly '007, 1:51-54. "Yet another object of the present invention is to provide a customized web page from one or more other web pages of documents which retains a header, footer and optionally other original structure from at least one of the web pages from the original documents." Kelly '007, 1:55-59. "A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. The customized web page may present to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web pages from the original documents, such as the header, footer and optionally other original structure from at least one of the web pages from the original documents. The customized web page may be constructed from a series of unrelated web pages, it may be updated with changes as the changes take place in the original unrelated web pages.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,209,007 by Edward E. Kelley, et al. (filed November 26, 1997, issued March 27, 2001). [DFNDT0000164-0000180]

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,209,007 to Kelley ("Kelley '007")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		Kelley '007, 9:40-48. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8. 300--Locate code. Locate the lines of code in the HTML source code that were selected as search items. 310--If HMTL? Check if the source code is a HTML source code file. 320--If java? Check if a reference to Java code has been found. 330--If javascript? Check if any search items have been found in javascript code. 340--Extract javascript code. Extract the subset of javascript code that will generate the search items or reference to the search items. 350--Build new code. Take the extracted javascript code and build new code that will generate the search items or references to the search items. 360--If other language? Check if a reference to other langnages have been found that are used to build the web page.

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 6,209,007 to Kelley ("Kelley '007")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		370--If data found? Check if any HTML source code, java code, javascript, or any other langnage code has been found that satisfy the search items. FIG. 6 describes the steps taken if the located code is a HTML source code file, and the flow chart description is as follows: 400--If lists? Check if the search items were found in lists in the HTML source code. 405--Extract list data. Extract the HTML source code that is used to build the lists that satisfy the search items. 410--Build new lists. Build new HTML source code that will display the lists that satisfy the search items for the web page subset. 415--If tables? Check if the search items were found in tables in the HTML source code. 420--Extract table data. Extract the HTML source code that is used to build the tables that satisfy the search items. 425--Build new tables. Build new HTML source code that will display the tables that satisfy the search items for the web page subset. 430--If text? Check if the search items were found in text in the HTML source code. 435--Extract the text data. Extract the HTML source code that is used to build the text that satisfy the search items. 440--Build new text. Build new HTML source code that will display the text that satisfy the search items for the web page subset.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		445--If other? Check if other type of HTML source code is used to satisfy the search items. This includes graphic files. 450--Check table. Check a list of other types of HTML source code to see if other HTML source code found to satisfy the search items is described in a library that contains instructions for building a subset of the code for the new web page. Graphic files will be handled by reading the text either next to the graphic files or reading any text that is displayed by the graphic files. 460--If found? Check if graphic files or other HTML source code is used to satisfy the search items. 470--Extract other. Extract the graphic file references and or other HTML source code that satisfies the search items. 475--Build other. Build new HTML source code including graphic files that will satisfy the search items for the web page subset. FIG. 7 describes the steps taken if the located code is Java source code, and the flow chart description is as follows: 500--Attempt code retrieval. Java source code may not be available to the client. This is because sometimes it is considered propriety code and only the compiled code is passed to the client. This step in the process is used to attempt to retrieve the Java source code. 510--If successful? Check if there was a successful retrieval of the Java source code. 520--Search java code. Search the java source code for the code that is used to satisfy the search items.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		530--If found? Check if the code is found that is used to satisfy the search items. 540--Extract code subset. 550--Build new Java source code that will satisfy the search items for the web page subset. FIG. 8 describes the steps taken if the located code is another language, and the flow chart description is as follows: 600--Search other language table. Search the other language table to see if there is a description of the other language. The description is used to identify the other code and contains instructions for later building the other language subset. 610--If found? Check if the other language description was found in the other language table. 620--Attempt to capture the code. Attempt source code retrieval. Other language source code may not be available to the client. This is because sometimes it is considered propriety code and only the compiled code is passed to the client. This step in the process is used to attempt to retrieve the other language source code. 630--If successful? Check if there was a successful retrieval of the other language source code. 640--Search for items. Search for the items that were requested in the Boolean search. 650--If successful? Check if the search was successful.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		660--Extract code subset. Extract the subset of the other language code that is used to satisfy the search items. 670--Build new other language. Build a new other language source code subset that will be used to display the selected search items for the web page subset. Kelley '007, 7:11-8:51. *See also* Figs. 3-8.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"FIGS. 3-10 are block diagram flow charts of the preferred steps employed in practicing the present invention, wherein circled numerals indicate links between the steps." Kelley '007, 3:53-55. *See also* Figs. 3-10. *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The present invention provides the ability to create a customized web page based on a Boolean search for the information of interest found on another, original web page while preserving the basic structure of the original web page. The invention also contains the logic to select a subset of data from the HTML source file which includes HTML source code, the Java code referenced by the HTML source file, the javascript code found in the HTML source file and any other code that is available to reference data on a web browser. The invention also permits interactive customization that is invoked whenever the customized web page is accessed to update it with retrieved information that is changed in the original web page. Kelley '007, 3:65-4:10. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8. FIG. 9 describes the construction of a customized web page from multiple sources, and the flow chart description is as follows: 700--Start. Start the customized web page from multiple sources process. 705--View the page. View the web page from which data will be extracted for the customized web page. 710--Select customized web page. Select the customized web page, to which information will be added, from a table of customized web pages. 715--If found? Check if the customized web page exists. 720--Create new customized web page. Create the new customized web page from the basic web page of the web page where the web page subset originated and the web page subset. 725--Update list. Update the list of customized web pages with the newly created customized web page location which will be on local storage. 727--Update customized web page. Update the customized web page with the web page subset. 730--Notify server. Notify the server that is the source of the URL that an item is being placed on a customized web page and that the client

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in U.S. Patent No. 6.209.007 ("Kelley '007")
		wishes to be notified when changes are made to the URLs that have come from various web pages. Indicate whether a direct update is desired. The server then updates the server customized table where it keeps track of the customized table where it keeps track of the customized web pages, items and addresses of the client. 735--If exit? Check if time to exit. 740--Exit. Exit the process. FIG. 10 describes the process at the server, and the flow chart description is as follows: 800--Start. Start the server process. 810--Updates to web pages. The server updates web pages with new URLs. 820--Check table. The server checks the server customized table to see if the URLs added to the web pages have been listed as being in customized web pages. 830--If entries found? Check if there are entries in the server customized table that indicate that the updated URLs are found in customized web pages. 840--If notify? Check if the owners of the customized web pages indicated that they wish to be notified. 850--Send notification. Send the notification to the clients of the customized web pages. 860--If direct update? Check if a direct update of the client customized

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in U.S. Patent No. 6.209.007 ("Kelley '007")
		page is indicated. 870--Direct file update. The server directly updates the web page on the client. 880--End. End the process. Kelley '007, 8:52-9:36. *See also* Figs. 9-10.
13	The process of claim 8, wherein the selected commerce object is a selected product.	
14	The process of claim 8, wherein the selected commerce object is a selected product category.	

Comparison of U.S. Patent No. 6,629,135 and PCT Application WO 99146709 to Voorhees ("Voorhees '709")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, PCT Application WO 99146709 to Voorhees anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered

[1] Unless noted, all citations in this chart are to PCT Application WO 99146709 to Voorhees, Arciere, and Blanchard (filed on March 11, 1998 and published on September 16, 1999). [DFNDT_0000240-0000294].

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.
8(a)	capturing a look and feel description associated with a host website;	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . To respond to a shopper's request, under control of display processor information contained in templates 13 specifies the general format of a display screen for a jeweler, and the general format is "filled in" with information unique to the particular jeweler whom the shopper has requested, according to content information found in the dataset (such as the jeweler's name and address, for example) associated with that jeweler. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . Voorhees '709, 9:13-11:6. Thus, the shopper is able to see the manufacturer's information without leaving the retail jeweler's web page, including all updates made by the manufacturer. And the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer, a sale for the jeweler, and a sale for the manufacturer. Voorhees '709, 16:8-12.
8(b)	providing the host website with a link for	Since jeweler 111's dataset contains boutique reference 112 to boutique

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
	inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page,

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
13	The process of claim 8, wherein the selected commerce object is a selected product.	In Voorhees the selected product may be a piece or type of jewelry. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		same general layout as element 26 in Fig. 4A, some items in it are seen to be different. This is a result of the aforementioned customization. The prices specified by RingCo's HTML description in element 26 are wholesale prices; after applying Ima Juler's customization with his markup of 100%, the prices shown in element 26A are twice those shown in element 26. Similarly, where element 26 shows SKU numbers, element 26A shows different "stock numbers." This conversion could be specified by Ima Juler in order to prevent the shopper from learning the true SKU number which might facilitate the shopper's "shopping around" for the item, which might be detrimental to Ima Juler. Thus, the shopper is able to see the manufacturer's information without leaving the retail jeweler's web page, including all updates made by the manufacturer. And the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer, a sale for the jeweler, and a sale for the manufacturer. Voorhees '709, 15:20-16:12. *See also,* Fig. 4D.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	In Voorhees the selected product category may be a boutique. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . . Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also,* Fig. 4C.

Comparison of U.S. Patent No. 6,629,135 and U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the

[1] Unless noted, all citations in this chart are to U.S. Patent No. 5,870,717 to Wiecha (filed on November 13, 1995 and issued on February 9, 1999). [DFNDT_0000218-0000239].

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		following capacities; order processing from buyer clients 90, approval and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also*, Figs. 3-4, 6, 1:57 – 2:19.
8(a)	capturing a look and feel description associated with a host website;	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 7-10.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. *See also*, Figs. 3, 6.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		See also, Figs. 6-10.
13	The process of claim 8, wherein the selected commerce object is a selected product.	In Wiecha the selected product may be an item selected from an electronic catalog. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 8-10.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
14	The process of claim 8, wherein the selected commerce object is a selected product category.	In Wiecha the selected product category may be subchapter or folder of items. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 8-10.

Comparison of U.S. Patent No. 6,629,135 and Internet Scrapbook[1]

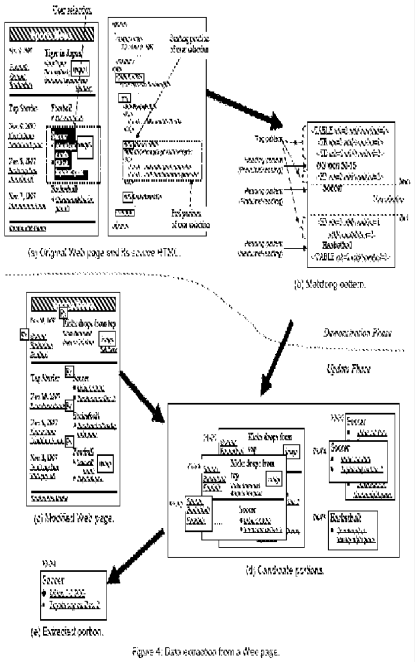
Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, "Internet Scrapbook: Automating Web Browsing Tasks By Demonstration," Sugnira and Koseki, 1998 ("Internet Scrapbook") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Internet Scrapbook
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	In Internet Scrapbook, the host website includes web pages designed by the user and specified by URLs (Uniform Source Locators) where user computers can obtain a weather forecast, cyber news and sports results. The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9.

[1] Unless noted, all citations in this chart are to "Internet Scrapbook: Automating Web Browsing Tasks by Demonstration" by Sugnira and Koseki (published in 1998). [DFNDT_0000208-0000217].

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Internet Scrapbook
		See also, pgs. 10-13.
8(a)	capturing a look and feel description associated with a host website;	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook, at 10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Internet Scrapbook
		extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	In Internet Scrapbook, the link correlating the host website with a selected commerce object is a link to an article, weather forecast, or sports result. The Internet Scrapbook extracts the links from the original website.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Internet Scrapbook
		 Figure 4. Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Internet Scrapbook
		and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	
13	The process of claim 8, wherein the selected commerce object is a selected product.	
14	The process of claim 8, wherein the selected commerce object is a selected product category.	

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Travelocity/Yahoo! Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	The SABRE Interactive (now Travelocity) co-branded web site was an e-commerce outsourcing solution for Yahoo! so that Yahoo! had travel reservation capability under its own name with the same look and feel as its own website. "A. Yahoo! operates a search engine and World Wide Web directory under the brand 'Yahoo!'. B. SI operates a travel booking engine and interactive Internet travel services through its 'Travelocity' site, located at http://www.travelocitv.com (the 'Travelocity Site). C. Yahoo! and SI wish to provide Yahoo! users with travel booking services by distributing SI's booking engine on the Yahoo! Site and to advertise and promote SI's interactive Internet travel services, all in accordance with the terms and conditions of this Agreement." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on February 18, 1998. *See* DFNDT000413-422.
8(a)	capturing a look and feel description associated with a host website;	Capture took place either when Yahoo! sent its look and feel elements directly to SABRE Interactive or when SABRE Interactive scraped the look and feel elements from an existing Yahoo! page.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"This 'look and feel' will include the Yahoo! logo, the background color, and the toolbars." *See Yahoo! Travel Booking Engine - Scope Defmition*, last modified on 8/1/1997. *See* DFNDT000423-428.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	SABRE Interactive provided Yahoo! with a hyperlink to the co-branded page; Yahoo! then provided its Yahoo! website with the hyperlink. The link was correlated with a selected commerce object such as air, hotel, or car reservation. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000413-422. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. * * * The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		- Pick-up date / pick-up time - Return date / return time - Number of travelers -Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997 (emphasis added). *See* DFNDT000423-428. *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	Once the hyperlink was activated, SABRE Interactive served a co-branded Yahoo! webpage corresponding to the Yahoo! look and feel in which the visitor was able to carry out travel planning using the selected commerce objects. As far as the scope of the claimed "look and feel" can be determined, the look and feel of the co-branded Yahoo! page served by SABRE Interactive included the Yahoo! logo, colors, travel menus, advertising, and toolbars. "2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that gnide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		DFNDT000388-412. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from the cookie. * * * Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000423-428. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on February 18, 1998. *See* DFNDT000413-422. "Several Travelocity pages (fprqst, fpdisp1, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo! Travel." *Yahoo! Travel Build your own itinerary*, last modified on March 24, 1998. *See* DFNDT000429-432.
13	The process of claim 8, wherein the selected commerce object is a selected product.	The visitor from the Yahoo! Travel page could purchase airline tickets and other selected products via the co-branded Yahoo! page served by SABRE Interactive. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices -Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile - Login" *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000423-428.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The visitor from the Yahoo! Travel page could select airline tickets, car rentals, and hotel reservations via the co-branded Yahoo! page served by SABRE Interactive.

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices -Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile -Login * * * The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000423-428.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Digital River Secure Sales System ("SSS") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	"Digital River's Secure Sales System (SSS) brings together software manufacturers and dealers enabling them to sell and deliver product via the Internet. This service will provide all digital delivery, security, collections and reporting of the sale of software. Throughout this process, it will appear to the consumer as if the transaction is being processed by the manufacturer or dealer while the Digital River SSS is handling the whole transaction 'behind the scenes'." [sic] *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19970412100754/http://www.digitalriver.com/; [DR000001-2]. "**Extend your selling environment** Better yet, the entire transaction takes place in the selling environment you've created, surrounded by the look and feel of your identity, with your products presented the way you want them presented, with no competition. Your customers simply hit the purchase icon at your site and the whole process unfolds smoothly. There's no sensation of being suddenly hustled off to another location. Your customers won't end up at some foreign-looking page where they have to hunt to find your product." *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19971221024519/.digitalriver.com/Page3.html; [DR000003-4] (emphasis original). Maintain your own identity and branding. Digital River facilitates the sale of your products to your customers. To most consumers, our services often appear as nothing more than a web site "buy" button. But behind this simple device is sophisticated electronic commerce technology which gives consumers the ability to immediately and easily purchase and download the digital products of their choice. As

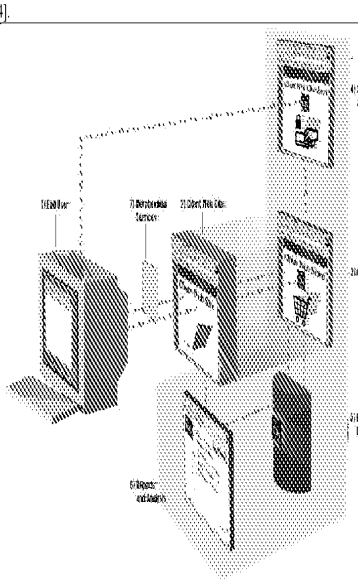
[1] The Digital River SSS process was offered for sale, sold, and publicly used in connection with more than 500 client websites prior to September 17, 1998. While the referenced steps of the Digital River SSS process were consistently used with respect to these client websites, the specific elements Digital River utilized to create "transparent e-commerce support pages" for its clients varied based upon the specific look and feel of the host (client) website. The documents expressly referenced herein are provided as illustrative examples of the Digital River SSS process as utilized prior to September 17, 1998. Additional documents evidencing the offer for sale, sale and public use of the Digital River SSS process will be produced pursuant to Local Patent Rule 3-4(b).

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		consumers become more savvy, this efficiency of purchase and delivery will become one of the primary advantages of selling digital products over the Interuet. When customers want to purchase, they push the "buy" button and are transferred immediately and transparently to the Digital River Central Commerce Server. This retains the 'look and feel' of your own site and encourages the customer to buy – easily and quickly. Depending on your preferences and marketing initiatives, buyers can be offered additional cross-sell, up-sell, special offer and bundled products related to their purchases. Credit information is verified, the sale is transacted and the purchases are then downloaded to the buyer. *Digital River Information Kit* at 8 [DR004326]. "Digital River, Inc. proposes to maintain and develop transparent secure Internet marketing and sales services for Adobe's Web site and products. Services will be provided through Digital River's S3 commerce encryption solution which was designed to manage transactions behind the scenes . . . ." *Internet Commerce Services Proposal for Adobe,* July 25, 1996; [DR000005-6]. [DR006649-86]. *See also* [DR074797-074937] and [DR074670-074796].
8(a)	capturing a look and feel description associated with a host website;	Flow chart depicting "The Digital River Internet Ordering System (StoryBoard Overview)" and stating "[a]ll ISV and Dealer pages are located on the Digital River Server." [DR000007-12]. Flow chart depicting "Level 1" and stating that depicted ISV and Dealer pages "will actually be built 'on-the-fly' as users arrive from various ISV and Dealer web pages using database image and content values . . . The user will be presented with a page on the Digital River Server that is similar in feel to the ISV or Dealer page." [DR000007-12]. "Vendor's Delivery Obligations. a. Initial Deliverables. . . . Vendor will provide Electronic Distributor with . . . (v) all the items and materials specified in the 'Requirements Checklist' on Exhibit A . . . . Exhibit A . . . II Requirements Checklist . . . 7) Trademarks/logos (.gif file). *Electronic Software Distribution Agreement* between Digital River and Auto F/X Corp. dated July 18, 1996; [DR000013-21]; *see also e.g.,*

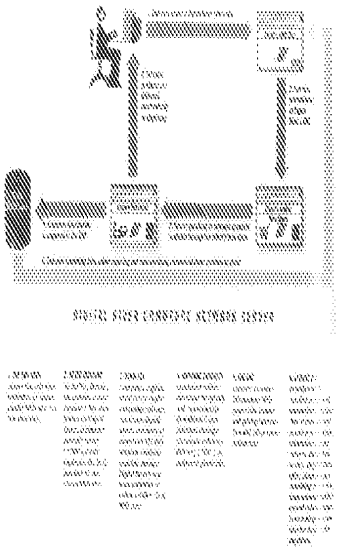
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		Email from root to ftplist@digitalriver.com, dated October 19, 1997; [DR000022] (example of Digital River client "FTP upload notification"). "Adobe's customers will be able to access Adobe products at maximum bandwidth from multiple FTP servers." *Internet Commerce Services Proposal for Adobe,* July 25, 1996; [DR000005-6]. "**Digital River's Proposed Solution** Digital River will manage MathSoft's online store and work with MathSoft's current staff to integrate purchasing options throughout the entire web site to enable customers to purchase products more easily. We will develop all commerce pages using MathSoft's branding and color schemes in an effort to remain as transparent as possible." *Digital River Proposal To Mathsoft, Inc.*; [DR000023-25] at 2 (emphasis original). 12. Implementation Phase 1 – Complete Linked ESD Software Store Company will develop a complete ESD software store with the look and feel of www.outpost.com. This store will operate on the Company servers and will be linked from www.outpost.com. Company will provide Electronically deliverable software products from over 1000 thousand [sic] publishers. This will be developed and implemented without any cost to Dealer Company will pay Dealer on a monthly basis, under the enclosed payment schedule. Phase 2 – In conjunction with the Phase 1 implementation, Company will identify products that are offered in both the ESD store and in Dealer's inventory. Once these products are identified, Digital Company [sic] will provide a specific url and item detail page which can be linked directly from the product information page within www.outpost.com. This will provide Dealer with an integrated solution for offering electronically deliverable products within it's [sic] entire software product mix. Phase 1 margins and costs also apply to Phase 2. Phase 3 – Within a reasonable timeframe, Company will also offer a completely integrated solution in it's [sic] Electronic Drop-Ship program. This will enable Dealer to completely

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		integrate the Company products into the sales process at www.outpost.com. This would allow for ESD products to be mixed with Dealer physical shipments in the same shopping basket on www.outpost.com This option will require a development effort by Dealer, and can be launched at a later time." *Cyberian Outpost, Inc. Dealer Agreement effective March 30, 1998* at 3-4 [DR059440- DR059447]. We can help you from development to post-sale. As a Digital River client you receive end-to-end service to help your company grow. We provide assistance with software commerce site development. Digital River builds the screens to match your 'look and feel' and to create a transparent buying experience that enhances sales opportunities. Working with Digital River is easy, because you'll experience near immediate set-up. The development cycle to 'live' selling is often complete within a few weeks. The seamless transaction process for your customers encourages additional sales. We deliver cross-sell and up-sell opportunities to manage your average sale size, profits, margins and return on investment. As a software publisher, the incremental revenue and efficiencies can quickly improve your bottom line. Or, as a Digital River online dealer, you can establish or enhance your own software store, directly from a link on your site. You can immediately expand your content, inventory and shelf space to offer the more than 110,000 software products currently available through Digital River. *Digital River Information Kit* at 10 [DR004328]. "**Development** – the development of an easy to use online store is done by DR [Digital River] to fit the look and feel of your home web site at no cost. DR will incorporate your color schemes, logos and general feel in an attempt to remain as transparent as possible. **Maintenance of the online store** – DR gives you two options in the maintenance of your store. First, you have access to your Account Development Manager to make changes to your site. These may include pricing changes, product additions or deletions, or just a change in the look or flow of the site which may

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		increase revenues. Your second option is to make these changes yourself in DR's system through a private, secure URL." *Digital River's Percentage of Sales Model – A Value Proposition;* [DR000026-27] at 2 (emphasis original). *Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032], [DR026692], [DR026693], [DR026694]. [DR034615-16] ("look and feel" data associated with source page Digital Frontiers stored on DR server). [DR034606-07] ("look and feel" data associated with source page Bitstream stored on DR server). [DR026733-36] (checklist detailing capture procedure). [DR074637-074669].
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"Vendor's Delivery Obligations. a. Initial Deliverables. . . . Vendor will provide Electronic Distributor with . . . (iv) hypertext link to www.digitalriver.com in the Vendor's World Wide Web home page . . . ." *Electronic Software Distribution Agreement* between Digital River and Auto F/X Corp. dated July 18, 1996; [DR000013-21]; *see also e.g., Email from Digital River to Auto FX*, dated September 26, 1997; [DR000033] ("The URL for the Auto FX site is at the bottom of this email."); "Bitstream Fonts Online!" hypertext link ("<A HREF=http://www2.digitalriver.com/bit/index.html">Bitstream fonts online!<A>"); *Bitstream.com Home Page*, http://webarchive.org/web/19970117165233/http://www.bitstream.com/; [DR000034-38]; "Shop Online" hypertext link; *Seattle Support Group Home Page*, www.ssgrp.com; [DR000039-50]; "Welcome to 1stSoftware" hypertext link ("Welcome to 1stSoftware"); [DR000051-54]; and "purchase QFX on the web" hypertext link ("A href=http://www3.digitalriver.com/cgi-bin/tango.cgi/digitalriver/rscott/welcome.qry?");

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		QFX Home Page, http://web.archive.org/web/19970707093153/www.qfx.com/frmain.html; [DR000055-62]; [DR026692]; [DR026693]; and [DR026694].
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	 "After clicking on the "Buy Button", the end-user is transferred to a Web store hosted on Digital River's

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		commerce network server ("CNS"), which replicates the look and feel of the client Web site." [DR037478-DR037479].



August 11, 1998 Prospectus at 2 [DR074557-074636].

"**Extending your selling environment** Better yet, the entire transaction takes place in the selling environment you've created, surrounded by the look and feel of your identity, with your products presented the way you want them presented, with no competition. Your customers simply hit the purchase icon at

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		your site and the whole process unfolds smoothly. There's no sensation of being suddenly hustled off to another location. Your customers won't end up at some foreign-looking page where they have to hunt to find your product. You can even prompt customers to purchase additional products, for instance printed manuals or more of your software. And it all takes place during a single purchase process. Digital River has created seamless continuity." *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19971221024519/.digitalriver.com/Page3.html; [DR000003-4] (emphasis original). "Digital River's Secure Sales System (SSS) brings together software manufacturers and dealers enabling them to sell and deliver product via the Internet. This service will provide all digital delivery, security, collections and reporting of the sale of software. Throughout this process it will appear to the consumer as if the transaction is being processed by the manufacturer or dealer while Digital River SSS is handling the whole transaction 'behind the scenes'." [sic] *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19970412100754/http://www.digitalriver.com/; [DR000001-2]. "Digital River will develop and manage an online store for IMSI for the purpose of offering MasterClips products for sale on the www.masterclips.com web site. These products will include: up to 300,000 MasterClips images and clipart, 40,000 images under license from Corel and assorted applications from the IMSI selection of software. This store will be designed to mirror the look and feel of www.masterclips.com and will contain a complete commerce system for online product delivery." *IMSI/Digital River Online Store for Masterclips Products Software Superstore linked to www.masterclips.com,* dated December 16, 1997; [DR000063-64]. "[W]e provide an electronic commerce solution for your website. We emulate the look and feel of your site so an end-user can come in and pay for product via a secure credit card solution and download the product directly." *Letter from Digital River to Kathy Haynes of Traveling Software,* dated September 11, 1997; [DR000065]. "**Consistent Look and Feel between Store and Home Site** Customers will have the ability to click a 'buy button' from any number of places within www.ea.com and will be linked to a complete store, or a specific product detail page. All of the Commerce pages will carry the branding, look and feel of www.ea.com.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		This consistent look and feel is essential to a smooth customer experience, and will promote high conversion ratios. For every product page within www.ea.com, Digital River can provide EA with specific URL's for direct product links. This will allow users to shop direction on www.ea.com, and have the ability to purchase product at any time. The page presented will have a single produce listed, and will be linked directly to the shopping basket. For an example of such a product page, please refer to Figure 2 [sic]. In addition, Digital River will develop an online store featuring all of EA's products. Like the current EA Store, users can search by product category, key words, or platform. Product specials or new products can be featured on the front page of this store to provide for greater attention. For an example of how the EA Store might look, please refer to Figure 2." *Digital River Proposal Summary,* April 29, 1998; [DR000066-72] (emphasis original). "Using its CNS platform, the Company creates Web stores for its clients that replicate the look and feel of such client's own Web sites. End-users browse for products and make purchases online, and, once purchases are made, the Company delivers the products directly to the end-users, primarily through ESD." BancAmerica, *Digital River, Inc., Initiating Coverage of Emerging Software E-Business Franchise,* September 8, 1998; [DR000073-79]. As explained above, the specific elements contained on the e-commerce supported web pages corresponding to the captured "look and feel deseription" of the host (client) website vary based upon the look and feel of the host website. Such elements utilized in the Digital River SSS process include: top banners utilizing host logos and/or names, and hypertext links to host webpages; left side navigation buttons; footers utilizing host logos and/or names, hypertext links to host webpages, and copyright notices; color schemes consistent with those utilized in host websites, including background, font, and graphics color schemes; and page layout consistent with host website. Examples of the use of such elements include: *Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstmcted inserting referenced .gif files; [DR000028-31], [DR000032]; *see also Facsimile from Andrea Rizzo of Bitstream, Inc.*, dated January 24, 1997; [DR000080-86] (forwarding copies of individual Digital River maintained pages for Bitstream online ordering system);

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		Seattle Support Group, http://www.digitalriver.com/digitalriver/Welcome.qry?type=I+id=1001; and http://www.digitalriver.com/digitalriver/insertitem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996);
		
		1st Software, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88];
		
		Ronn Scott, Inc. Software Store,
		http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10295; [DR000089];
		
		Arrow Publishing Software Store,
		https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000090];
		
		DTP Direct Software Store, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000091];
		
		Integratech Software Software Store,
		https://www.digitalriver.com/v2...c_Main.Entry9?SP=10039&PN=1&s1=; [DR000092];
		
		Innovation Multimedia Software Store,
		https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000093];
		
		2ask Software Store,
		http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094];
		
		North Beach Labs Software Store,
		http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&CID=0&SID=66; [DR000095];
		
		Welcome to Blue Byte Software, Inc. Ordering System,
		http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/Blubyte/welcome.qry; [DR000096-97];
		
		Auto F/X Corporation Software Store,

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		http://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=29; [DR000098-100];
		SFS Software Software Store, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR000101];
		Sapient Software Software Store, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR000102-103];
		Buycomp.com, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111];
		DTP Direct, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&level=; [DR000112];
		Lucia Font Family, http://www3.digitalriver.com/cgi-bin/Tango3.cgi/digitalriver/yandy/setdetail.qry?set=Lucid2; [DR000113-115;
		Digital River Proposal Summary, April 29, 1998, Figures 1, 2; [DR000066-72];
		MICROPROSE; [DR001002-1003];
		http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247];
		Adaptec, Inc., http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313];
		Sapient Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR011752-11753];
		SFS Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR011948];
		Ositis Software; https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171];
		Net Nanny; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399];

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		Nesbitt Software Corporation, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR012486-12487];
		Sunbow International, Inc.; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586];
		Tympani Development, http://www4.digitalriver.com/digitalriver/tympani/basket2.htm; [DR013400-13401; DR013404-13410];
		Valley of Fire Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR013718-13720];
		Virtus Corporation, http://www4.digitalriver/cgi-bin/Tango.cgi/digitalriver/virtus/welcome.qry; [DR013998-14003; DR014005-14007];
		Jan's Journeys, http://www3.digitalriver/cgi-bin/Tango.cgi/esd/Webering/insertitem.qry?_UserReference=; [DR014211];
		Wheeler Arts, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0; [DR014452-14453];
		Whirlwind Technologies, http://www3.digitalriver.com/cgi-b...digitalriver/whirlwind/welcome.qry; [DR014553-14555];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR014746-14747];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415];
		Encore Multimedia, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956];

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		Extensis PhotoTools, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305];
		Peach Systems, http://www/digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&v1=114/9; [DR016499];
		Peak Technology Ltd., http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-16552];
		PIM Sarl, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755];
		PY Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=20061; [DR017056];
		RBC, Inc.; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278];
		JP Software, Inc., http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/jpsoft/welcome.qry; [DR018176];
		Sonera Technologies, http://www3.digitalriver.com/cgi-bin/Tango6.cgi/esd/sonera/welcome.qry; [DR018642];
		DisplayMate for Windows, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643];
		Southern Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092; [DR018660];
		Spectrum Unlimited,

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		http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032];
		Cat Computer Services (P) Ltd., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR019161];
		Cloud Dragon Designs, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348];
		Cloud Dragon Designs, http://www3.digitalriver.com/cgi-bin/Ta...ence=EECF0FF7BC4E7715&function=continue; [DR019354-19357];
		QRSMusic, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394];
		QRSMusic, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-20398];
		PHD Computer Consultants Ltd., https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584];
		ParaMind, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020638];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696];
		Fixed It! Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730];
		Forward Design, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807];
		Global Majic Software, Inc., http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/gms/welcome.qry; [DR020915-20916];
		Global Majic Software, Inc.,

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		https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931] *Global Majic Software, Inc.*, http://www.digitalriver.com/v20...IN.Entry?SID=129&SP=10007&CID=0; [DR020932-20933]; *IDM Computer Services*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425]; *Incline Software, LC*, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508]; *Innovation Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688]; *Intelligent Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021824]; *InterDimensions Corp.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021884]; *IrwinWare*, http://www.digitali.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=546&PID=24147; [DR021996]; *Olympus America, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116]; *Omnibus Typografi*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=405&SP=10007&CID=0; [DR022212]; *Open Window Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022232];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		FileStream.com, Inc., http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18660; [DR022291]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18267; [DR022295-22296]; *Parthenon Development Corp.*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *KH Software Development*, http://www.digitalriver.com/dr/v2/...10007&PN=5&CID=0&SID=912&PID=20301; [DR022595]; *KnoWare, Inc.*, wysiwyg://178/https://www.digitalr...r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645]; *KnoWare, Inc.*, http://www3.digitalriver.com/cgi-b...c/itemdetail.qry?prod=KWI-60001-D1; [DR022671-22672]; *Lateral Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022714]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733]; *Live Picture*, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055]; *Live Picture*, http://www3.digitalriver.com/di..._UserReference=D39AF4981060E05E; [DR023056-23057];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System

		http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058];
		
		http://www3.digitalriver.com/di...E05E&function=form&order=113646; [DR023059];
		
		WinSite, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095];
		
		DTP Direct, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202];
		
		M.Casco Associates, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236];
		
		Mach5 Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264];
		
		MacPEAK, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=37&PID=9749; [DR023328];
		
		Magic Software, http://www.digitalrive...ver/magic3/welcome.qry; [DR023359];
		
		Markus Friberg Data, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023404];
		
		Matchup Sports, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442];
		
		Medea International Limited, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746];
		
		KittyHawk Software, Inc., http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884];
		
		Mercury Interactive Corp., https://www.digitalriver.com/v2...1/ec_Main.Entry11?SP=10039&PN=1; [DR023887-23888];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		Morpheus Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024342]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360]; *M & R Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369]; *MSI Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024389]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532]; *NetFormation, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024601]; *NetResults Corporation*, https://www.digitalriver.com/v2...1/ec_MAIN.Entry11?SP=10039&PN=1; [DR024649]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *New Perspective Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693]; *New Vision Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736]; *NiceTime Entertainment*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024844];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		Nordic Software, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880]; *3DP Object Technology, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025125]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/aient/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BASE73D1BF84D&function=search_prod; [DR025637]; *Apple Mountain Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tan...ion=insert&item=ARC-60612-A1&version=DC; [DR025814]; *ARCaine Technology*, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/arcaine/welcome.q; [DR025821-25823]; *Artbeats Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=11495; [DR025922]; *Atlanta Computer Resources*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025990]; *Up To Par*, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00001-A1; [DR026068]; *Author Direct Shareware*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=;

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		[DR026163]; *Best Effort Software*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=81&PID=17937; [DR026303]; *Best Effort Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323]; *BuenSoft Co.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516]; *1st Stop*, http://www.1stopsoft.com/how2buy.htm; [DR001141-1143]; *ScheduleMaker*, http://webarchive.org/web/20000303191644/www.craigsystems.com/; [DR026692]; [DR026693]; and [DR026694]. [DR026771-DR033425] (source code stored on DR database for constructing e-commerce supported page).
13	The process of claim 8, wherein the selected commerce object is a selected product.	*Arrow Publishing Software Store*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000090]; *Ronn Scott, Inc. Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10295; [DR000089]; "For every product page within www.ea.com, Digital River can provide EA with specific URL's for direct product links. This will allow users to shop direction on www.ea.com, and have the ability to purchase product at any time. The page presented will have a single produce listed, and will be linked directly to the shopping basket. For an example of such a product page, please refer to Figure 2 [sic]." *Digital River Proposal Summary*, April 29, 1998, Figure 1; [DR000066-72];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247]; *Sapient Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR011752-11753]; *SFS Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR011948]; *Nesbitt Software Corporation*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR012486-12487]; *Sunbow International, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586]; *Tympani Development*, http://www4.digitalriver.com/digitalriver/tympani/basket2.htm; [DR013400-13401; DR013404-13410]; *Valley of Fire Software*, http://www.digital.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=209&PID=20706; [DR013718-13720]; *Virtus Corporation*, http://www4.digitalriver/cgi-bin/Tan...erence=AEBB6B0E48DD82F1&prod=VT-60001-A; [DR013998-14003; DR014005-14007]; *Jan's Journeys*, http://www3.digitalriver/cgi-bin/Tango.cgi/esd/Webering/insertitem.qry?_UserReference=_; [DR014211]; *Wilson Learning Corporation*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR014746-14747]; *Extensis PhotoTools*, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		Peach Systems, http://www/digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&v1=114/9; [DR016499]; *PY Software, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=20061; [DR017056]; *DisplayMate for Windows*, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643]; *Southern Software, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092; [DR018660]; *Cat Computer Services (P) Ltd.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR019161]; *Intelligent Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021824]; *IrwinWare*, http://www.digitalri.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=546&PID=24147; [DR021996]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18660; [DR022291]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18267; [DR022295-22296]; *KH Software Development*, http://www.digitalriver.com/dr/v2/...10007&PN=5&CID=0&SID=912&PID=20301; [DR022595];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		KnoWare, Inc., http://www3.digitalriver.com/cgi-b...c/itemdetail.qry?prod=KWI-60001-D1; [DR022671-22672]; *Lateral Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022714]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733]; *Live Picture*, http://www3.digitalriver.com/di..._UserReference=D39AE4981060E05E; [DR023056-23057]; *MacPEAK*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=37&PID=9749; [DR023328]; *Markus Friberg Data*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023404]; *KittyHawk Software, Inc.*, http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884]; *Mercury Interactive Corp.*, https://www.digitalriver.com/v2.../ec_Main.Entry11?SP=10039&PN=1; [DR023887-23888]; *Morpheus Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024342]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360]; *MSI Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=;

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		[DR024389]; *NetFormation, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024601]; *NetResults Corporation*, https://www.digitalriver.com/v2.../ec_MAIN.Entry11?SP=10039&PN=1; [DR024649]; *3DP Object Technology, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025125]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/ajent/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Artbeats Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=11495; [DR025922]; *Atlanta Computer Resources*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025990]; *Up To Par*, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00001-A1; [DR026068]; *Best Effort Software*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=81&PID=17937; [DR026303]; and *ScheduleMaker*, http://webarchive.org/web/19991204234737/www.digitalriver.com/dr/v2/ec_main.entry17...;
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *Seattle Support Group*, http://www.digitalriver.com/digitalriver/Welcome.qry?type=I+id=1061; and

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		http://www.digitalriver.com/digitalriver/insertitem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996); *1st Software*, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *DTP Direct Software Store*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000091]; *Integratech Software Software Store*, https://www.digitalriver.com/v2...c_Main.Entry9?SP=10039&PN=1&s1=; [DR000092]; *Innovation Multimedia Software Store*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000093]; *2ask Software Store*, http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094]; *North Beach Labs Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&CID=0&SID=66; [DR000095]; *Welcome to Blue Byte Software, Inc. Ordering System*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/Blubyte/welcome.qry; [DR000096-97]; *Auto F/X Corporation Software Store*, http://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=29; [DR000098-100]; *SFS Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR000101]; *Sapient Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR000102-103];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		Buycomp.com, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?id=1020&level=; [DR000112]; *Lucia Font Family*, http://www3digitalriver.com/cgi-bin/Tango3.cgi/digitalriver/vandy/setdetail.qry?set=Lucid2; [DR000113-115]; "In addition, Digital River will develop an online store featuring all of EA's products. Like the current EA Store, users can search by product category, key words, or platform. Product specials or new products can be featured on the front page of this store to provide for greater attention. For an example of how the EA Store might look, please refer to Figure 2." *Digital River Proposal Summary*, April 29, 1998, Figure 2; [DR000066-72]; *MICROPROSE*; [DR001002-1003]; http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247]; *Adaptec, Inc.* http://wwwdigitalriver.com/dr/v2/ec_main.entry ?sid=6734&sp=10007/&cid=0; [DR002313]; *Ositis Software*; https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171]; *Net Nanny*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399]; *Sunbow International, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586]; *Virtus Corporation*, http://www4.digitalriver/cgi-bin/Tango.cgi/digitalriver/virtus/welcome.qry; [DR013998-14003; DR014005-14007]; *Wheeler Arts*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0;

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		[DR014452-14453]; *Whirlwind Technologies*, http://www3.digitalriver.com/cgi-b...digitalriver/whirlwind/welcome.qry; [DR014553-14555]; *Wilson Learning Corporation*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415]; *Encore Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956]; *Extensis PhotoTools*, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305]; *Peak Technology Ltd.*, http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-16552]; *PIM Sarl*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755]; *RBC, Inc.*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278]; *JP Software, Inc.*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/jpsoft/welcome.qry; [DR018176]; *Sonera Technologies*, http://www3.digitalriver.com/cgi-bin/Tango6.cgi/esd/sonera/welcome.qry; [DR018642]; *DisplayMate for Windows*,

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643]; *Southern Software, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092;; [DR018660]; *Spectrum Unlimited*, http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032]; *Cloud Dragon Designs*, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348]; *Cloud Dragon Designs*, http://www3.digitalriver.com/cgi-bin/Ta...ence=EECF0FF7BC4E7715&function=continue; [DR019354-19357]; *QRSMusic*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394]; *QRSMusic*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-20398]; *PHD Computer Consultants Ltd.*, https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584]; *ParaMind*, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020638]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696]; *Fixed It! Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730]; *Forward Design*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		Global Majic Software, Inc., http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/gms/welcome.qry; [DR020915-20916]; *Global Majic Software, Inc.*, https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931]; *Global Majic Software, Inc.*, http://www.digitalriver.com/v20...IN.Entry?SID=129&SP=10007&CID=0; [DR020932-20933]; *IDM Computer Services*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425]; *Incline Software, LC*, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508]; *Innovation Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688]; *InterDimensions Corp.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021884]; *Olympus America, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116]; *Omnibus Typografi*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=405&SP=10007&CID=0; [DR022212]; *Open Window Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022232]; *Parthenon Development Corp.*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		DTP Direct, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *KnoWare, Inc.*, wysiwyg://178/https://www.digitalr...r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733]; *Live Picture*, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055]; *Live Picture*, http://www3.digitalriver.com/di... UserReference=D39AE4981060E05E; [DR023056-23057]; http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058]; *WinSite*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095]; *DTP Direct*, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202]; *M.Casco Associates*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236]; *Mach5 Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264]; *Magic Software*, http://www.digitalrive...ver/magic3/welcome.qry; [DR023359]; *Matchup Sports*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442]; *Medea International Limited*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746]; *KittyHawk Software, Inc.*, http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1;

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		[DR023884]; *M & R Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *New Perspective Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693]; *New Vision Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736]; *NiceTime Entertainment*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024844]; *Nordic Software*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/ajent/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; *Apple Mountain Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786];

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Digital River Secure Sales System
		ARCaine Technology, http://www4.digitalriver.com/cgi-bin/Tan...ion=insert&item=ARC-60012-A1&version=DC; [DR025814]; *ARCaine Technology*, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/arcaine/welcome.q; [DR025821-25823]; *Up To Par*, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00001-A1; [DR026068]; *Author Direct Shareware*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026163]; *Best Effort Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323]; *BuenSoft Co.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516]; [DR026692]; [DR026693]; and [DR026694].

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions"[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,141,666 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	"Although the present invention can be used in many applications which can utilize customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, i.e., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "The automatic tracking of the participating or referring Internet sites is crucial to transparently customizing Web site pages to take advantage of brand name recognition and customer loyalty." Column 5, lines 42-45. *Also see column 9, lines 5-51; FIGs. 11A-20.*
8(a)	capturing a look and feel description associated with a host website;	The '666 patent teaches: • a host website (http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B). "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internat site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions" by William J. Tobin (filed Jan. 21, 1997, issued Oct. 31, 2000). *[DFNT0000001-00000053]*

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		"[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see column 9, lines 5-51; FIGs. 11A-20.*
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The '666 Patent teaches: • the host website (http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B); • a link (label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B); and • a page (http://homearts.com/market/Main/...; FIG. 21B; and http://pathfinder.com/...; FIG. 11B). The link is correlated with a selected commerce object. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website shown in FIG. 21C includes the selected commerce object (e.g., an

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements. FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10." Column 9, lines 56-65; FIGs. 21A-C. *Also see column 9, lines 5-51; FIGs. 11A-20.*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The '666 Patent teaches: • the provided link (label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B); • an e commerce supported page (http://homearts.pcflowers.com/; FIG. 21C; and http://pathfinder.pcflowers.com/; FIG. 11C); and • the host website (http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B) associated with the provided link (label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B). The visitor computer is served an e commerce supported page with content based on the commerce object associated with the provided link. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website shown in FIG. 21C includes the selected commerce object (e.g., an electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		partner's web site." Column 12, lines 47-51. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700,

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20. The owner of the first web page is the owner of a participating Web site (e.g., Homearts in FIGs. 21A and 21B or Pathfinder in FIG. 11A and 11B), the outsource provider is PC Flower & Gifts, and the selected merchant is the vendor providing the flowers or other products (e.g., FTD (label 301), Nature's Bloom, and Flowers Direct From Grower in FIGs. 3, 13, and 23; Hickory Farms (labels 405 and 406), Russ (label 407) in FIGs. 4, 14, and 24; FTD in FIGs. 5, 15, and 25; Nature's Bloom in FIGs. 9, 19A and 29A).
13	The process of claim 8, wherein the selected commerce object is a selected product.	"[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		"This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. FIG. 29A illustrates an item information page for royal velvet roses, which is part of the Home Arts Flowers & Gift shop. "Referring now to FIG. 9, there is shown a PC Flowers & Gifts Web site page 900, denoted as item information, accessible via a hypertext link 111 on the home page depicted in FIG. 1 or the hypertext link 305 on the Web site page depicted in FIG. 3. A client is afforded an opportunity to view the product, herein a dozen long stem roses, and ordering options 901, without a vase, and 902, with a crystal vase. Executing a jump under one of the hypertext links 901 or 902 leads the client to Web site page 1001, denoted as order form and shown in FIG. 10. The Web server tracks the particular product being ordered by the particular hypertext link 901 or 902 that the client jumps from onto the order form Web site page 1001." Column 8, lines 54-66. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand ...." Column 9, lines 63-67. *Also see* column 9, lines 5-51; FIGs. 11A-20.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	FIG. 24 illustrates a web page, customized with Home Arts' look and feel, where a visitor can search for products and services. The products and services are organized into product categories. "Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", accessible via a hypertext link 109 from the home page Web site 100 depicted in FIG. 1. The distinguishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 which provide jumps to Web site pages indicated, respectively, as "flowers",

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		"plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line." Column 7, lines 55-63. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand ...." Column 9, lines 63-67. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. *Also see* column 9, lines 5-51; FIGs. 11A-20.

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content"[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,128,655 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "1. A method for recasting web content on a hosting site, comprising the steps of: responsive to a request from a client browser for a recast web page from a hosting web server, generating a request by the hosting web server for an original web page from a content provider web server; parsing the original web page for a first set of desired content elements; inserting the first set of desired content elements into a web page template containing a hosting web server format, thus creating the recast web page; and serving the recast web page to the client browser; wherein the appearance of the recast page when presented by the client browser is as though all elements originated at the hosting web server." Column 17, lines 52-67.
8(a)	capturing a look and feel description associated with a host website;	"Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6:42-45.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content" by Fields, Hassinger and Hurley (filed July 10, 1998, issued Oct. 3, 2000). [DFNDTf0000054-0000076]

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content"

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		"The invention allows the hosting site to extract and recast any number or type the web content provider page." Column 6:49-51.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45. *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	"By abstracting the content from any particular content provider site and reformatting the content to the hosting site's format a consistent look and feel is maintained." Column 13, lines 19-22.
13	The process of claim 8, wherein the selected commerce object is a selected product.	This element is inherent or obvious in view of the prior art.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	This element is inherent or obvious in view of the prior art.

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 5,991,740 "Data processing system for integrated tracking and management of commerce related activities on a public access network"[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 5,991,740 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,991,740 (hereinafter "'740 Patent"):
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	"The second established method of raising revenue by a Site Owner is to place banner ads on the web pages promoting a third party's goods or services." Column 4, lines 47-49; FIG. 5A.
8(a)	capturing a look and feel description associated with a host website;	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"These promotional banners further include embedded code, creating a link to the sponsoring third party—hereinafter called the 'Merchant.'" Column 4, lines 49-52; FIG. 5B. "The second site of interest is the Merchant's server. At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-62; FIG. 6B.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 5991,740 "Data processing system for integrated tracking and management of commerce related activities on a public access network" by Stephen Dale Messer (filed Jun. 10, 1997, issued Nov. 23, 1999). *[DFNDT0000115-0000132]*

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 5,991,740 "Data processing system for integrated tracking and management of commerce related activities on a public access network"

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,991,740 (hereinafter "'740 Patent")
		"[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ....The link then continues directly to the Merchant block 40. During the linking process, the USER has an identifier query string appended to the HTTP entry, and possibly a "cookie" placed on their system." Column 5, lines 17-29; FIG. 1.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the-commerce object associated with the provided link.	As far as the scope of the claimed "look and feel" can be determined, the '740 Patent teaches "serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website." "USERS that access the banner are transferred to Merchant's web page, via the embedded link and may be presented with the ability to make a purchase directly from the Merchant [where] . . . the specific goods are made available for purchase." Column 4, lines 52-62; FIGs. 6A, 6B. "Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5. "Some web sites are considered "Content Providers" (or "Site Owners," i.e., those in control of one or more web sites) as they include one or more web pages having information that is of interest to USERS during a browsing session. These Site Owners currently have at least two mechanisms for generating revenues. The first involves the charging of a subscription fee to the visiting USERS somewhat akin to a magazine subscription. This mode of revenue generation is not particularly relevant to the present invention. ... The second site of interest is the

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,991,740 (hereinafter "'740 Patent")
		Merchant's server. At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air). To implement the present invention, programming is installed on the Merchant's server that is capable of tracking the number of visits by USERS that are precipitated by links with banner ads. Alternatively, the USER may be transferred back to the Clearinghouse for completion of the actual purchase transaction." Column 4, line 37 through column 5, line 3. The owner of the first web page is the Content Provider or Site Owner, the outsource provider is the Merchant, and the selected merchant is the supplier, distributor, or manufacturer of the products sold on the Merchant webpage. It well-known to a person skilled in the art as of the filing date of the '740 Patent that a Merchant on its Merchant Site can sell products of third parties as well as its own products.
13	The process of claim 8, wherein the selected commerce object is a selected product.	"At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-63. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines 17-23; FIG. 1.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	"At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-63. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 5,991,740 "Data processing system for integrated tracking and management of commerce related activities on a public access network"

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 5,991,740 (hereinafter "'740 Patent")
		17-23; FIG. 1.

Comparison of the U.S. Patent No. 6,629,135 and the Trip.com Prior Art [1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, The Trip.com prior art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in the Trip.com Prior Art
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	On information and belief, the Trip.com systems predating the critical date of this asserted patent was an e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages. See for example: "THETRIP.com will serve as the exclusive online travel information and reservation service provider to the SUN-TIMES' Internet Sites." [DFNDT000923]. "**1.8 Transaction.** The booking and ticketing of airline reservations derived from traffic originating from the SUN-TIMES Internet Site, and resulting in sales commissions paid for by travel suppliers to THETRIP.COM." [DFNDT000923].
8(a)	capturing a look and feel description associated with a host website;	On information and belief, the Trip.com systems predating the critical date of this asserted patent captured a "look and feel" description associated with a host website. **"2.2 Linking and Joint Promotion of Internet Sites.** **2.2.2** SUN-TIMES shall; (a) provide for placement of a travel button on the SUN-TIMES Internet Site home page, and other appropriate departments within the SUN-TIMES Internet Site, linking to THETRIP.COM Internet Site; (b) be allowed to place a horizontal frame only, containing the trademarks and logos of the SUN-TIMES and its affiliate news papers, flush across the top ofTHETRIP.COM Internet Site." [DFNDT000924]. **"2.2 Linking and Joint Promotion of Internet Sites.**

[1] Unless noted, all citations in this chart relate to the Trip.com system. [DFNDT0000897-0000943]

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in the Trip.com Prior Art
		2.2.2 TRAVELON shall: (a) create the Co-Branded Site..." [DFNDT000933].
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	On information and belief, the Trip.com systems predating the critical date of this asserted patent provided the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlated the host website with a selected commerce object. **"2.2 Linking and Joint Promotion of Internet Sites.** **2.2.2** SUN-TIMES shall; (a) provide for placement of a travel button on the SUN-TIMES Internet Site home page, and other appropriate departments within the SUN-TIMES Internet Site, linking to THETRIP.COM Internet Site; (b) be allowed to place a horizontal frame only, containing the trademarks and logos of the SUN-TIMES and its affiliate news papers, flush across the top ofTHETRIP.COM Internet Site. ... Said travel home page and jump pages shall rest on the SUN-TIMES Internet Site ..." [DFNDT000923]. **"2.2 Linking and Joint Promotion of Internet Sites.** 2.2.1 THETRIP.COM shall: (a) provide a link from the AltaVista TravelZone home page to the Co-Branded Site for the exclusive delivery of "Resort Packages" by TRAVELON; (b) gnarantee the number of TRAVELON impressions on the AltaVista TravelZone home page according to the schedule in Exhibit B..." [DFNDT000933]. "Exhibit B. Guaranteed impressions on the Alta Vista TravelZone home page And fee payment strncture to THETRIP.COM. 'Resort Packages' link to Co-branded site shall be placed on the home page of the Alta Vista Travel Zone. In addition, Link to Co-branded site shall be placed on the Travel Result Pages that originate from a travel search originating from the AltaVista Travel Zone." [DFNDT000942]. *See also* 13-14, *infra.*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a	On information and belief, the Trip.com systems predating the critical date of this asserted patent received an activation of the provided link from the visitor computer, served to the visitor computer an e commerce supported page with a "look and feel"

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in the Trip.com Prior Art
	look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	corresponding to the captured "look and feel" description of the host website associated with the provided link and with content based on the commerce object associated with the provided link. See for example: **"2.2 Linking and Joint Promotion of Internet Sites.** **2.2.1** THETRIP.COM shall: (a) provide a link from the resources on the Net Section or similar Section of THETRIP.COM's Internet service to a designated page on the SUN-TIMES Internet Sites, which link shall be branded with the trademarks and logos of the SUN-TIMES and its affiliate newspapers..." Exhibit A. Placement of "Resort Packages" button and other links from the AltaVista TravelZone to Co-Branded Site. Link via button to Co-Branded Site shall be placed at the sole discretion ofTHETRIP.COM on AltaVista's TravelZone home page at http://search.thetrip.com/. The button itself shall not be branded at the AltaVista's TravelZone home page level, but shall be named "Resort Packages" or similar langnage to describe the category of services offered by TRAVELON. TRAVELON's brand name shall appear at the level subsequent to Alta Vista's Travel Zone home page, after the user has clicked on the "Resort Packages" button." [DFNDT000941].
13	The process of claim 8, wherein the selected commerce object is a selected product.	On information and belief, the Trip.com systems predating the critical date of this asserted patent selected a commerce being a selected product.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	On information and belief, the Trip.com systems predating the critical date of this asserted patent selected a commerce object being a selected product category.

Comparison of the U.S. Patent No. 6,629,135 and the DBC Brand Label Quote Services Prior Art ("DBC Prior Art")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the DBC Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in DBC Prior Art
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	The DBC Prior Art discloses an e-commerce outsourcing process providing a host website (for example, a client company of DBC) in communication with a visitor computer with context sensitive, transparent e-commerce pages. "Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a trne co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *Co-Branded Sites,* http://web.archive.org/web/19961115111020/http://www3.dbc.com/cgi-bin/htx.exe/core/dbc/partners.html?source=core/dbc (November 15, 1996 version of www3.dbc.com/cgi-bin/htx.exe/core/dbc/partners.html?source=core/dbc as archived by the Internet Archive.[2]) (hereinafter, "*DBC Co-Branded Sites"*).[3] *[DFNDT0002074-5]* *DemoCorp: Financial Markets,* http://web.archive.org/web/19961115122850/http://www3.dbc.com/cgi-

[1] DBC was providing the same Brand Label Services to many partners, for example, New York Stock Exchange,OTC Financial Network, John Fairfax Publications (for the Australian Financial Review), Digital Ink Co., The Harvard Crimson, eNet, USA Today, Washington Post, Baltimore Sun, Wall Street Online, U.S. News & World Report, PR Newswire, Techweb, Hoovers Online, Deloitte & Touche, Business Wire, etc. *See DBC Co-Branded Sites, November 15, 1996 version.*

[2] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001590-1633]*

[3] Also see *DBC Online: Person Quote Link,* http://web.archive.org/web/19970705042614/www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... (Augnst 5, 1997 version of www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... as archived by the Internet Archive. (see note 2)). *[DFNDT0001584-9]*

Comparison of the U.S. Patent No. 6,629,135 and the DBC Prior Art

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in DBC Prior Art
		bin/htx.exe/forms/quote.html?source=blq/demo2 (November 15, 1996 version of www3.dbc.com/cgi-bin/htx.exe/forms/quote.html?source=blq/demo2 as archived by the Internet Archive. (see note 2)) (hereinafter, "*DBC Demo 1"*). *[DFNDT0002076-7]* *Quote, Charts, Portifolio,& Reports,* http://web.archive.org/web/19961115122850/http://www3.dbc.com/cgi-bin/htx.exe/forms/quote.html?source=blq/demo2 (November 15, 1996 version of www3.dbc.com/cgi-bin/htx.exe/forms/quote.html?source=blq/demo2 as archived by the Internet Archive. (see note 2)) (hereinafter, "*DBC Demo 2"*). *[DFNDT0002078-9]* "… DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting Real-Time Stock Market Quote Service Begins,* Business Wire, April 26, 1996 (hereinafter "*Data Broadcasting* Press Release"). *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]*
8(a)	capturing a look and feel description associated with a host website;	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a trne co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in DBC Prior Art
		source of the financial and market news." *DBC Co-Branded Sites.* *[DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement between CBS Inc., DBC and Marketwatch.com, LLC at 43, October 29, 1997 (hereinafter "Contribution Agreement"). *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting Real-Time Stock Market Quote Service Begins*, Business Wire, April 26, 1996 (hereinafter "*Data Broadcasting* Press Release"). *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online: Person Quote Link*, http://web.archive.org/web/19961115110927/www3.dbc.com/cgi-bin/htx.exe/core/dbc/pql... (November 15, 1996 version of www3.dbc.com/cgi-

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in DBC Prior Art
		bin/htx.exe/core/dbc/pql... as archived by the Internet Archive. (see note 2)) (hereinafter, "*DBC Online* website").[4] *[DFNDT0001584-9]*
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The selected commerce object is, for example, stock quotes from New York Stock Exchange. "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor	"DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's

[4] Also see *DBC Online: Person Quote Link*, http://web.archive.org/web/19970705042614/www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... (Augnst 5, 1997 version of www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... as archived by the Internet Archive. (see note 2)). *[DFNDT0001584-9]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in DBC Prior Art
	computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in DBC Prior Art
13	The process of claim 8, wherein the selected commerce object is a selected product.	The DBC Prior Art discloses the selected commerce object is a selected product (for example, one or more ticker symbols, stock quotes, current prices and other quote content). "Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The DBC Prior Art discloses the selected commerce object is a selected product category (for example, quote, news and other services). "Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker

Comparison of the U.S. Patent No. 6,629,135 and the DBC Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in DBC Prior Art
		symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*

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Comparison of the U.S. Patent No. 6,629,135 and Quote.com Prior Art[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Quote.com Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	The Quote.com Prior Art discloses an e-commerce outsourcing process providing a host website (for example, AIG Sunamerica website) in communication with a visitor computer (for example, AIG Sunamerica website visitor) with context sensitive, transparent e-commerce support pages.[2] *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001644-0001645]* "Quote.com arms each participating site with numerous financial and news services which give users free access to stock quotes, four major newswire services as well as other financial market data. Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com Provides Seven High-Profile Webs Sites With Financial News And Information*, PR Newswire, June 10, 1996 (hereinafter, "*Quote.com PR Newswire*"). *[DFNDT0001634-0001635]* "Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages.

[1] The AIG Sunamerica co-branded website attached hereto as *[DFNDT0001639-0001645]* and referred to herein is exemplary and is not meant to be limiting, as Quote.com was providing the same Quote.com Services to many partners, for example, e*Trade, Charter Media, Inc., The Hartford, BCL Online, Investors Journal, Multex Net, KickAssets, Lubbock Online, Network World Fusion, Offshore, Oregon Business Channel, Potter, Day & Associates PC, Bergerfunds, Defense Daily Network, Point, Procter, Sprynet, Stockprofiles.com, TD Waterhouse, Charles Schwab & Co., Inc., FW Client, Briefing, Freeman, JWTrade, Greenline, Bank of America, Stock-Trak, Cigna, CMP Media, Digital Insight, JackWhite & Company, NewEdge Corp., Nando.net, Nationwide, Philadelphia Stock Exchange, OLDE, Quotetracker, Sagemarker, Wired.com, New York Times, Boston Globe, Los Angeles Times, Industry.net, Infoseek, Playboy, etc.

[2] The screen shots attached as *[DFNDT0001639-0001645]* reflect the AIG Sunamerica website and Quote.com co-branded pages as they existed in 2006. Defendants understand that the AIG website and Quote.com co-branded pages were the same in 1997, as evidenced by the copyright on the bottom of the home page and the terms and conditions page (1997-2006).

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Comparison of the U.S. Patent No. 6,629,135 and Quote.com Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, http://web.archive.org/web/19980119230949/http://www.quote.com /info/partners/ptnrfaq.html (January 19, 1998 version of www.quote.com/info/partners/ptnrfaq.html as archived by the Internet Archive.[3]); *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*
8(a)	capturing a look and feel description associated with a host website;	For example, the Quote.com Prior Art discloses capturing a "look and feel description" (for example, AIG Sunamerica Logo (#1), colors (#2)) associated with a host website (for example, AIG Sunamerica website). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001644-0001645]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]*

[3] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001646-0001689]*

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Comparison of the U.S. Patent No. 6,629,135 and Quote.com Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		"As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*

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Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		"Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The Quote.com Prior Art discloses providing the host website (for example, AIG Sunamerica website) with a link (#3) on the host website (for example, AIG Sunamerica website) for serving to the visitor computer. The link is correlated with a selected commerce object (for example, stock quotes or news). "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		0001635] "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? … Co-branded Pages: one-time nominal set-up fee. … Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		"What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The Quote.com Prior Art discloses, upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page (for example, the co-branded AIG Sunamerica web page, as shown in Appendix F) with a look and feel corresponding to the captured look and feel description (#1) & (#2) of the host website (for example, AIG Sunamerica website) associated with the provided link and with content based on the commerce object (for example, stock quotes (#4) or news content (#4a)) associated with the provided link *AIG SunAmerica Home* website. *[DFNDT0001639]*; *SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001644-0001645]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? … Co-branded Pages: one-time nominal set-up fee. … Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
13	The process of claim 8, wherein the selected commerce object is a selected product.	The selected commerce object is a selected product (for example, stock quote, market summary or your portfolio).

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		"Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? … Co-branded Pages: one-time nominal set-up fee. … Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The selected commerce object is a selected product category (for example, quotes and news or charts and graphs). "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		"As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? … Co-branded Pages: one-time nominal set-up fee. … Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Quote.com Prior Art
		"Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,016,504 "Method and system for tracking the purchase of a product and services over the Internet "[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,016,504 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	The '504 patent discloses an e-commerce outsourcing process wherein a host website ("virtual outlet Web site," Col. 5:25) in communication with a visitor computer ("customer computer," Col. 5:37-38) is provided with context sensitive, transparent e-commerce support pages ("merchant Web page," Col. 5:50) to facilitate purchases from customers: • A "method... where [a] merchant, virtual outlet owner, and customer each have a computer connected through a network and where [a] purchase is conducted as a transaction over the network." Col. 4:5-7 (Summary of the invention). • "To purchase a product, a customer would first view a Web page provided by a VO... If a customer wishes to find more information about a product (e.g., cost or size information) or to purchase the product, the customer simply selects the image of the product displayed. When the image is selected, the customer computer then requests access to the merchant Web page identified by the associated URL. A merchant computer provides the merchant Web page to the customer computer." Col. 5:40-53. The merchant computer dynamically creates a Web page with "a layout similar to that of the Web page for the [VO]." Col. 7:54-60.
8(a)	capturing a look and feel description associated with a host website;	The '504 patent discloses capturing a look and feel description associated with a host website (VO). The look and feel description is provided by the virtual outlet to the merchant. • "The Web page of FIG. 6 inputs information concerning the appearance that the VO expects for a merchant order Web page that will be displayed when a customer hot links through the VO to the merchant site. This information

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,016,504 "Method and system for tracking the purchase of a product and services over the Internet" by Arnold, Bennett, et al. (filed Aug. 28, 1996, issued Jan. 18, 2000). [DFNDT0000077-0000114]

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,016,504 "Method and system for tracking the purchase of a product and services over the Internet "

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		includes a URL for a graphics file that contains the VO's logo, the desired background color, and other such information." Col. 9:14-20. • "The example confirmation Web page repeats certain of the supplied sign-up information and displays the appearance requested by the representative for the merchant order Web page, including colors and fonts." Col. 9:46-50. • "[The Merchant Sign-up Component] prepares a confirmation Web page in the style specified by the VO for order processing Web pages, including specified logos, graphics, colors, and text fonts[.]" Col. 12:59-65. • "[Software routines] support processes by which the VO changes the appearance of order Web pages displayed by the merchant to customers." Col. 13:67-14:2. • "FIG. 16 lists example information returned by the VO to the merchant during the sign-up process." Col. 12:55-56. The information in Fignre 16 includes: URL of logos to display on order pages; URL for graphics for background; colors for various parts of screen; fonts for text; other characteristics for HTML display; etc.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The '504 patent discloses providing the host website (VO) with a link (URL) for inclusion within a page on the host website for serving to a visitor computer (customer), wherein the provided link correlates the host website with a selected commerce object (product): "The Catalog_Browser routine allows a VO representative to browse through catalog Web pages supplied by the merchant... Items for sale are described and listed along with URLs corresponding to the order Web page that the merchant will supply to a customer linking through a VO Web page to the merchant site in order to purchase the item. The VO may incorporate items into the VO Web pages by including the URLs obtained from the merchant's catalog as hot links in the VO Web pages." Col. 10:41-50.

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,016,504 "Method and system for tracking the purchase of a product and services over the Internet "

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		See also 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The '504 patent discloses, upon receiving an activation of the provided link from the visitor computer (customer selects merchant hotlink on VO Web page), serving to the visitor computer (customer computer) an e-commerce supported page (order page) with a look and feel corresponding to the captured look and feel description of the host website (VO) associated with the provided link and with content based on the commerce object (product) associated with the provided link: • Where a request to display an order Web page corresponding to an item displayed by the VO on a VO Web page "has come to the merchant via a hotlink from the VO Web Page" the Merchant Order Processing Component "retrieves stored information supplied by the VO that allows the merchant computer to constrnct a description of **an order Web page that appears similar to a VO Web page** and uses the information to construct a description of an order Web page and send it to the customer[.] Some information, including the VO logo, may be obtained from the VO by accessing VO files using stored URLs. Other information may be stored entirely on the merchant computer." Col. 14:15-27 (emphasis added). • Claim 1 (emphasis added): o […] o Displaying at the customer computer the virtual outlet Web page; o Receiving from the customer at the customer computer a **selection of the product**; o Sending from the customer computer to the merchant computer **a request for the merchant Web page identified by the link associated with the selected product**, the request including an indication of the virtual outlet; o Receiving at the merchant computer the request for the merchant Web page; o **Upon receiving the request for the merchant Web page**, under control of the merchant computer, modifying the merchant Web page

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,016,504 "Method and system for tracking the purchase of a product and services over the Internet "

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		[…] o **Sending from the merchant computer the modified merchant Web page**... • Claim 2 (emphasis added): o The method of claim 1 wherein the merchant computer maintains a database of information describing a desired layout of the merchant Web page when the merchant Web page is accessed through the virtual outlet Web page and **wherein the merchant computer customizes the merchant Web page in accordance with the information**. • Claim 3: o The method of claim 2 wherein the information includes a name and logo of the virtual outlet. • Claim 4 o The method of claim 2 wherein the information includes preferred coloring of the merchant Web page. • Claim 5 o The method of claim 1 wherein the links are universal resource locators.
13	The process of claim 8, wherein the selected commerce object is a selected product.	The '504 patent discloses the process described above wherein the selected commerce object is a selected product. • "When a customer **selects a product** to purchase or to view product information), the browser accesses the Web page for the merchant that sells the product. The Web page is identified by a URL (i.e., hotlink) associated with that product." Col. 7:41-45 (emphasis added). • Claim 1 (emphasis added): o A method for tracking a **purchase of a product**.... o [...] o Receiving from the customer at the customer computer a **selection of**

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,016,504 "Method and system for tracking the purchase of a product and services over the Internet "

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		the product; Sending from the customer computer to the merchant computer a request for the merchant Web page identified by the link associated with the **selected product**, the request including an indication of the virtual outlet.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The '504 patent discloses the process described above wherein the selected commerce object is a selected product category. • "FIG. 25 displays an example display Web page from a VO, including a number of items that can be ordered by a customer." Col. 14:40-42. • The "items" listed on the Figure 25 are actually product categories, including, for example, greeting cards. • "If the customer chooses to order a greeting card, then the customer will link directly to the greeting card merchant, who prepares and sends to the customer the order Web page displayed in FIG. 26" Col. 14:42-43. The order Web page of Figure 26 corresponds to the "greeting cards" product category at the VO, and offers the customer a number of Card Choices to choose from.

Comparison of U.S. Patent No. 6,629,135 and Sextoy.com Prior Art

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Sextoy.com Website at www.sextoys.com[2], (hereinafter "Sextoy") anticipate and/or render obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

http://web.archive.org/web/19990203115316/sextoy.com/cnv/form.html; and *Banners to Promote your own sextoy site*, http://web.archive.org/web/19990203082648/sextoy.com/cnv/banner.html. *[DFNDT000984-000989]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990219233531/http://www.sextoy.com/ (February 19, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000990-000991]*

Promote your own sextoy site, http://web.archive.org/web/19990225131500/www.sextoy.com/cnv/cnv.html (February 25, 1999 version of instructions for creating your own sextoy site as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site- Form*, http://web.archive.org/web/19990225150316/www.sextoy.com/cnv/form.html. *[DFNDT000992-0000994]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990420062959/http://www.sextoy.com/ (April 20, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Since 1994 the largest, most user-friendly, and most popular sextoy site on the web*, http://web.archive.org/web/19990420215532/sextoy.com/about.html ("In 1996 we were the first sextoy site to offer webmasters the opportunity to customize their own sextoy site and receive commission from sales." (emphasis removed)). *[DFNDT000995-000997]*

Promote your own sextoy site, http://web.archive.org/web/19990421190131/sextoy.com/cnv/cnv.html (April 21, 1999 version of instructions for creating your own sextoys site as archived by the Internet Archive (see note 4)). *[DFNDT000998]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990429075920/http://www.sextoy.com/ (April 29, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000999-0001000]*

Promote your own sextoy site, http://web.archive.org/web/19990502170612/www.sextoy.com/cnv/cnv.html (May 2, 1999 version of instructions for creating your own sextoy as archived by the Internet Archive (see note 4)). *[DFNDT0001001-0001002]*

Banner.html, http://web.archive.org/web/19990910044933/http://www.sextoyfun.com/cgibin/convbrowse.cgi?102&cnv/banner.html (September 10, 1999 version of Banner.html as archived by the Internet Archive (see note 4)). *[DFNDT0001003]*

Convergence, Inc., http://classic-web.archive.org/web/19980204025709/www.wcool.com/cnv/philo.html, February 4, 1998 version of www.wcool.com/cnv/philo.html as archived by the Internet Archive (see note 3)). *[DFNDT0001080-0001081]*

[2] *WHOIS Record for sextoy.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=11 (last visited August 8, 2006) (sextoy.com was first registered on May 2, 1995). *[DFNDT0001060-0001061]*

Comparison of U.S. Patent No. 6,629,135 and Sextoy.com Prior Art[1]

[1] *Also see Cyber-Sex-Toys Main Menu ...*, http://web.archive.org/web/19970607065349/http://www.sextoy.com/ (June 7, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site*, http://web.archive.org/web/19970607065542/www.sextoy.com/yoursite/yoursite.html; and *The Agreement*, http://web.archive.org/web/19970607071136/www.sextoy.com/yoursite/agreemnt.html. *[DFNDT000952-000956]*

Cyber-Sex-Toys Main Menu ..., http://web.archive.org/web/19970711063329/http://www.sextoy.com/ (July 11, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site*, http://web.archive.org/web/19970711063513/www.sextoy.com/yoursite/yoursite.html; and *The Agreement*, http://web.archive.org/web/19970711072555/www.sextoy.com/yoursite/agreemnt.html. *[DFNDT000957-000961]*

Cyber-Sex-Toys..., http://web.archive.org/web/19971019015131/http://www.sextoy.com/ (October 19, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site*, http://web.archive.org/web/19971019015325/www.sextoy.com/yoursite/yoursite.html; *Banners to Promote your own sextoy site*, http://web.archive.org/web/19971019020942/www.sextoy.com/yoursite/banner.html; and *The Agreement*, http://web.archive.org/web/19971019020936/www.sextoy.com/yoursite/agreemnt.html. *[DFNDT000962-000967]*

Cyber-Sex-Toys..., http://web.archive.org/web/19971210191027/http://www.sextoy.com/ (December 10, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000968-000969]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19981203052736/http://sextoy.com/ (December 3, 1998 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000970-000971]*

Free business opportunity to make money from commission with xxx adult sextoys, http://web.archive.org/web/19981205014933/www.sextoyfun.com/ (December 5, 1998 version of instructions for creating your own sextoys site as archived by the Internet Archive (see note 4)). *[DFNDT000972-000973]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19981207071712/http://www.sextoy.com/ (December 7, 1998 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000974-000975]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19981212021024/http://sextoy.com/ (December 12, 1998 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Free business opportunity to make money from commission with xxx adult sextoys*, http://web.archive.org/web/19981212032701/www.sextoyfun.com/. *[DFNDT000976-000979]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990125091930/http://sextoy.com/ (January 25, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000980-000981]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990128003853/http://sextoy.com/ (January 28, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000982-000983]*

Promote your own sextoy site, http://web.archive.org/web/19990203092949/sextoy.com/cnv/cnv.html (February 3, 1999 version of instructions for creating your own sextoys site as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site- Form*,

Comparison of U.S. Patent No. 6,629,135 and Sextoy.com Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of::	The sextoy.com website was an e-commerce outsourcing solution for other companies or individual website operators (hereinafter "host website operator"), which allowed host website operators to sell sex toys over the internet under their own name with the same look and feel as their own website. "Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, http://web.archive.org/web/19980517004530/sextoy.com/cnv/cnv.html (emphasis removed) (May 17, 1998 version of sextoy.com/cnv/cnv.html as archived by the Internet Archive[3]). *[DFNDT000945-000946]*[4, 5]

[3] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001048-0001059]*

[4] *Also see* Lewis Perdue, *EroticaBiz How Sex Shaped the Internet* 5-6 (IdeaWorx 2002), available at http://www.eroticabiz.com/ ("Actual profits from an affiliate system had to wait until David Levine built SexToyFun (www.sextoyfun.com) [sic] a substantial but decidedly quirky sex paraphernalia site. Levine said he launched his site in 1994 and began his first affiliate program in the spring of 1996. … Levine's affiliate program was actually a virtual store service which allowed adult webmasters to set up, customize and brand their own sex toy stores with Levine's operation handling all the billing, fulfillment, shipping and customer service. Then in early 1997, Levine set up a more conventionally structured affiliate system like that used by Amazon and CDNow so webmasters could get referral commissions from the sale of products from his store.

While Levine's conventional affiliate system was launched after SportSource and CDNow, his pioneering role was the invention of "v-commerce" an e-commerce business model halfway between traditional affiliate systems and outright etailing.

… [T]he v-commerce operation pioneered by Levine offers … [a] central e-supplier provid[ing] an online "catalog" from which the v-commerce affiliate can select. Each product selected by the affiliate goes into a cookie-cutter web page supplied by the mother site which offers a number of different pre-programmed and customizable styles from which to select.

When an order is placed in the affiliate's store, the mother site then works in the background, handling everything else from order taking and payments to shipping customer service and returns -- all within an e-commerce environment that looks just like the whole process is run by the affiliate.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
		"We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, http://web.archive.org/web/19980517011212/sextoy.com/cnv/moreinfo.html

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Building upon the adult industry's experience, v-commerce was discovered by the non-adult market in 1998 when venture capitalists funded more than a dozen start-ups including vcommerce.com (born as Vstore) which backed by more than $54 million in venture capital, is the non-adult patriarch in this field. …

By early 2001, most other non-adult v-commerce operations had burned through their venture capital and were either out of business (Affinia.com, Nexchange), hanging on by a thread (Iconomy, Vitessa) or trying to re-invent themselves into another category that would attract more venture capital (esaler.com reborn as pop2it, a so-called "contextual commerce technology company.)

Thanks to the product affiliate sales system he invented, Levine has succeeded in making a profit from ecommerce on the Internet – something that has eluded hundreds of venture-financed etailers who have collectively poured billions of investment dollars down a very large and seemingly insatiable cyber-rathole. Significantly, Levine has been profitable from his first few months on the Web. Amazon and other are still scrambling to get out of the loss columns.") (this article is referring to sextoy.com, not sextoyfun.com; David Levine began an affiliate program on sextoy.com in 1996). [*DFNDT0001048-0001059*]; *also see WHOIS Record for sextoyfun.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=13 (last visited Augnst 8, 2006) (sextoyfun.com was first registered on September 9, 1998) *[DFNDT0001065-0001068]*

[5] *Also see David Levine*, http://www.davelevine.com (last visited on Augnst 11, 2006)("[O]ne idea was to take orders on the web and then forward the orders to companies who would drop ship the products to my customers. My goal was (and still is) to build a billion dollar company with no employees, no corporate office, and no inventory. I named my business Convergence, Inc. I started Wicked Cool Mall and opened stores selling lobsters, sneakers, watches, paintings, t-shirts, etc. Eventually I decided I could make more money focusing on one product niche rather than many different stores in a mall. Since SEXTOY.com had the most sales, highest profit margins, and biggest traffic I decided to become the king of sex toys.

In 1996, I started the first affiliate program for adult products. An affiliate program allows anyone to sign up and get their own sextoy site for free. They can make the site look like their own, but we handle the orders and fulfillment [sic] and then send the affiliate a commission check each month for the sales in their store.") *[DFNDT0001078-0001079]*

[6] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
		(emphasis removed) (May 17, 1998 version of sextoy.com/cnv/moreinfo.html as archived by the Internet Archive[6]). *[DFNDT000947]* It is well know to a person skilled in the art at the priority date of the '572 Application that drop shipping is a procedure where a manufacturer, supplier, or distributor ships the product (i.e., a sex toy) to a store's customer. One of the corporate philosophies of Covergence, Inc., the owner and operator of sextoy.com, is "[r]ather than make large investments in overhead or employees, we pay other companies to perform all jobs that are not our core business. … Outsourcing is not only more efficient but also keeps our organization more nimble. Rather than having large investments that need to be paid off, by outsourcing, more costs become variable. If we decide to make sudden changes in business direction, we don't have to worry about liquidating any previous investments, we can just terminate a relationship we had with a company we were outsourcing to." *Convergence, Inc.*, February 4, 1998 version (emphasis removed). *[DFNDT0001080-0001081]* Accordingly, it is obvious to a person skilled in the art at the priority date of the '572 Application that Convergence, Inc. did not sell its own products or products it owned. Rather, Convergence, Inc. sold the products of a third party (i.e., the supplier, distributor, or manufacturer) at sextoy.com.
8(a)	capturing a look and feel description associated with a host website;	Capture took place when the host website operator emailed to dml@sextoy.com or faxed to (617) 666-3421 the *Promote your own sextoy site page*. "To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
		_____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000" BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"2. We will send you a URL (web address) that you put in your web site. Your customers click on that link to get to your Sextoy site. 3. All orders that come from your link will be marked and commission of 15%-20% of gross sales paid to you monthly [sic]. (Gross sales include shipping cost which can be a significant portion of total revenue.)" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "If you are linking to our sextoy site, feel free to copy and use these banners. Also, as long as you are using images to promote our sextoy site you can borrow images from your toy site." *Banners to Promote your own sextoy site*,

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
		http://web.archive.org/web/19980517011218/sextoy.com/cnv/banner.html (May 17, 1998 version of sextoy.com/cnv/banner.html as archived by the Internet Archive[7]). *[DFNDT000948-000949]*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	Upon receiving an activation of the provided link from the visitor computer, Sextoy.com would serve to the visitor computer from a Sextoy.com server, a webpage with content (e.g., a electronic catalog of sex toys). " • Vibrator and Stimulator World - Realistic Cocks, Massagers, Strap-Ons, Vibrating eggs, and more. • Toys For Men - Pumps, Vaginas, Cock Rings, Strap-On Penises, Blow job simulators, and more. • Bondage Fantasy - Restraints, Body jewelry, Swings, and more. • Butt . . . Of Course - a Variety of anal stimulators including Inflatable, Ejaculating, and Climax Beads. • Pleasure Kits - Special occasion gift kits and variety kits for stimulation. • Female , Male , and Animal - Love Dolls. The best selection in cyberspace. • Lotions, Creams, and Oils - For lubrication, flavor, massage, desensitization and more. • Edible Sex - Edible undies, edible condoms, penis pasta and more. • Erotic Garments - Latex and Lingerie for men and women. • Videos - Classics and/or Hot action videos. • Games for fun and intimacy and Books for fun and education." *Sextoys sex toys adult xxx ...*, May 17, 1998 version (emphasis and links removed).[8] *[DFNDT000950-000951]*

[7] Internet Archive Frequently Asked Questions, *supra* note 4.

[8] The products and organization of the *Sextoys sex toys adult xxx ...* webpage at www.sextoy.com was an example of the products and the organization of the sextoy websites of the host website operator. *See e.g. Sex toys*, http://web.archive.org/web/20000419221609/http://www.bluetrouble.com/sextoys/index.html *[Document 29]* (April 19, 2000 version of

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
		As far as the scope of the claimed "look and feel" can be determined, the look and feel of the sextoy website of the host website operator was the same as the host website. Specifically, the host website operator could customize the top, bottom and background of their sextoy website to correspond to the "look and feel" of the host website. "To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us

www.bluetrouble.com/sextoys/index.html as archived by the Internet Archive (See note 3)) (bluetrouble.com was an affiliate of sextoy.com; the same products (in the same product categories) were also available at *Sextoys sex toys adult xxx ...*, http://web.archive.org/web/20000408212358/http://www.sextoy.com/ (April 8, 2000 version of www.sextoy.com as archived by the Internet Archive (see note 4))). *[DFNDT0001075-0001077]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
		or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
13	The process of claim 8, wherein the selected commerce object is a selected product.	"Promote your own sextoy site! We will rnn the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract. (Gross revenue includes shipping revenue)." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "Also, as long as you are using images to promote our sextoy site (sic) you can borrow images from your toy site." *Banners to Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000948-000949]* "Webmasters - Earn commission for selling sextoys." *Sextoys sex toys adult xxx ...*, http://web.archive.org/web/19980517004202/http://sextoy.com/ (May 17, 1998 version of sextoy.com/cnv/moreinfo.html as archived by the Internet Archive[9]). *[DFNDT000950-000951]*
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The selected commerce object was a selected product category (e.g., a electronic catalog of sex toys). " • Vibrator and Stimulator World - Realistic Cocks, Massagers, Strap-Ons, Vibrating eggs, and more. • Toys For Men - Pumps, Vaginas, Cock Rings, Strap-On Penises, Blow job simulators, and more.

[9] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Sextoy.com Prior Art
		• Bondage Fantasy - Restraints, Body jewelry, Swings, and more. • Butt . . . Of Course - a Variety of anal stimulators including Inflatable, Ejaculating, and Climax Beads. • Pleasure Kits - Special occasion gift kits and variety kits for stimulation. • Female , Male , and Animal - Love Dolls. The best selection in cyberspace. • Lotions, Creams, and Oils - For lubrication, flavor, massage, desensitization and more. • Edible Sex - Edible undies, edible condoms, penis pasta and more. • Erotic Garments - Latex and Lingerie for men and women. • Videos - Classics and/or Hot action videos. • Games for fun and intimacy and Books for fun and education." *Sextoys sex toys adult xxx ...*, May 17, 1998 version (emphasis and links removed).[10] *[DFNDT000950-000951]* "Promote your own sextoy site! We will rnn the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "Also, as long as you are using images to promote our sextoy site (sic) you can borrow images from your toy site." *Banners to Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000948-000949]* "Webmasters - Earn commission for selling sextoys." *Sextoys sex toys adult xxx ...*, May 17, 1998 version. *[DFNDT000950-000951]*

[10] *Supra* note 8.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, One & Only Internet Personals at www.one-and-only.com, anticipate and/or render obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Articles Prior Art ("One & Only")
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	One & Only was an e-commerce outsourcing solution for other companies or individual website operators (hereinafter "associates"), which allowed associates to have a personals website under their own name with the same look and feel as their own website.[3, 4] "Consider, for instance, matchmaker site One & Only. The site, which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issues, Internet World*, April 13, 1998. *[DFNDT0001690-0001692, DFNDT0001712-*

[1] *See also* the prior art identified in the invalidity contentions for the One & Only Network Prior Art.

[2] *WHOIS Record forone-and-only.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=0 (last visited August 14, 2006) (one-and-only.com was first registered on November 30, 1995). *[DFNDT0001707-0001711]*

[3] *Also see Welcome To One&Only Network*, http://web.archive.org/web/19990427193911/http://www.oneandonlynetwork.com/ (April 27, 1999 version of www.oneandonlynetwork.com/ as archived by the Internet Archive. (see note 6)) ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!"). *[DFNDT0001698-0001699]*

[4] *Also see One & Only Internet Personals and Romance*, http://web.archive.org/web/19970609215214/http://www.one-and-only.com/menu1.htm (June 9, 1997 version of www.one-and-only.com/menu1.htm as archived by the Internet Archive. (see note 6)) ("Match you website to the world. One & Only brings your site revenue."). *[DFNDT0001702-0001703]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		0001715]
8(a)	capturing a look and feel description associated with a host website;	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, Partners in Affiliate Marketing Struggle With Branding Issue. *[DFNDT0001690-0001692, DFNDT0001712-0001715]*[5, 6, 7]

[5] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We provide you with detailed stats, a customizable web site to integrate into your own web presence .... Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own."). *[DFNDT0001698-0001699]*

[6] *Also see Custom Features*, http://web.archive.org/web/19990422060034/http://www.oneandonlynetwork.com/customize.htm (April 22, 1999 version of www.oneandonlynetwork.com/customize.htm as archived by the Internet Archive. (see note 6)) ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.")("Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.

...

Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.

...

With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

...

Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[7] *Also see Mike Curtis, Affiliate Programs: Why They're Going To LAST*, available at http://web.archive.org/web/19990915171254/www.oneandonlynetwork.com/Zcommerce1.htm?MID=0 (September 15, 1999 version of

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		"One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, Are Affiliate Programs for You?, Web Marketing Today Issue 43, April 1, 1998 *[DFNDT0001693-0001697, DFNDT0001716-0001719]*
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	One & Only provided the associate with a hyperlink to their One & Only website. The associate then placed the hyperlink on another website. The link is correlated with a selected commerce object (membership in the personals website)[8, 9] "In an affiliate program, interested Web sites register with merchants to recommend items for sale. Then they establish lists of merchandise on their sites, and when users click through to buy, the referring Web site gets a cut of the sale." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]* "The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor	"In an affiliate program, interested Web sites register with merchants to recommend items for sale. Then they establish lists of merchandise on their sites, and when users

www.oneandonlynetwork.com/Zcommerce1.htm?MID=0 as archived by the Internet Archive. (see note 6)) ("the One & Only Romance Network (personal classified ads) assigns each associate a unique "associate site" that is theirs specifically. We use an ID number, with a database query string in the URL, to track sales and traffic for each associate."). *[DFNDT0001704-0001706]*

[8] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code ... Can You Just Have a Link on Your Site ... Of course...") (emphasis and link removed). *[DFNDT0001700-0001701]*

[9] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Get Your HTML Link Code") (emphasis and link removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	click through to buy, the referring Web site gets a cut of the sale." Whit *Andrews, Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*[10, 11] "The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website."

[10] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

...

You can create your own product identity with a unique appeal.... With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.

...

Customizing makes it easy to maintain your sites look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.") (emphasis and links removed.). *[DFNDT0001700-0001701]*

[11] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We provide you with detailed stats, a customizable web site to integrate into your own web presence ... Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and link removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
13	The process of claim 8, wherein the selected commerce object is a selected product.	"One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*[12, 13] "Because subscriptions are for sale instead of products..." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
14	The process of claim 8, wherein the selected commerce object is a selected product category.	"One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*[14, 15] "Because subscriptions are for sale instead of products..." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*

[12] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We provide you with detailed stats, a customizable web site to integrate into your own web presence ... Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.... Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ...") (emphasis and link removed). *[DFNDT0001698-0001699]*

[13] *Also see Custom Features*, April 22, 1999 version) ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and link removed). *[DFNDT0001700-0001701]*

[14] *Also see Custom Features*, April 22, 1999 version)("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and link removed). *[DFNDT0001700-0001701]*

[15] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..."). *[DFNDT0001698-0001699]*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, One & Only Network Prior Art at www.oneandonlynetwork.com,[1] anticipate and/or render obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive,	One & Only was an e-commerce outsourcing solution for other companies or individual website operators (hereinafter "associates"), which allowed associates to have a personals and classified website under their own name with the same look and feel as their own website.

[1] *WHOIS Record foroneandonlynetwork.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=12 (last visited Augnst 8, 2006) (oneandonlynetwork.com was first registered on September 15, 1998) *[DFNDT0001723-0001727]*

[2] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001751-0001794]*

[3] *Also see* for more information on operation of the One & Only associate program:

Frequently Asked Questions for One & Only Associate Program, http://web.archive.org/web/19990908153750/www.oneandonlynetwork.com/newsignup/faqtext1.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext1.htm?MID=0/ as archived by the Internet Archive (see note 2); *[DFNDT0001728-0001731]*

Frequently Asked Questions for One & Only Associate Program, http://web.archive.org/web/19990908163430/www.oneandonlynetwork.com/newsignup/faqtext3.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext3.htm?MID=0/ as archived by the Internet Archive (see note 2); *[DFNDT0001732-0001733]*

Frequently Asked Questions for One & Only Associate Program, http://web.archive.org/web/19990908165526/www.oneandonlynetwork.com/newsignup/faqtext4.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext4.htm?MID=0/ as archived by the Internet Archive (see note 2); *[DFNDT0001734-0001736]*

Frequently Asked Questions for One & Only Associate Program, http://web.archive.org/web/19990908171453/www.oneandonlynetwork.com/newsignup/faqtext5.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext5htm?MID=0/ as archived by the Internet Archive (see note 2); *[DFNDT0001737-0001738]*

[4] *Also see Whit Andrews, Partners in Affiliate Marketing Struggle With Branding Issues*, Internet World, April 13, 1998 ("The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
	transparent e-commerce support pages, comprising the steps of:	"We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!" *Welcome To One&Only Network,* http://web.archive.org/web/19990427193911/http://www.oneandonlynetwork.com/ (April 27, 1999 version of www.oneandonlynetwork.com/ as archived by the Internet Archive.[2]).[3,4] *[DFNDT0001747-0001748]*
8(a)	capturing a look and feel description associated with a host website;	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the captured look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website. "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features,* http://web.archive.org/web/19990422060034/http://www.oneandonlynetwork.com/customize.htm (April 22, 1999 version of www.oneandonlynetwork.com/customize.htm as archived by the Internet Archive.[5]). *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own

building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch."). *[DFNDT0001739-0001742]*

[5] Internet Archive Frequently Asked Questions, *supra* note 2.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		menu bar." *Custom Features,* April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The provided link correlates the host website with a selected commerce object (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed). *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site … Of course…" *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	Upon receiving an activation of the provided link from the visitor computer, One & Only would serve to the visitor computer from a One & Only server, a webpage with content based on the commerce object associated with the provided link (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed). *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site … Of course…" *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the captured look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website.[6] "Our unmatched leading-edge co-branding technology gives you the abillity to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "You can create your own product identity with a unique appeal.... With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only

[6] James L. Marciano, *Are Affiliate Programs for You?*, Web Marketing Today Issue 43, April 1, 1998 ("One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website."). *[DFNDT0001743-0001746]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence …" *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* The owner of the host website is the affiliate, the e-commerce supported page owner is One & Only and the merchant is person placing the classified or personal ad.
13	The process of claim 8, wherein the selected commerce object is a selected product.	The selected commerce object was a selected product (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade)). "Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed). *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The selected commerce object was a selected product category (e.g. antiques from Pennsylvania). "Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed). *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the IBM Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
8	An e-commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e-commerce support pages, comprising the steps of:	IBM Credit Corporation provided a host website entitled, *Leasing & Financing Welcome to IBM Customer Leasing and Financing* at www.financing.hosting.ibm.com,[1] (hereinafter "*Leasing & Financing* website")[2] with a link to a website of IBM Corporation with the same look and feel, entitled, *IBM planetwide ordering information* at www.ibm.com/Orders (hereinafter "*IBM Ordering* website").[3] The merchant for the commerce object is one of IBM's business partners.

[1] *WHOIS Record ibm.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=1 (last visited August 8, 2006) (ibm.com was first registered on March 19, 1986); *[DFNDT0001821-0001824]*

[2] Other examples of IBM web pages that were "host websites" in relation to the *IBM Ordering* website included: *The IBM Direct Planetwide home page*, http://web.archive.org/web/19961219004723/http://direct.boulder.ibm.com (December 19, 1996 version of http://direct.boulder.ibm.com as archived by the Internet Archive. (see note 4)); *[DFNDT0001802-0001807];*
IBM Planetwide help, http://web.archive.org/web/19961026164521/www.ibm.com/Finding (October 26, 1996 version of www.ibm.com/Finding as archived by the Internet Archive. (see note 4)); *[DFNDT0001795-0001797];* and
IBM Worldwide Customer Financing, http://web.archive.org/web/19961104165233/www.financing.hosting.ibm.com/CFWWINTR.HTM (November 4, 1996 version of www.financing.hosting.ibm.com/CFWWINTR.HTM as archived by the Internet Archive. (see note 4)); *[DFNDT0001808-0001812].*

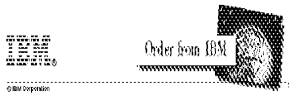
[3] In another example of IBM prior art, the *IBM Ordering* website (www.ibm.com/Orders) *[DFNDT0001798]* was the "host website" and *The IBM Direct Planetwide home page*, December 19, 1996 version (http://direct.boulder.ibm.com) *[DFNDT0001802-0001807]* was the "second website."

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
		Leasing & Financing website, http://web.archive.org/web/19961227153901/www.financing.hosting.ibm.com (December 27, 1996 version of www.financing.hosting.ibm.com as archived by the Internet Archive.[4]); *[DFNDT0001799-0001801].* *IBM Ordering* website, http://web.archive.org/web/19961220005843/www.ibm.com/Orders (December 20, 1996 version of www.ibm.com/Orders as archived by the Internet Archive.[5]). *[DFNDT0001798].* *1995 Annual Report Highlights*, http://web.archive.org/19961104164231/www.financing.hosting.ibm.com/AR95CL.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/AR95CL.HTM as archived by the Internet Archive.[6] (hereiafter "*1995 Annual Report of IBM Credit Corp.*")). *[DFNDT0001879-0001882]* "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
8(a)	capturing a look and feel description associated with a host website;	Capture took place when the script to dynamically generate the *IBM Ordering* web page was written or when the *IBM Ordering* web page was dynamically generated by the

[4] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001825-0001868]*

[5] Internet Archive Frequently Asked Questions, *supra* note 4.

[6] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001825-0001868]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
		script on December 20, 1996 with the look and feel of the *Leasing & Financing* web page. "HTML generated at Fri, 20 Dec 1996 00:58:45 GMT by /cgi-bin/Orders/nph-index" Source code for *IBM Ordering* website, http://web.archive.org/web/19961220005843/www.ibm.com/Orders (December 20, 1996 version of www.ibm.com/Orders as archived by the Internet Archive.[7]). *[DFNDT0001813-0001814]* "  " *IBM Ordering* website, December 20, 1996 version (header for *IBM Ordering* website). *[DFNDT0001798]* "<BODY bgcolor="#ffffff"> <A NAME=top><IMG SRC="/images/mastheads/masthead_order.gif" WIDTH=600 HEIGHT=72 ALT="IBM planetwide ordering information"></A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for header). [DFNDT0001813-0001814] Footer from *IBM Ordering* website: " [IBM home page | Order | Contact IBM | Legal]"

[7] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
		IBM Ordering website, December 20, 1996 version (footer for *IBM Ordering* website). *[DFNDT0001798]* "<HR> [<A HREF="http://www.ibm.com/">IBM home page</A> | <A HREF="http://www.ibm.com/Orders/">Order</A> | <A HREF="http://www.ibm.com/Assist/">Contact IBM</A> | <A HREF="http://www.ibm.com/Legal/">Legal</A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for footer). *[DFNDT0001813-0001814]*
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	A link to the *IBM Ordering* web page was included in the source code for the *Leasing & Financing* web page. From the *IBM Ordering* web page, a visitor ordered products and services from IBM and its business partners. "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" *Source code for Leasing & Financing* web page, http://web.archive.org/web/19961227153901/www.financing.hosting.ibm.com (December 27, 1996 version of www.financing.hosting.ibm.com as archived by the Internet Archive.[8]). *[DFNDT0001816-0001820]* "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]*

[8] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
		"[I]n some countries you can even order online." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the-commerce object associated with the provided link.	From the *IBM Ordering* web page, a visitor ordered products and services from IBM and its business partners. "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *IBM Ordering* web page was the same as the look and feel of the *Leasing & Financing* web page.[9] Specifically, both the *IBM Ordering* web page and the *Leasing & Financing* web page used a single column format with text in the same font, size, and black color on a white background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[10] As described below, the look and feel also include using similar headers and footers.[11]

[9] IBM used this same look and feel on many web pages on many different IBM websites. *See e.g. IBM Planetwide help*, October 26, 1996 version; *[DFNDT0001795-0001797]*; *The IBM Direct Planetwide home page*, December 19, 1996 version; *[DFNDT0001802-0001807]* and *IBM Worldwide Customer Financing*, November 4, 1996; *[DFNDT0001808-0001812]*

[10] Both pages used the default colors of the web browser of the visitor computer for text colors. In the web browser that was used to view these pages, the default colors are blue, red and black for unused text links, visited text links, and regular text respectively. The actual colors of the links and text would have varied based on the default settings of the web browser of the visitor computer but the colors would have been consistent between the two web pages.

[11] Also see: *IBM PC ThinkPad* website,

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
		Additionally, both web pages had headers with a similar look and feel. Both headers had the same blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular box superposed over a portion of the picture. Both rectangular boxes included text in the same font, size, and color. The text in both boxes was a short title or description of the web page. Header from *Leasing & Financing web page*: Header from *IBM Ordering* web page:

http://web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www.pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website, http://web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]*; *1995 Annual Report of IBM Credit Corp.*, December 19, 1996 version; *[DFNDT0001879-0001882]*.

[12] Both pages used the default text link colors of the visitor computer; *supra* note 10.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
		 Both web pages also had similar footers. The footers on both pages were separated from the rest of the web page by a grey line that extended the length of the web page. Both footers were enclosed in square brackets and comprised underlined text links in a similar font, size and blue color[12] separated by "|." Footer from *Leasing & Financing* website: [**IBM home page** | **Order** | **Search** | **Contact IBM** | **Help** | **(C)** | **(TM)**] Footer from *IBM Ordering* website: [IBM home page | Order | Contact IBM | Legal] *Leasing & Financing* web page, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]*
13	The process of claim 8, wherein the selected commerce object is a selected product.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]* "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]*

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in IBM Prior Art
		"Order" *Source code for Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
14	The process of claim 8, wherein the selected commerce object is a selected product category.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* web page, December 20, 1996 version. *[DFNDT0001798]*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Lycos Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	Lycos, Inc provided a host web page entitled, Lycos Money Guide, at www.lycos.com/money,[1] (hereinafter "*Lycos* website") with a link to web page of News Alert, Inc. entitled, *News Alert* at www.stockfind.newsalert.com/ [2] (hereinafter "*News Alert* website"). *Lycos* website, http://web.archive.org/web/19971211191234/http://www.lycos.com/money/ (December 11, 1997 version of www.lycos.com/money as archived by the Internet Archive.[3]); *[DFNDT0001928-0001929]* *News Alert* website, http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/ (December 11, 1997 version of www.stockfind.newsalert.com as archived by the Internet Archive.[4]); *[DFNDT0001930-0001931]*
8(a)	capturing a look and feel description associated with a host website;	The look and feel of the *Lycos* website was captured by the News Alert, Inc. when News Alert, Inc. created the *News Alert* website. "MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14" HREF="http://web.archive.org/web/19971211094712/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS= "57,0, 115,14" HREF="http://web.archive.org/web/19971211094712/http://cityguide.lycos.com/">

[1] *WHOIS Record lycos.com*, http://reports.internic.net/cgi/whois?whois_nic=lycos.com&type=domain (last visited May 27, 2011) (lycos.com was first registered on April 13, 1995); *[DFNDT0001962-0001963]*

[2] *WHOIS Record newsalert.com*, http://reports.internic.net/cgi/whois?whois_nic=newsalert.com&type=domain (last visited May 27, 2011) (newsalert.com was first registered on August 4, 1994); *[DFNDT0001964-0001965]*

[3] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001966-0002009]*

[4] *Supra* note 3

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		<AREA SHAPE=rect COORDS= "119,0, 181,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS= "184,0, 243,14" HREF="http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS= "249,0, 307,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS= "311,0, 386,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/cgi-bin/nph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS= "391,0, 467,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"> </MAP>" Source Code for Header of the *New Alert* website. *[DFNDT0001932-0001943]* "</TABLE> <TABLE VALIGN=TOP WIDTH=600 CELLSPACING=0 CELLPADDING=4 border=0> <TR VALIGN=TOP> <TD WIDTH=125 BGCOLOR="#000000" VALIGN=TOP> <A HREF= "http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/redirect/dlj"> <IMG SRC="http://web.archive.org/web/19971211094712im_/http://gif.newsalert.com/gifs/lycos/dlj.gif" WIDTH=92 HEIGHT=55 BORDER=0></A> <TABLE WIDTH=125 BORDER=0 CELLSPACING=5 CELLPADDING=0 VALIGN=TOP BGCOLOR="#000000"> <TR VALIGN=TOP> <TD WIDTH=10 ROWSPAN=5> </TD> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Lycos Home</B></FONT></A></TD></TR>

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		<TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/ http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B> Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail"> <FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR> </TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]*
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the	*See also* 13-14, *infra*. The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes"

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
	provided link correlates the host website with a selected commerce object; and	*Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	"StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text. Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]* Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* "MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14"

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		HREF="http://web.archive.org/web/19971211094712/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS= "57,0, 115,14" HREF="http://web.archive.org/web/19971211094712/http://cityguide.lycos.com/"> <AREA SHAPE=rect COORDS= "119,0, 181,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS= "184,0, 243,14" HREF="http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS= "249,0, 307,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS= "311,0, 386,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/cgi-bin/nph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS= "391,0, 467,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"> </MAP>" Source Code for Header of the *New Alert* website. *[DFNDT0001932-0001943]* "</TABLE> <TABLE VALIGN=TOP WIDTH=600 CELLSPACING=0 CELLPADDING=4 border=0> <TR VALIGN=TOP> <TD WIDTH=125 BGCOLOR="#000000" VALIGN=TOP> <A HREF= "http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/redirect/dlj"> <IMG SRC="http://web.archive.org/web/19971211094712im_/http://gif.newsalert.com/gifs/lycos/dlj.gif" WIDTH=92 HEIGHT=55 BORDER=0></A> <TABLE WIDTH=125 BORDER=0 CELLSPACING=5 CELLPADDING=0 VALIGN=TOP BGCOLOR="#000000"> <TR VALIGN=TOP> <TD WIDTH=10 ROWSPAN=5> </TD> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Lycos Home</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/ http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B> Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail"> <FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR> </TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]* "<TD BGCOLOR="#6699FF" VALIGN=BOTTOM>

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		<MAP NAME=service> <AREA SHAPE=rect COORDS="6,0, 54,14" HREF="http://web.archive.org/web/19971211191234/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS="57,0, 115,14" HREF="http://web.archive.org/web/19971211191234/http://cityguide.lycos.com/"> <AREA SHAPE=rect COORDS="119,0, 181,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS="184,0, 243,14" HREF="http://web.archive.org/web/19971211191234/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS="249,0, 307,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS="311,0, 386,14" HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/cgi-bin/nph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS="391,0, 467,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/index.html"> </MAP> <A HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/assist/maps/service.map"><IMG SRC="http://web.archive.org/web/19971211191234im_/ http://www.lycos.com/assist/graphics/servicebar.gif" HEIGHT=18 WIDTH=473 alt="Lycos Services" BORDER=0 usemap="#service" ISMAP></A> </TD> </TR>" Source Code for Header of the *Lycos* website. *[DFNDT0001944-0001960]* <!-- Navigation for Web Guide -->

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		<TABLE BORDER="0" CELLPADDING="2" CELLSPACING="0" WIDTH="100%"> <TR> <TD BGCOLOR="#FFCC33" VALIGN="top"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/autos/"><FONT FACE="helvetica, arial, ms sans serif, sans-serif" COLOR="#000000" SIZE="-1"><B>Autos</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/business/">Business <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/careers/">Careers</A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/computers/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Computers</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/education/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Education</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/entertainment/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Entertainment</B></FONT></A>

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		   <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/fashion/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Fashion</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/games/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Games</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/government/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Government</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/health/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Health</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/homegarden"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Home/Garden</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/internet/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Internet</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/kids/"><FONT

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Kids</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/money/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Money</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/news/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>News</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/people/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>People</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/realestate/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Real Estate</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/commerce/shopnet/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Shopping</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/space/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Space/Sci-Fi</B></FONT></A> <A

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/sports/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Sports</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/techtoys/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Tech Toys</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/travel/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Travel</B></FONT></A> </TD> </TR> </TABLE> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/search.html"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/help/"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Help</B></FONT></A> </TD>

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		</TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211191234/http://echomail.lycos.com/echomail!"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2> </TD> </TR>" Source Code for Left side column of the *Lycos* website. *[DFNDT0001944-0001960]*
13	The process of claim 8, wherein the selected commerce object is a selected product.	The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]*
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The commerce object category is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Lycos Prior Art
		NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]*

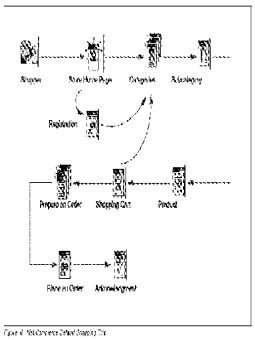
Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Net.Commerce for OS/390 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

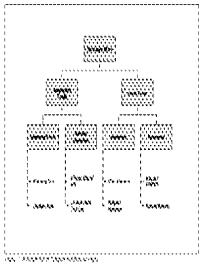
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	"Electronic commerce is one of the answers. One benefit that we can get from the Internet is to make it a primary profit source by creating a marketplace where companies will want to invest. The time has come to turn the Internet into a major business center for your company. In this book we cover Net.Commerce, a product that finally makes it possible to engage millions of users, anytime, anywhere in the age-old process of buying and selling goods, thus making the Internet truly the world's biggest marketplace." Pg. 1. "Companies that sell products or services to wholesalers and manufacturers need strong customer relationships, which often means secure communications as well as secure transactions. After all, there is no need to let the competition know what you and your partners are up to. On the other hand, companies selling directly to consumers may be more concerned with a Web presence that is more open and inviting, thus making customers feel as though they are receiving more personal attention. Some companies will achieve this by duplicating the shopping experience that consumers are already familiar with, for example, by creating an online virtual mall. Yet, although the virtual mall must be openly accessible to all, the customer must ultimately have enough confidence in the retailer to engage in electronic commerce. This paradox of accessibility and security must be overcome if the Internet is to realize its full business potential. IBM has different products and services for each aspect/sector of electronic commerce, but there is one that can fit all of them, namely, Net.Commerce.

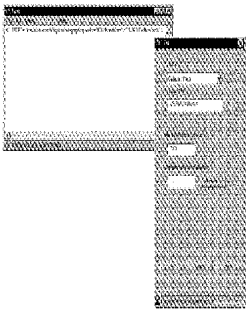
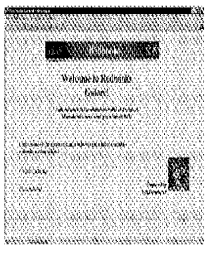
[1] Unless noted, all citations in this chart are to Net.Commerce for OS/390 by Rich Conway, Simon Armiger, Nils Bergquist, Kevin Curley, and Jarmo Lepinen, published by International Business Machines Corporation ("IBM") in July 1998. *[DFNT0001082-0001301]*

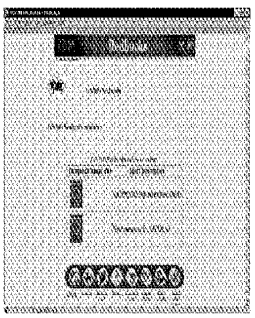
[2] The Net.Commerce book is a user guide and technical manual for the IBM Net.Commerce product for OS/390. The Net.Commerce book provides an "introduction to electronic commerce [in 1998] and the [Net.Commerce] product itself … [and] also provides examples of Net Commerce implementations." Pg. vii.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Net.Commerce is easy-to-use software that allows you to have online stores with dynamic pages. It works with the highest standards of Internet security including the Secure Socket Layer (SSL) and Secure Electronic Transaction (SET) protocols, and works with DB2 in order to integrate existing systems. It is both flexible and scalable. It can be used for business-to-business transactions, as well as for direct consumer sales, in both cases providing state of the art transaction security. Net.Commerce allows you to be part of the electronic business world, from store setup or mall home page, and to secure transactions with the newest methods and techniques of security on the Internet. You can access gateways that work with companies internal systems, or gateways that work directly with financial institutions for payment methods." Pg. 2.
8(a)	capturing a look and feel description associated with a host website;	See pgs. 111-122 for a description of creating a self-contained store.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See also* 13-14, *infra.* The host website can be the home page of the store and e commerce supported page can be the categories page (i.e., the selected commerce object is the product categories). In different example, the categories page can be the host website and the e commerce supported page can be the subcategories page (i.e., the selected commerce object is the product subcategories). In a third example, the subcategories page can be the host website and the e commerce supported page can be the product page (i.e., the selected commerce object is the product). "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.

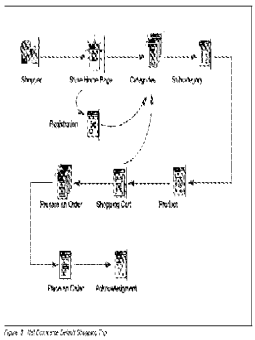
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18.

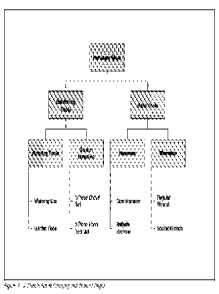
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		"If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.  Pg. 21.

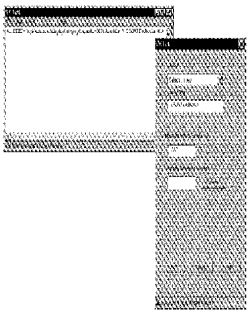
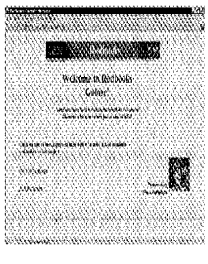
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 119. Example of a host website with provided link correlates the host website with a selected commerce object (i.e., an OS/390 Redbook and AIX Redbook).  Pg. 121.

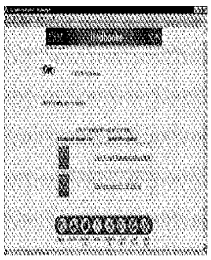
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 130. *Also* see pgs. 124-130.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The host website can be the home page of the store and e commerce supported page can be the categories page (i.e., the selected commerce object is the product categories). In different example, the categories page can be the host website and the e commerce supported page can be the subcategories page (i.e., the selected commerce object is the product subcategories). In a third example, the subcategories page can be the host website and the e commerce supported page can be the product page (i.e., the selected commerce object is the product). The Net.Commerce book teaches the home pages, categories pages, and the product pages are all designed using templates. Furthermore, the Net.Commerce book teaches using a consistent layout for all web pages in a Store. Accordingly, as far as the scope of the claimed "look and feel" can be determined, the home page, categories pages, and the product pages in a Store would have a "look and feel corresponding to the captured look and feel description of the host website associated with the provided link."

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		"Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Fignre 8. Depending on the store you are building, you may have to modify it." Pg. 24.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Figure 8. Net Commerce Default Shopping Trip Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		"If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.  Pg. 21.

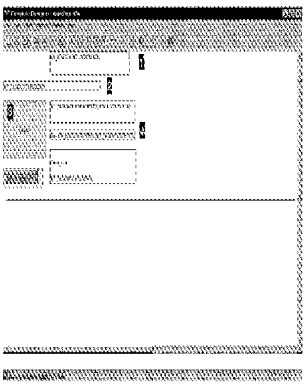
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Figure 57. Text and Link Dialog Screen Pg. 119. An example of a host website and an e commerce supported page.  Pg. 121.

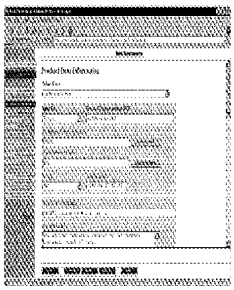
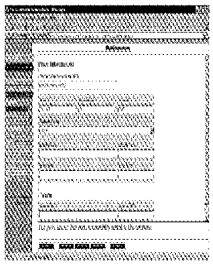
Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 130. *Also* see pgs. 124-130. "6.1.13.1 Category Template Assigument Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assigu a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assigument form which appears. Figure 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140. "6.1.13.2 Product Template Assigument Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Figure 82 on page 142. Enter the product template macro name you created in the Product

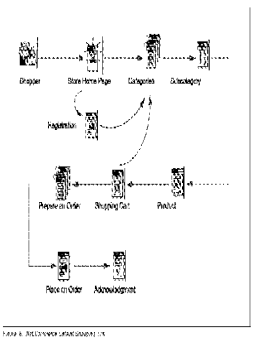
Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141. "6.1.13.3 Accessing Your Store From A Web Browser Finally, there is one last but very important link that we need to finish creating so that someone accessing your Internet shop can access the category and product template macros you have built. The link to a Category Page is an extremely important link, as it allows you to move from your home page in HTML that any browser can access by typing in a simple URL (for example http://www.itsoshop.com/rbgalore.html) to a macro that is not a simple URL. If you have a Self-Contained Store and you do not wish your customers to pass through an intermediate Mall frontpage, you will need a link like this in your home page. Go to Store Manager and open the Template Designer. Select your store (in our case it is Redbooks Galore) and hit Load. Select File, Open, then select your saved HTML image. Double-click on the box that reads OS/390 Redbooks and a text dialog box will appear. This is the same text dialog box that was built in Figure 57 on page 119. We are going to replace the HTML link logic in this text dialog box, so go ahead and erase all the text in the dialog box. After all the HTML link logic text is erased, do the following: · Select Insert, then Link. A Link dialog box will appear. · Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. · Next, fill in the Category Reference number that was created in 6.1.11.1, "Enter Basic Product Information" on page 134. In our example it is S01. If you do not know what your Category Reference number is you can click on Browse and a Web browser window will display all the defined product

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		categories. · Click OK and the text dialog box will be filled in with some HTML link text, as shown in Figure 83. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link. From Template Desiguer you can see what the page will look like by selecting File, then View in Browser. By clicking the link we have just created you should be taken to a page similar to that in Figure 69 on page 130. With this final link in place, you can now access your entire Internet shop from a Web browser. The footer file that we copied into the page allows you to access the shopping cart and other Net.Commerce functions. You can make the home page of your new Web site the default welcome page for your Web server by editing the Web server configuration file httpd.conf and changing the Welcome Directive to match the name of your home page. Alternatively, you can simply specify the full name for the home page in your Web browser URL. To access the site we have just created you would specify http://www.itsoshop.com/rbgalore.html." Pgs. 142-4.
13	The process of claim 8, wherein the selected commerce object is a selected product.	In one example, the subcategories page can be the host website and the e commerce supported page can be the product page (i.e., the selected commerce object is the product). "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or sigus in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21. *See* Section 2.1 "Products and Their Classification" and section 2.1.1 "Choosing the Right Products" pgs. 21-2 "6.1.12.1 Create a Product Template Start the Template Desiguer as before. Select File, New, Product Template. As with the Category Template, the following pages show our Product Template with the elements of interest numbered. Figure 79 on page 139 shows the Product Template, rbprdtmp.d2w, we created. · 1is a text box with MErchant STore NAME Database tag. · 2 is a text box with the PRoduct Short DESCription tag. · 3 is an image box which has a database tag for the Product Full Sized Image. · 4 is a text box with two database field tags. The first pulls the product attribute names from the database, the second pulls the corresponding values. Figure 80 on page 140 shows a screen shot of the Product Template with the Forms Palette and Form dialog box visible. These are used in the creation of an Add to Shopping Cart type button. First you click the Form Palette icon to get the Form Palette box. Next click the Insert Form Box icon. Draw out a box where you want your button. Make it slightly bigger than the actual button size you want. Double click the box and the Form dialog box appears. In here select the Add To Shopping Cart radio button and the Display Store Shopping Cart radio button. Close the dialog box. Click the Insert Submit Button icon on the Form Palette. Draw a box within the form box you have already created. This creates a submit button that will add the product information you have selected to the Shopping Cart. You can change the SUBMIT to something else within the submit button by double clicking it and the name in the subsequent dialog box." Pg. 138-9

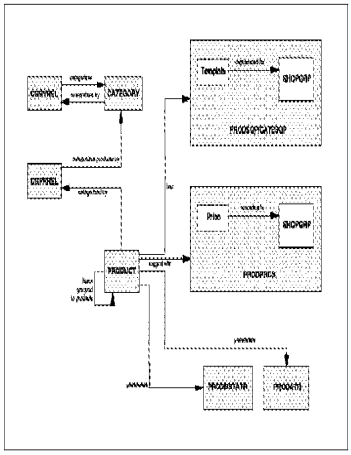
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Figure 76. Template Designer - Product Template Pg. 139. "6.1.13.2 Product Template Assigument Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Figure 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message.

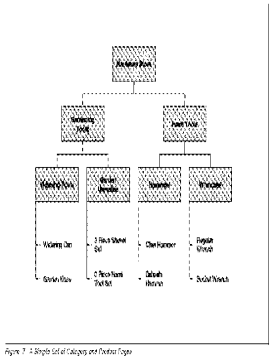
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141.  Figure 72. Product Information Form Pg. 135.  Figure 77. Template Form Form

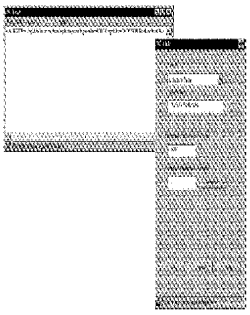
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		Pg. 137. "6.1.11.3 Enter Product Attributes Go to Store Manager, then to Product Information, select product, and then go to Attributes. The Product Attributes form is shown. First you must create an attribute for a product, then you may define the value for the attribute. For example, attribute is size, and the values might be small, medium, and large. In our case we chose attributes of Hardcopy and Softcopy for the format of the Redbook. Figure 78 on page 138 shows the form as we completed it." Pg. 137.\ "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.  Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
14	The process of claim 8, wherein the selected commerce object is a selected product category.	For example, the host website can be the home page of the store and e commerce supported page can be the categories page (i.e., the selected commerce object is the product categories). In different example, the categories page can be the host website and the e commerce supported page can be the subcategories page (i.e., the selected commerce object is the product subcategories). "2.1.2 Product Categories To create a shopping environment where customers can easily feel at home, you should make sure they can find the products they need in the places they expect them. But, contrary to a real-life store, you can put products electronically in more than one place without using expensive shelf space. Use multiple "parents" if you want to include the product in multiple categories. For example, you could include milk in the cold drinks category as well as in the dairy products category. That way, you can make sure that a product (in this case milk) will be found by customers who take different paths while browsing through your online store. Most experienced users know what they want, and they want to get to it fast. Therefore, be sure to include a fast path for them to get to the products they have bought before, and to related products. Especially on slow connections, having to browse multiple categories is not a good idea. Depending on the products you are selling, customers accept differing shopping and order processes. For example, when shopping for groceries, customers do not want to browse two categories and one product page for every product they want to buy. They may just need a "grocery list" in which they can check items and specify the amount they need. However, for more expensive products, people are willing to invest time and effort in the process of finding the right product. In these cases, offer all

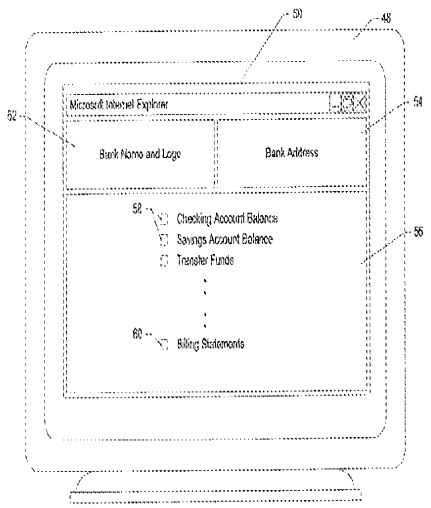
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		information the shopper needs to make a decision, and build an easy but logical navigation structure around it. Net.Commerce provides you with great flexibility to find and implement the appropriate design for products and categories and also for multiple variations of the same product (also referred to as attributes or items). Fignre 5 illustrates how such structures and relations are reflected in the Net.Commerce database." pg. 12-3  Figure 5. Data Models on Categories, Products and Items Pg. 13. "The category pages link shoppers to the groups of products or services

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.  Figure 7. A Simple Set of Category and Product Pages Pg. 21.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Figure 57. Text and URL Entry Boxes Pg. 119. "6.1.9.1 Create a Category Template Open Template Designer as described before. This time select File, New, and Category Template from the list. As with the home page creation Web page description earlier in this chapter, we will go through the individual elements. Fignre 65 shows the Template Designer Category Template os390rbk.d2w that we created for the OS/390 Redbooks category. 1 shows a Text Box with a Category Name Database tag. This corresponds to the text dialog box shown in Fignre 66 on page 127. One difference in Template Designer between the HTML files and template files is the addition of a database pull-down menu in the menu bar of the text dialog box. This menu has a list of database entry names that correspond to entries that are made in the Net.Commerce administrator pages. By selecting one of these, a database tag is placed in the text box which is translated into an SQL command in the macro. In the case of the sample text box displayed in Figure 66 on page 127, the Category Name will be pulled from the database and

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		displayed in the text box. This makes the template dynamic, in that it could be used with many different categories. The elements in the database specific to that category will be pulled out by the database tag. This Category Template Macro will be associated with a particular category in a form later on in the building process." Pg. 126. *Also see* pg. 127-131

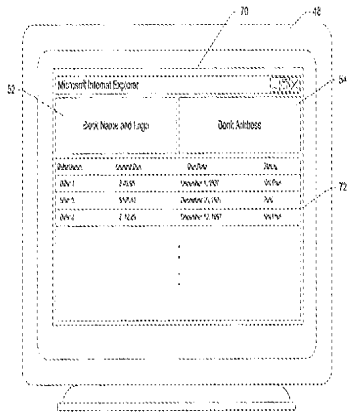
Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
	with a host website;	52 and the bank's address 54. In additon, the branding indicia might comprise a particular format or stylistic schema, background color or texture, slogans, and so forth." Saliba '278 ¶ 0038. The service center's server 110 runs a branding software module 126, which are stored in program memory 118. The branding module 126 runs atop the operating system 124 during execution in the processing unit 112. The branding module 126 extracts the branding indicia passed from the bank and uses it to create a Web page that appears like the bank's own Web pages. It is noted that the branding module 126 may be integrated as part of the Web server software, rather than executed as a standalone application. Saliba '278 ¶ 0051. As one example, the service center server 110 has an HTML document that contains data fields for holding billing data retrieved locally from the bills database 40 and indicia fields for holding the branding indicia received remotely from the bank. The HTML document is rendered by the customer's browser program to present a UI that appears as though the bank itself presented the billing statements. This is shown in FIG. 3, for example, where the service center server 110 provides an HTML Web page 70 that contains a billing statement list 72 with data from the bills database 40, along with branding indicia 52, 54 received from the bank. Saliba '278 ¶ 0064.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	 Fig. 2 "Upon activating the 'Billing Statements' option 60, the bank's Web server links to the service center's server without exposing this transfer to the customer. The customer still believes that he/she is connected to and communicating with the bank's Web site 44. A new Web page that incorporates the customer's bills is then presented to the customer." Saliba '278 ¶ 0040. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent Application 09/995,278 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	"This invention relates to electronic financial systems for the Internet. More particularly, this invention relates to systems and methods for presenting electronic bills to customers of a financial institution, such as a bank." Saliba '278 ¶ 0002. According to one aspect of this invention, the financial institution has a Web server to support its Web site. The server presents a home page that allows its customers to select different services, such as examining a checking or savings account balance, or conducting a funds transfer. These services are supported locally at the financial institution's Web site. The home page also offers, however, an option to view customer-specific data, such as the customer's personal billing statements that are collected from a variety of different billers (e.g., phone bill, gas bill, cable TV bill, etc.). Saliba '278 ¶ 0009. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.
8(a)	capturing a look and feel description associated	"The home page 50 includes various branding indicia, such as the bank's name and logo

[1] Unless noted, all citations in this chart are to United States Patent Application 09/995,278 by Bassam A. Saliba, et al. (filed November 26, 2001). [DFNDT0000295-0000314]

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	 Fig. 3 FIG. 3 shows an exemplary new Web page 70, which displays the billing data as it is rendered on a customer's home computer monitor 48. The Web page 70 presents a list 72 of the customer's bills. The page 70 also includes the bank's branding indicia, such as the bank's name and logo 52, bank's address 54, format or stylistic schema, background color or texture, slogans, and so forth. In this manner, the new Web page 70 appears to

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		have been provided by the bank's Web site 44, while the identity of the service center 24 is veiled, to lead the customer to believe that the billing data is provided by the financial institution rather than the service center. At this point, the customer may open any particular bill, review the itemized purchases, the amount due, and due date. Saliba '278 ¶ 0041.
13	The process of claim 8, wherein the selected commerce object is a selected product.	According to one aspect of this invention, the financial institution has a Web server to support its Web site. The server presents a home page that allows its customers to select different services, such as examining a checking or savings account balance, or conducting a funds transfer. These services are supported locally at the financial institution's Web site. The home page also offers, however, an option to view customer-specific data, such as the customer's personal billing statements that are collected from a variety of different billers (e.g., phone bill, gas bill, cable TV bill, etc.). The customer-specific data is located at the third party provider, which is independent from the financial institution. Saliba '278 ¶ 0009. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	According to one aspect of this invention, the financial institution has a Web server to support its Web site. The server presents a home page that allows its customers to select different services, such as examining a

Claim No.	Claim Language of U.S. Patent No. 6.629.135	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		checking or savings account balance, or conducting a funds transfer. These services are supported locally at the financial institution's Web site. The home page also offers, however, an option to view customer-specific data, such as the customer's personal billing statements that are collected from a variety of different billers (e.g., phone bill, gas bill, cable TV bill, etc.). The customer-specific data is located at the third party provider, which is independent from the financial institution. Saliba '278 ¶ 0009. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, The CompuServe Information Service ("CIS") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in CIS
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	CIS is built on a multi-level client-server architecture model wherein CIS performs, in different scenarios, as a Host Site and an Outsource Provider as described in the '135 patent. In a first scenario, CIS incorporates links to e-commerce outsource providers into CIS content pages. For instance, CIS incorporates links to EasySabre, Travelshopper and other gateway service providers, each of which performs the role of Outsource Provider as described in the '135 patent. EasySabre, Travelshopper and other gateway services providers provide a platform for e-commerce support for a plurality of sites in a customer-transparent manner. In this scenario, visitors accessing sites operated by EasySabre, Travelshopper and other gateway service providers are presented with a look and feel similar to CIS. In a second (alternative) scenario, CIS provides e-commerce services to a plurality of merchants and other third parties in a customer-transparent manner wherein look and feel is adapted for each merchant site. *See, e.g.*, Charles Bowen & David Peyton, *How to Get the Most Out of CompuServe* (5th ed. 1993) ("Bowen & Peyton"); Jill H. Ellsworth & Matthew V. Ellsworth, *Using CompuServe* (1994) ("Ellsworth & Ellsworth").
8(a)	capturing a look and feel description associated with a host website;	In the First Scenario, EasySabre, Travelshopper and other gateway service providers capture the look and feel of CompuServe (for instance, page layouts and standard navigation means) in a manner such that visitors accessing those services have the impression that the site is hosted by CIS, when in fact the content is hosted by the gateway service provider. The IQUEST gateway is another example, where CIS users connect to IQUEST servers and are served content as if they were still connected to CIS. *See, e.g.*, Ellsworth & Ellsworth 316-29. In the second scenario, merchants and other content providers deliver information to

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in CIS
		visitors of CIS in a manner such that the look and feel can be adapted to the specification of that merchant. Examples of this scenario include Electronic Mall merchants and branded information content providers, such as PC Magazine, Consumer Reports, Time Magazine, The Associated Press and others. Various means are used to capture and deliver this look and feel. In one instance, CIS uses a patented protocol for accessing data and presenting it to the visitor computer. *See* US Patent 5,737,538, "System for remote microcomputer access and modification of information in a host computer" (the CompuServe "HMI" patent). Another means, used for Electronic Mall merchants, is the use of a store template by which all stores in the Electronic Mall have a consistent look & feel, while retaining branding unique to the merchant. Yet another means is the use of CIS software (BUILD and DPPGEN) to create look and feel, navigation and branding unique to a merchant or gateway service provider. *See, e.g.,* [DFDNT0001349-65], [DFDNT_CD_0001] and Ellsworth & Ellsworth 415-25. *See, e.g.,* Ellsworth & Ellsworth and [DFDNT_CD_0001]. *See also* U.S. Patent 5,737,538 [DFDNT0001302-42], [DFDNT0001369-428], and [DFDNT0001429-1529]. For instance, in CIS, the BUILD/DPPGEN software accepts input files for each Mall Store or Travel Service and generates the look and feel for that store or service for the CIS environment and stores code corresponding to the look and feel description at a CompuServe server See, e.g., BUILD/DPPGEN source code and BUILDv2.PDF.
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a	For instance, CIS provides links to the appropriate DPP code based on which service is being accessed. Links within the DPP code are used for correlating the Mall Store or Travel Service to the purchase of a selected product or service.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in CIS
	selected commerce object; and	See, e.g., [DFDNT_CD_0001] and Ellsworth & Ellsworth. In CIS, the link correlating the host site with a selected commerce object is a link to a menu of choices, an article, a catalog of orderable products, or a custom program that provides additional interaction with the visitor to locate and deliver objects. *See, e.g.,* Bowen & Peyton and Ellsworth & Ellsworth 421.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	For instance, in CIS, the look and feel comes from a CIS host and content comes from the Mall Store or Travel Service host. See, e.g., [DFDNT_CD_0001] and Ellsworth & Ellsworth. In CIS, the visitor computer is served with e-commerce supported pages having the look and feel of the CIS but with content from the gateway service provider or other merchants. *See, e.g.,* Ellsworth & Ellsworth 421, [DFDNT_CD_0001].
13	The process of claim 8, wherein the selected commerce object is a selected product.	For instance, in CIS, the selected commerce object can be a selected product, such as a digital file containing music, video, text, software, image or other structured content. See, e.g., [DFDNT_CD_0001] and Ellsworth & Ellsworth. In CIS, the selected commerce object can be a selected product, such as a digital file containing music, video, text, software, image or other structured content. *See, e.g.,* Ellsworth & Ellsworth 421, [DFDNT_CD_0001].
14	The process of claim 8, wherein the selected commerce object is a selected product category.	In CIS, the selected commerce object may be a product category. For instance, in the case of EasySabre, the selected commerce object could be Hotels, Flights, Rental Cars, or other product categories. Or, in the case of the Electronic Mall, it could be a product category such as "Books". *See, e.g.,* Ellsworth & Ellsworth 421.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosure in CIS
		For instance, in CIS, the selected commerce object may be a product category. For instance, in the case of EasySabre, the selected commerce object could be Hotels, Flights, Rental Cars, or other product categories.

Invalidity Contentions for U.S. Patent No. 6,629,135
35 U.S.C. §112

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the claims of U.S. Patent No. 6,629,135 are invalid under 35 U.S.C. §112 for the reasons stated below.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Indefiniteness under Section 112
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	
8(a)	capturing a look and feel description associated with a host website;	The phrase "a look and feel description associated with a host website" is indefinite. See Defendants OurVacationStore.com, Inc and International Cruise & Excursion Gallery, Inc.'s Motion for Summary Judgment of Invalidity of U.S. Patent Nos. 6,629,135 and 6,993,572 Based on Indefiniteness, filed July 14, 2002 [Document Number 117] (hereinafter, "Look and Feel MSJ").
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The phrase "commerce object" is indefinite.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	The phrase "the visitor computer" is indefinite because it is not clear which visitor computer is being referenced (i.e., "a visitor computer" in the preamble or "a visitor computer" in the providing step). The phrase "a look and feel" is indefinite. *See* Look and Feel MSJ. The phrase "captured look and feel description of the host website" is indefinite. *See* Look and Feel MSJ. The phrase "commerce object" is indefinite.
13	The process of claim 8, wherein the selected commerce object is a selected product.	The phrase "commerce object" is indefinite.

Invalidity Contentions for U.S. Patent No. 6,629,135
35 U.S.C. §112

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Indefiniteness under Section 112
14	The process of claim 8, wherein the selected commerce object is a selected product category.	The phrase "commerce object" is indefinite.

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Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,141,666 to Tobin ("Tobin") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,141,666 to Tobin combined with U.S. Patent No. 7,565,308 to Bollay renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contents for an explanation of the reasons for combining Tobin and Bollay.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosures
1	1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	*See* Ex. 17C, at 1. *See* Ex. 3C, at 1.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been activated; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	*See* Ex. 17C, at 1(a). *See* Ex. 3C, at 1(a).
1(b)	automatically retrieving from a storage coupled to the server pre stored data associated with the source page; and then	*See* Ex. 17C, at 1(b). *See* Ex. 3C, at 1(b).
1(c)	automatically with the server computer generating and transmitting to the web browser a second web page that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a	*See* Ex. 17C, at 1(c). *See* Ex. 3C, at 1(c). *See also* 3-6, *infra*.

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Comparison of U.S. Patent No. 7,818,399, Tobin, and Bollay

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosures
	plurality of visually perceptible elements derived from the retrieved pre stored data and visually corresponding to the source page.	
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	*See* Ex. 17C, at 3. *See* Ex. 3C, at 3.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	*See* Ex. 17C, at 4. *See* Ex. 3C, at 4.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	*See* Ex. 17C, at 5. *See* Ex. 3C, at 5.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	*See* Ex. 17C, at 6. *See* Ex. 3C, at 6.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	*See* Ex. 17C, at 7. *See* Ex. 3C, at 7.
8	The method of claim 1 wherein the second web page is generated dynamically.	*See* Ex. 17C, at 7. *See* Ex. 3C, at 8.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for	*See* Ex. 17C, at 7. *See* Ex. 3C, at 9.

Comparison of U.S. Patent No. 7,818,399, Tobin, and Bollay

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosures
	receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	.
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	*See* Ex. 3C, at 10.
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	*See* Ex. 17C, at 11. *See* Ex. 3C, at 11.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	*See* Ex. 17C, at 12. *See* Ex. 3C, at 12. .
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	*See* Ex. 17C, at 13. *See* Ex. 3C, at 13. .
14	The method of claim 13, wherein the second web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	*See* Ex. 17C, at 14. *See* Ex. 3C, at 14.
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	*See* Ex. 3C, at 15. .
16	The method of claim 14, further comprising after the transaction is completed,	*See* 10, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosures
	computer-facilitating payment of a commission to the owner of the source page.	
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	*See* Ex. 3C, at 17.
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	*See* Ex. 17C, at 18. *See* Ex. 3C, at 18. .
19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	*See* Ex. 17C, at 19. *See* 1, *supra*.
19(a)	(a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	*See* Ex. 17C, at 19(a). *See* Ex. 3C, at 19(a). *See* 1(a)-1(b), *supra*.
19(b)	(b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to: (i) receive from the web browser of a computer user a	*See* Ex. 17C, at 19(b). *See* Ex. 3C, at 19(b). *See* 1(a)-1(c), *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosures
	signal indicating activation of one of the links displayed by one of the first web pages; (ii) automatically identify as the source page the one of the first web pages on which the link has been activated; (iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and (iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays: (A) information associated with the commerce object associated with the link that has been activated, and (B) the plurality of visually perceptible elements visually corresponding to the source page.	
20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of: (a) in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third	*See* Ex. 17C, at 20. *See* Ex. 3C, at 20.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosures
	parties with respect to one another; (b) automatically retrieving from a storage coupled to the computer of the outsource provider pre-stored data associated with the source page; and then (c) automatically computer-generating and transmitting to the web browser a second web page that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	*See* Ex. 17C, at 22. *See* Ex. 3C, at 22. *See* 7, *supra*.
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	*See* 10, *supra*.
24	The computer-readable memory of claim 20, (i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when	*See* 13-16, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosures
	activated by the web browser, places data representing the commerce object into a virtual shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart; and (ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.	
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	*See* Ex. 17C, at 25. *See* 18, *supra*.

Comparison of the U.S. Patent No. 6,629,135 with U.S. Patent No. 5,870,717 "System for ordering items over computer network using an electronic catalog" combined with the Travelocity Prior Art

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 5,870,717 combined with U.S. Patent No. the Travelocity Prior Art renders obvious the asserted claims as described in part below.

According to Plaintiff's Infringement Contentions regarding Travelocity, there is a motivation to combine the Travelocity's Prior Art with Wiecha because both are related to e-commerce outsourcing processes for selling commerce items over a computer network and thus are in the same field of endeavor. The Travelocity Prior Art brought together merchants, retailers, and customers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 8A. Similarly, Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both the Travelocity Prior Art and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 8A, at 8. *See* Ex. 6A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 8A, at 8(a). *See* Ex. 6A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 8A, at 8(b). *See* Ex. 6A, at 8(b). *See also* 13-14, *infra.*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 8A, at 8(c). *See* Ex. 6A, at 8(c).
13	The process of claim 8, wherein the selected	*See* Ex. 8A, at 13.

Comparison of the U.S. Patent No. 6,901,393 and U.S. Patent No. X,XXX,XXX "Title"

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
	commerce object is a selected product.	*See* Ex. 6A, at 13.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 8A, at 14. *See* Ex. 6A, at 14.

Comparison of U.S. Patent No. 6,629,135 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with the Digital River Secure Sales System ("Digital River SSS")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent Application 09/995,278 combined with Digital River SSS renders obvious the asserted claims as described in part below.

There is motivation to combine Saliba '278 and Digital River SSS because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba '278 discloses an electronic financial system for providing financial services over the Internet has multiple billers, a service center, multiple financial institutions. *See* Saliba '278 at Abstract. The Digital River Secure Sales System brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9A. Both Saliba '278 and Digital River SSS disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 9A, at 8. *See* Ex. 31A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 9A, at 8(a). *See* Ex. 31A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 9A, at 8(b). *See* Ex. 31A, at 8(b).
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 9A, at 8(c). *See* Ex. 31A, at 8(c).
13	The process of claim 8, wherein the selected commerce object is a selected product.	*See* Ex. 9A, at 13. *See* Ex. 31A, at 13.

Comparison of U.S. Patent No. 6,629,135 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with the Digital River Secure Sales System ("Digital River SSS")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 9A, at 14. *See* Ex. 31A, at 14.

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,330,575 to Moore ("Moore '575") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,330,575 combined with U.S. Patent No. 7,565,308 renders obvious the asserted claims as described in part below.

There is a motivation to combine Moore with Bollay because they both are related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Moore discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Similarly, Bollay discloses a network configuration of a number of affiliate web sites and a number of vendor web sites designed to execute sales of vendor products featured on the affiliate websites. *See* Bollay at Abstract. The affiliate websites feature vendor products where a buyer can browse the various products, research information about the products, and purchase the products. Both Moore and Bollay disclose electronic commerce systems that are directed to efficiently selling commerce objects over the Internet.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 1A, at 8. *See* Ex. 3A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 1A, at 8(a). *See* Ex. 3A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 1A, at 8(b). *See* Ex. 3A, at 8(b). *See also* 13-14, *infra.*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 1A, at 8(c). *See* Ex. 3A, at 8(c).

Comparison of the U.S. Patent No. 6,629,135 and U.S. Patent No. 6,330,575 to Moore ("Moore '575") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
13	The process of claim 8, wherein the selected commerce object is a selected product.	*See* Ex. 1A, at 13. *See* Ex. 3A, at 13.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 1A, at 14. *See* Ex. 3A, at 14.

Comparison of the U.S. Patent No. 6,629,135 and Digital River Secure Sales System Prior Art combined with U.S. Patent No. 5,870,717 to Wiecha ("Wiecha")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Digital River Secure Sales System Prior Art combined with U.S. Patent No. 5,870,717 renders obvious the asserted claims as described in part below.

According to Plaintiff's Infringement Contentions regarding the Digital River System, there is a motivation to combine the Digital River Secure Sales System Prior Art with Wiecha because both are related to e-commerce outsourcing processes for selling commerce items over a computer network and thus are in the same field of endeavor. The Digital River Secure Sales System brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9A. Similarly, Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both the Digital River Secure Sales System and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 9A, at 8. *See* Ex. 6A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 9A, at 8(a). *See* Ex. 6A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 9A, at 8(b). *See* Ex. 6A, at 8(b). *See also* 13-14, *infra.*
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 9A, at 8(c). *See* Ex. 6A, at 8(c).

Comparison of the U.S. Patent No. 6,629,135 and Digital River Secure Sales System Prior Art combined with U.S. Patent No. 5,870,717 to Wiecha ("Wiecha")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
13	The process of claim 8, wherein the selected commerce object is a selected product.	*See* Ex. 9A, at 13. *See* Ex. 6A, at 13.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 9A, at 14. *See* Ex. 6A, at 14.

Comparison of U.S. Patent No. 6,629,135 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with United States Patent Number 6,330,575 to Moore ("Moore '575")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent Application 09/995,278 combined with United States Patent Number 6,330,575 renders obvious the asserted claims as described in part below.

There is motivation to combine Saliba '278 and Moore '575 because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba '278 discloses an electronic financial system for providing financial services over the Internet has multiple billers, a service center, multiple financial institutions. *See* Saliba '278 at Abstract. Moore '575 discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore '575 at Abstract. Both Saliba '278 and Moore '575 disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 1A, at 8. *See* Ex. 31A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 1A, at 8(a). *See* Ex. 31A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 1A, at 8(b). *See* Ex. 31A, at 8(b).
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 1A, at 8(c). *See* Ex. 31A, at 8(c).
13	The process of claim 8, wherein the selected commerce object is a selected product.	*See* Ex. 1A, at 13. *See* Ex. 31A, at 13.

Comparison of U.S. Patent No. 6,629,135 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with United States Patent Number 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 1A, at 14. *See* Ex. 31A, at 14.

Comparison of U.S. Patent No. 6,629,135 and Sextoys.com Prior Art ("Sextoys") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay") and U.S. Patent No. 6,128,655 to Fields ("Fields")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Sextoys combined with U.S. Patent No. 7,565,308 to Bollay and U.S. Patent No. 6,128,655 to Fields renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contentions for an explanation of the reasons for combining the teachings of Sextoys, Bollay, and Fields.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 24A, at 8. *See* Ex. 3A, at 8. *See* Ex. 18A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 24A, at 8(a). *See* Ex. 3A, at 8(a). *See* Ex. 18A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 24A, at 8(b). *See* Ex. 3A, at 8(b). *See* Ex. 18A, at 8(b). *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 24A, at 8(c). *See* Ex. 3A, at 8(c). *See* Ex. 18A, at 8(c).
13	The process of claim 8, wherein the selected commerce object is a selected product.	*See* Ex. 24A, at 13. *See* Ex. 3A, at 13.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 24A, at 14. *See* Ex. 3A, at 14.

Comparison of U.S. Patent No. 6,629,135 and Lycos.com Prior Art ("Lycos") combined with *Internet Scrapbook: Automating Web Browsing Tasks by Demonstration* by Atsushi Sugiura ("Internet Scrapbook")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Lycos combined with Internet Scrapbook renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contents for an explanation of the reasons for combining Lycos and Internet Scrapbook.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 28A, at 8. *See* Ex. 7A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 28A, at 8(a). *See* Ex. 7A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 28A, at 8(b). *See* Ex. 7A, at 8(b). *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 28A, at 8(c).
13	The process of claim 8, wherein the selected commerce object is a selected product.	*See* Ex. 28A, at 13.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 28A, at 14.

Comparison of U.S. Patent No. 6,629,135 and IBM.com Prior Art ("IBM") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay") and U.S. Patent No. 6,128,655 to Fields ("Fields")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, IBM combined with U.S. Patent No. 7,565,308 to Bollay and U.S. Patent No. 6,128,655 to Fields renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contents for an explanation of the reasons for combining IBM, Bollay, and Fields.

Claim No.	Claim Language of U.S. Patent No. 6,629,135	Relevant Disclosures
8	An e commerce outsourcing process providing a host website in communication with a visitor computer with context sensitive, transparent e commerce support pages, comprising the steps of:	*See* Ex. 27A, at 8. *See* Ex. 3A, at 8. *See* Ex. 18A, at 8.
8(a)	capturing a look and feel description associated with a host website;	*See* Ex. 27A, at 8(a). *See* Ex. 3A, at 8(a). *See* Ex. 18A, at 8(a).
8(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 27A, at 8(b). *See* Ex. 3A, at 8(b). *See* Ex. 18A, at 8(b). *See also* 13-14, *infra*.
8(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e commerce supported page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link.	*See* Ex. 27A, at 8(c). *See* Ex. 3A, at 8(c). *See* Ex. 18A, at 8(c).
13	The process of claim 8, wherein the selected commerce object is a selected product.	*See* Ex. 27A, at 13. *See* Ex. 3A, at 13.
14	The process of claim 8, wherein the selected commerce object is a selected product category.	*See* Ex. 27A, at 14. *See* Ex. 3A, at 14.

Comparison of U.S. Patent No. 6,993,572 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,330,575 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
1	An e commerce outsourcing process comprising:	Briefly, according to the invention a method for designing a Web page, to be hosted on a Web page server, comprises: providing an object-oriented, template-driven interface for a customer to utilize in the design of the Web page. This allows the customer, through the use of the interface, to design the Web page. The method also comprises the step of publishing the Web page at a destination of the customer's choosing. Briefly, in accordance with another aspect of the invention, a method for designing a Web page for use in a distributed electronic commerce system is provided. The commerce system comprises a Web page server and a second server which are electrically coupled to each other, and the Web page server hosts the Web page. The method comprises: creating a link to the second server; designing the Web page such that the link can be embedded into the Web page; and embedding the link into the Web page. Moore '575, 3:23-39.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	The Development Tool is object-oriented and template-driven, and it enables its customer, which is the merchant, to design a web site in only a few minutes and does not require any special Internet knowledge from the merchant. The Development Tool breaks the design process down into four steps. The first is to select a Web site category. The second is to collect optional page header and footer information. The third is to choose the defaults for the background color or image and for the page style. The fourth is to fill in the content of each page. Moore '575, 10:44-53.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,330,575 by Victor S. Moore and Glen R. Walters (filed March 31, 1998, issued December 11, 2001). [DFNDT0000181-0000207]

Comparison of U.S. Patent No. 6,993,572 and U.S. Patent No. 6,330,575 to Moore

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		The first step is to select a category. The category is selected from a list of ten industries such as automotive, dining, and education. Referring to FIG. 6, there is shown a screen 600 containing a list of possible industries to choose from in the Development Tool. Alternate embodiments could employ different industries and a different number of choices. The list 600 also illustrates the simplicity of the merchant interface. The selected category is used by the Development Tool to preselect the image libraries and page style libraries that will be used in the fourth step. The Development Tool thus simplifies for the merchant the processes of finding appropriate clip art and page styles. The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. The third step is to select the default background, which may be a color or an image, and page style. The Development Tool simplifies the process of choosing by offering grids of selections. The color grid, or pallet, contains 16 different colors. This color pallet can be used or the merchant can define his own. Similarly, a grid of clip art images is available for the merchant to choose from for background images. These default conditions for each page constitute a template, and begin to illustrate the template-driven nature of the Development Tool. The default background may be separately changed by the merchant for any particular page.

Comparison of U.S. Patent No. 6,993,572 and U.S. Patent No. 6,330,575 to Moore

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Page styles allocate certain portions of each page to text, images, multimedia, etc. The style thus provides a template for all of the different content-related objects ("style components") that will appear on a page. Although the position and sizes of the style components are defined by the style, they can be changed by the merchant for any page. Referring to FIG. 8, there is shown a screen 800 which prompts the merchant to select a background and a style for the page. Page styles are further elaborated in FIG. 9, and FIG. 10 shows one style or template in isolation. The fourth step is to fill in the content for each of the style components. As shown, for example, in FIG. 10, each of the style components must be filled in. To do this, the merchant clicks on the style component and the Development Tool presents a "dialog" box which steps the merchant through the choices necessary to fill in the style component. FIGS. 11-13 show dialog boxes for image, text, and multimedia style components, respectively. For images, the merchant is presented with a selection, but may use other images as well. It is common for a merchant to scan logos and images that the merchant wants to use on his Web site. Any style component can also have a URL attached to it, and the dialog box allows the merchant to select this option. Each page created by the merchant can, as mentioned earlier, be modified. Style components can be added, deleted, moved, resized, etc. Another feature of the Development Tool is that it presents the page just as a Web customer will see it. This feature, called WYSIWYG for "what you see is what you get" allows the merchant to see, without publishing and browsing, what the published page will look like when it is published. Additionally, the Development Tool also provides a previewing option which uploads all of the pages and allows the merchant to view the entire Web site with a Web browser.

Comparison of U.S. Patent No. 6,993,572 and U.S. Patent No. 6,330,575 to Moore

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		When the pages are all created, the Development Tool allows the merchant to upload or publish the Web pages to a site specified by the merchant. Moore '575, 10:59-11:64. *See also* Figs. 6-13.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	Briefly, in accordance with another aspect of the invention, a method for designing a Web page for use in a distributed electronic commerce system is provided. The commerce system comprises a Web page server and a second server which are electrically coupled to each other, and the Web page server hosts the Web page. The method comprises: creating a link to the second server; designing the Web page such that the link can be embedded into the Web page; and embedding the link into the Web page. Moore '575, 3:23-39.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.). There is provided, according to the present invention, a Development Tool for designing the Web storefront 106. This tool greatly simplifies the task of creating the Web storefront initially and of modifying it and updating it. The Tool also ensures that the operation with the Transaction Server 202 is seamless for the customer 114. The Tool derives much of its utility from the fact that it contains a series of templates, tailored to different industries, for creating pages. The fields on these templates can be filled with text, or with images from clip art (also included with the tool) or can be tailored to suit a specific merchant's needs. The task is greatly simplified by the inclusion of a prompting mode in which the tool will actually step a user through the process. As an additional tailoring feature, the tool can be adapted to whatever "look and feel" the customer may desire. The customer may want to match the look and feel to that of other applications that the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		customer uses, or may simply feel more comfortable with another look and feel. Moore '575, 5:27-48. The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. *See also* Figs. 6-16.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.). There is provided, according to the present invention, a Development Tool for designing the Web storefront 106. This tool greatly simplifies the task of creating the Web storefront initially and of modifying it and updating it. The Tool also ensures that the operation with the Transaction Server 202 is seamless for the customer 114. The Tool derives much of its utility from the fact that it contains a series of templates, tailored to different industries, for creating pages. The fields on these templates can be filled with text, or with images from clip art (also included with the tool) or can be tailored to suit a specific merchant's needs. The task is greatly simplified by the inclusion of a prompting mode in which the tool will actually step a user through the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		process. As an additional tailoring feature, the tool can be adapted to whatever "look and feel" the customer may desire. The customer may want to match the look and feel to that of other applications that the customer uses, or may simply feel more comfortable with another look and feel. Moore '575, 5:27-48.
4	The process of claim 1, wherein the selected commerce object is a selected product.	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	Page styles allocate certain portions of each page to text, images, multimedia, etc. The style thus provides a template for all of the different content-related objects ("style components") that will appear on a page. Although the position and sizes of the style components are

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		defined by the style, they can be changed by the merchant for any page. Referring to FIG. 8, there is shown a screen 800 which prompts the merchant to select a background and a style for the page. Page styles are further elaborated in FIG. 9, and FIG. 10 shows one style or template in isolation. Moore '575, 11:27-36. *See also* Figs. 8-10.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. Moore '575, 11:4-15. *See also* Fig. 7.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. Moore '575, 11:4-15. *See also* Fig. 7.
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a	The Development Tool is object-oriented and template-driven, and it enables its customer, which is the merchant, to design a web site in only

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
	logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	a few minutes and does not require any special Internet knowledge from the merchant. The Development Tool breaks the design process down into four steps. The first is to select a Web site category. The second is to collect optional page header and footer information. The third is to choose the defaults for the background color or image and for the page style. The fourth is to fill in the content of each page. Moore '575, 10:44-53. The first step is to select a category. The category is selected from a list of ten industries such as automotive, dining, and education. Referring to FIG. 6, there is shown a screen 600 containing a list of possible industries to choose from in the Development Tool. Alternate embodiments could employ different industries and a different number of choices. The list 600 also illustrates the simplicity of the merchant interface. The selected category is used by the Development Tool to preselect the image libraries and page style libraries that will be used in the fourth step. The Development Tool thus simplifies for the merchant the processes of finding appropriate clip art and page styles. The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. The third step is to select the default background, which may be a color or an image, and page style. The Development Tool simplifies the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		process of choosing by offering grids of selections. The color grid, or pallet, contains 16 different colors. This color pallet can be used or the merchant can define his own. Similarly, a grid of clip art images is available for the merchant to choose from for background images. These default conditions for each page constitute a template, and begin to illustrate the template-driven nature of the Development Tool. The default background may be separately changed by the merchant for any particular page. Page styles allocate certain portions of each page to text, images, multimedia, etc. The style thus provides a template for all of the different content-related objects ("style components") that will appear on a page. Although the position and sizes of the style components are defined by the style, they can be changed by the merchant for any page. Referring to FIG. 8, there is shown a screen 800 which prompts the merchant to select a background and a style for the page. Page styles are further elaborated in FIG. 9, and FIG. 10 shows one style or template in isolation. The fourth step is to fill in the content for each of the style components. As shown, for example, in FIG. 10, each of the style components must be filled in. To do this, the merchant clicks on the style component and the Development Tool presents a "dialog" box which steps the merchant through the choices necessary to fill in the style component. FIGS. 11-13 show dialog boxes for image, text, and multimedia style components, respectively. For images, the merchant is presented with a selection, but may use other images as well. It is common for a merchant to scan logos and images that the merchant wants to use on his Web site. Any style component can also have a URL attached to it, and the dialog box allows the merchant to select this option. Each page created by the merchant can, as mentioned earlier, be modified. Style components can be added, deleted, moved, resized, etc.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Another feature of the Development Tool is that it presents the page just as a Web customer will see it. This feature, called WYSIWYG for "what you see is what you get" allows the merchant to see, without publishing and browsing, what the published page will look like when it is published. Additionally, the Development Tool also provides a previewing option which uploads all of the pages and allows the merchant to view the entire Web site with a Web browser. When the pages are all created, the Development Tool allows the merchant to upload or publish the Web pages to a site specified by the merchant. Moore '575, 10:59-11:64. *See also* Figs. 6-13.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	The Development Tool is object-oriented and template-driven, and it enables its customer, which is the merchant, to design a web site in only a few minutes and does not require any special Internet knowledge from the merchant. The Development Tool breaks the design process down into four steps. The first is to select a Web site category. The second is to collect optional page header and footer information. The third is to choose the defaults for the background color or image and for the page style. The fourth is to fill in the content of each page. Moore '575, 10:44-53. The first step is to select a category. The category is selected from a list of ten industries such as automotive, dining, and education. Referring to FIG. 6, there is shown a screen 600 containing a list of possible industries to choose from in the Development Tool. Alternate embodiments could employ different industries and a different number of choices. The list 600 also illustrates the simplicity of the merchant interface. The selected category is used by the Development Tool to preselect the image libraries and page style libraries that will be used in the fourth step. The Development Tool thus simplifies for the merchant

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		the processes of finding appropriate clip art and page styles. The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. The third step is to select the default background, which may be a color or an image, and page style. The Development Tool simplifies the process of choosing by offering grids of selections. The color grid, or pallet, contains 16 different colors. This color pallet can be used or the merchant can define his own. Similarly, a grid of clip art images is available for the merchant to choose from for background images. These default conditions for each page constitute a template, and begin to illustrate the template-driven nature of the Development Tool. The default background may be separately changed by the merchant for any particular page. Page styles allocate certain portions of each page to text, images, multimedia, etc. The style thus provides a template for all of the different content-related objects ("style components") that will appear on a page. Although the position and sizes of the style components are defined by the style, they can be changed by the merchant for any page. Referring to FIG. 8, there is shown a screen 800 which prompts the merchant to select a background and a style for the page. Page styles are further elaborated in FIG. 9, and FIG. 10 shows one style or template in isolation.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		The fourth step is to fill in the content for each of the style components. As shown, for example, in FIG. 10, each of the style components must be filled in. To do this, the merchant clicks on the style component and the Development Tool presents a "dialog" box which steps the merchant through the choices necessary to fill in the style component. FIGS. 11-13 show dialog boxes for image, text, and multimedia style components, respectively. For images, the merchant is presented with a selection, but may use other images as well. It is common for a merchant to scan logos and images that the merchant wants to use on his Web site. Any style component can also have a URL attached to it, and the dialog box allows the merchant to select this option. Each page created by the merchant can, as mentioned earlier, be modified. Style components can be added, deleted, moved, resized, etc. Another feature of the Development Tool is that it presents the page just as a Web customer will see it. This feature, called WYSIWYG for "what you see is what you get" allows the merchant to see, without publishing and browsing, what the published page will look like when it is published. Additionally, the Development Tool also provides a previewing option which uploads all of the pages and allows the merchant to view the entire Web site with a Web browser. When the pages are all created, the Development Tool allows the merchant to upload or publish the Web pages to a site specified by the merchant. Moore '575, 10:59-11:64. *See also* Figs. 6-13.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within	The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.). There is provided, according to the present invention, a Development Tool for designing the Web storefront 106. This tool greatly simplifies the task of creating

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
	the product categories.	the Web storefront initially and of modifying it and updating it. The Tool also ensures that the operation with the Transaction Server 202 is seamless for the customer 114. Moore '575, 5:27-35.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	The Tool, as either an applet which would run on top of a browser or as an application, would be downloaded from a Store Builder Server. Referring to FIG. 4, there is shown a distributed electronic commerce system 400 with a Store Builder Server 402. The merchant could download the Java wizard applet to build the pages for the Web storefront, which will reside on the Store Server 204. The Store Builder Server 402 would also contain Java servlets that would receive the HTML from the wizard applet for the storefront pages that the merchant designed and would build the store pages from this HTML. This, of course, would happen when the merchant initially designed the pages, or whenever the merchant updated or modified them. The servlet, on the Store Builder Server 402, would then publish the Web storefront pages wherever the merchant designates. Moore '575, 5:49-63. The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		The Development Tool can be used to support a variety of electronic commerce models. The preferred embodiment uses a special URL referred to as a "price URL." A price URL is a link to the Java servlets residing, in the preferred embodiment, on the Store Builder Server and can be attached to any style component. The Web customer would then select, for example by clicking with a mouse, the style component in order to buy the product which it describes. Alternate embodiments could use the price URLs to link straight to the Transaction Server, or to another site. The price URL has attached an encrypted message that contains a text description of the item for sale, including a picture, its costs, quantity of measure, the merchant's ID, several fields used to customize the Buy Page that is created from the attached data, and a special signature from the Store Builder Server. The encoding is done with the public key of the Store Builder Server, but other encryption means are possible. The signature assures that the price URL was created by the Store Builder Server, and therefore gnarantees that the price and the other data associated with the URL were originally created and sanctioned by the merchant. FIG. 15 shows the dialog page for the price URL. The Store Builder Server is able to decrypt the price URL data and convert it into an HTML page (a Buy Page). A typical Buy Page is shown in FIG. 16, and its purpose and operation has been explained earlier. Another Java servlet on the Store Builder Server preserves the state between HTTPd requests in the shopping basket. The shopping basket keeps track of the data portion of the price URL for all items that a shopper wants to buy from the Web pages. Moore '575, 12:3-32.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
	second website.	Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. The merchant can redesign the site, change prices, decide to have a sale, add or delete products, update the site with pictures or other content, expand the number of places that offer the products for sale on-line, change hosting sites, and much more, all without even notifying the Store Builder Server or the Transaction Server. The merchant has almost complete control. The merchant can do anything the merchant wants with the site or with the information on the site. The only restriction is that the price URLs, which allow the Store Builder Server to build the Buy Pages, have to be included on the site, or elsewhere, in order for the Web customer to place an order. The merchant can even totally remove the Web storefront, and simply post the price URLs on news groups or on another web site. Moore '575, 8:47-61.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	The customer leaves his shopping basket page by either making a purchase or continuing shopping. If the customer decides to make the purchase, he is hyperlinked to the Transaction Server 514. The Transaction Server, thus, is not involved until money is ready to be transferred. The Transaction Server, therefore, immediately establishes a secure link between itself and the customer's browser 516. Any security protocol could be used, but the secure sockets layer ("SSL") protocol is preferred. After establishing a secure link, the Transaction Server prompts the customer for the necessary identification, delivery, and payment information 518.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		In an alternate embodiment, the functions of establishing a secure link and getting the customer's payment information could be done in the Store Builder Server. The Transaction Server would then receive this information from the Store Builder Server, in an encrypted form, and decrypt it. This would provide an embodiment in which the Transaction Server did not need to interact in real-time with the customer, but merely provide a confirmation if desired. The Transaction Server may, optionally, verify the credit card information, authorize the payment amount, and transfer the funds to the merchant's account 520. The Transaction Server would do this by using a third party credit card clearinghouse such as IC Verify or Automated Transaction Services (ATS). The merchant need not request this service from the Transaction Server, however. Low-volume merchants may prefer simply to be e-mailed (securely) or faxed the entire purchase order, and perform these functions themselves, thereby saving the associated cost that the transaction service provider would have charged. Additionally, the merchant may prefer to check his inventory before charging the customer. In either case, the Transaction Server will notify the merchant of the status of the transaction and supply all of the product, customer, delivery, and payment information 522. If the customer provided an e-mail account, then the Transaction Server will also send a confirmation of the transaction to the customer 522. Moore '575, 6:44-7:15.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra*.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,490,567 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Pateut No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
1	An e commerce outsourcing process comprising:	Distributed electronic commerce is conducted over a network by substantially separating transaction functionality from merchant content. Electronic commerce transaction functionality is provided by a commerce server having a commerce database. The commerce server stores merchant and purchaser profile data and merchant content summaries on the commerce database. The purchaser browses and searches for product and merchant information using the commerce server, and is provided with more detailed information stored at a separate merchant content server system. The purchaser selects products to purchase, and a purchase order is sent to the commerce server. The commerce server initiates the settlement of accounts between the merchant and purchaser, and initiates order fulfillment for the selected product. The separation of transaction functionality and merchant content onto separate servers under the control of a commerce service provider and a merchant, respectively, provides a more efficient and effective way of carrying out electronic commerce over a network. Gregory '567, Abstract.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	A purchaser requests the commerce server to send shopping information. The purchaser browses or searches for products on the commerce server, and data regarding products and merchants is retrieved from the commerce database. At the purchaser's request for more information on a product or merchant, the commerce server refers the purchaser to an

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,490,567 by James McKanna Gregory (filed January 15, 1997, issued December 3, 2002). [DFNDT0000145-0000163]

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		appropriate merchant content server, which contains much more detailed information about the product and merchant than is available from the commerce database. While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and selling merchant. The commerce server communicates with an external payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:48-67. *See also* 13-14, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	"The present invention thus advantageously provides a convenient and efficient way for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57. A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:3-52. *See also* Figs. 11-13.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	Rather than operate their own commerce servers, smaller merchants typically purchase electronic commerce services provided by a commerce service provider. In this case, the provider owns and maintains the commerce server, who distributes configuration, operation and maintenance costs across the subscriber merchants, realizing an economy of scale. However, in so doing, the provider usually enforces uniform standards for appearance and methods of doing business to reduce the amount of custom programming necessary in order to economically accommodate several different merchants. Thus, each merchant being served loses a substantial amount of control over the way he conducts business over the network. This restricts the merchant's ability to express a particular personality and to do such things as develop distinctive trade dress. This places him at a competitive disadvantage in the marketplace, especially when compared to those merchants who can operate their own servers. Gregory '567, 1:31-48. "The present invention thus advantageously provides a convenient and efficient way for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57.
4	The process of claim 1, wherein the selected commerce object is a selected product.	Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:36-52.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. Gregory '567, 8:3-11.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with	*See also* 1(c)-1(d), *supra*.

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	the link.	
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:12-52. *See also* Figs. 12-13.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:12-52. *See also* Figs. 12-13.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of	"Every screen of this embodiment of the content server also can have a Make Purchases button 139. The purchaser selects this button when he is ready to effectuate

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	an electronic transaction whereby the selected products are purchased." Gregory '567, 8:53-57.
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:12-52. *See also* Figs. 12-13.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises desiguing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. Gregory '567, 8:3-11.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"The present invention advantageously provides a simple and uniform interface to the merchant whereby the merchant adds merchant content summary data to the commerce database 24. An embodiment of such an interface is shown in FIG. 6." Gregory '567, 5:22-26. When the merchant is finished entering the new product data, he selects

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		the submit button 723, and the commerce database is then updated, associating the newly submitted data with the merchant's identification number and a time stamp indicating when it was added. The collection of product information stored in the commerce database is called a merchant content abstract. Gregory '567, 5:46-53. As shown in FIG. 10, the list is a summary presentation of the product name 101, product category 102, SKU 103 and the date on which the product information was entered into the commerce database. A highlight bar 105 that covers one product at a time may be moved up and down the list by movement arrows 106 and 107, respectively. The merchant selects an item to edit from the list by moving the highlight bar over the item and then selecting the Select button 108. When the merchant selects an item from the list to edit, a screen such as that shown in FIG. 9 is presented to the merchant. Alternatively, the merchant may expediently delete product data for the highlighted product from the commerce database by selecting the delete button 109. Thus, the merchant may add, edit and delete his product data summaries in the commerce database according to a simple and uniform interface. Gregory '567, 6:55-7:3.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the	While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
	composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	selling merchant. The commerce server communicates with an external payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:57-67. Transaction functionality refers to the capability to carry out actions needed to effectuate a purchase and sale over the network 21. For example, in one embodiment, the transaction server accepts a credit card number from a purchaser and contacts the credit card vendor to verify that the account has a sufficient line of credit to complete the purchase of a product or products having a given price. Once authorization is received, the commerce server sends messages to a banking institution that debits the purchaser's account and credits that of the merchant, effectuating a purchase. Other transaction functionality can include: arranging to have the selected product shipped; and/or other order fulfillment functions, such as implementing a customer satisfaction survey along with product delivery, and storing the results for presentation and analysis. Gregory '567, 4:38-52. The commerce server interacts with external payment systems (e.g., a bank) to cause purchaser's payment vehicle (such as a credit or debit card account) to be debited, and the merchant's account to be credited. In one embodiment, the merchant's bank account is directly credited with the appropriate amount. In another embodiment, the merchant's account with the commerce service is credited, and actual payment to the merchant's bank account is made at a later date in accordance with a predetermined commerce service policy.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		Gregory '567, 9:40-49.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,209,007 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
1	An e commerce outsourcing process comprising:	A central hub server stands between a number of affiliate web sites and a number of vendor web sites to execute sales of vendor products featured on the affiliate web sites. Affiliate sites sign-up with the hub server and select products offered by vendors. The affiliate sites feature selected vendor products on their web sites. A buyer that browses an affiliate web site causes identifiers of the buyer, the affiliate site, and the product to be sent to the hub server. The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit information and shipping address. The hub server returns a form to the user visiting the affiliate site, including a picture of the product, its price and a submit icon superimposed on the picture. If the buyer clicks on the submit icon, the purchase information is returned to the hub server. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less commissions credited to the affiliate site and the hub. The form submitted to the vendor site includes all information necessary to make the purchase: product code, price, hub affiliate ID, and buyer shipping and billing information. The vendor site processes the sale and ships the product to the buyer's address. Bollay '308, Abstract.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406

[1] Unless noted, all citations in this chart are to U.S. Patent No. 7,565,308 by Denison W. Bollay (filed March 25, 1999, issued July 21, 2009). [DFNDT0000133-0000144]

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		automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1. *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67.
1(d)	whereby the visitor receiving the served page at	The hub server returns an HTML <FORM> to the user, including a picture of the

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	the visitor computer perceives the page as associated with the host website even though it is served from the second website.	product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67. *See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	"A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	"A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1. Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67. "It will be understood by those skilled in the art that the product displayed can be random within a category. Also, the product displayed can be custom based on the buyer's profile, site and category." Bollay '308, 4:57-58.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially	*See* 13(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	website; and d) navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67. "The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit and shipping address." Bollay '308, 3:3-5.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server. The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit and shipping address. Bollay '308, 2:66-3:5. *See also* Fig. 1.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		"It will be understood by those skilled in the art that the product displayed can be random within a category. Also, the product displayed can be custom based on the buyer's profile, site and category." Bollay '308, 4:57-58.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67. "The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit and shipping address." Bollay '308, 3:3-5.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	At the hub server, the orders are aggregated by vendor. Then the transactions are processed. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less a commission which is credited to the affiliate site and the hub server. Alternatively, the buyer's information is forwarded to the vendor with the hub's (vendor affiliate) ID for commission/credit later. Bollay '308, 3:11-18. Once the purchase request is confirmed by the vendor 522, the hub server bills the buyer's credit card 524, credits the affiliate site with a commission 526 and confirmation from the vendor is returned to the buyer by email by the hub server 528 All purchase requests made within an hour (less any cancellations) are aggregated by the vendor and forwarded.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		Bollay '308, 4:40-45.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	Buyer data is stored at the hub server, so it can be utilized by buyers to make purchases from all affiliate sites in the affiliate network. The first time a buyer orders a product 514, a form is sent to the user to collect the buyer's shipping address, shipping method, and credit card payment information 532. Once the completed form is received at the hub server 534, the information collected is stored 536 at the hub server. The buyer's proprietary information need not be sent to the affiliate site as it is securely stored at the hub server. Bollay '308, 4:48-56.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of	*See* 26, *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,209,007 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
1	An e commerce outsourcing process comprising:	
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	"It is another object of the present invention to provide to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web page from the original document." Kelly '007, 1:51-54. "Yet another object of the present invention is to provide a customized web page from one or more other web pages of documents which retains a header, footer and optionally other original structure from at least one of the web pages from the original documents." Kelly '007, 1:55-59. "A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. The customized web page may present to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web pages from the original documents, such as the header, footer and optionally other original structure from at least one of the web pages from the original documents. The customized web page may be constructed from a series of unrelated web pages, it may be updated with changes as the changes take place in the original unrelated web pages. Kelley '007, 9:40-48. The basic structure of the web page consists of the title, headings,

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,209,007 by Edward E. Kelley, et al. (filed November 26, 1997, issued March 27, 2001). [DFNDT0000164-0000180]

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8. 300--Locate code. Locate the lines of code in the HTML source code that were selected as search items. 310--If HMTL? Check if the source code is a HTML source code file. 320--If java? Check if a reference to Java code has been found. 330--If javascript? Check if any search items have been found in javascript code. 340--Extract javascript code. Extract the subset of javascript code that will generate the search items or reference to the search items. 350--Build new code. Take the extracted javascript code and build new code that will generate the search items or references to the search items. 360--If other language? Check if a reference to other languages have been found that are used to build the web page. 370--If data found? Check if any HTML source code, java code, javascript, or any other language code has been found that satisfy the search items.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		FIG. 6 describes the steps taken if the located code is a HTML source code file, and the flow chart description is as follows: 400--If lists? Check if the search items were found in lists in the HTML source code. 405--Extract list data. Extract the HTML source code that is used to build the lists that satisfy the search items. 410--Build new lists. Build new HTML source code that will display the lists that satisfy the search items for the web page subset. 415--If tables? Check if the search items were found in tables in the HTML source code. 420--Extract table data. Extract the HTML source code that is used to build the tables that satisfy the search items. 425--Build new tables. Build new HTML source code that will display the tables that satisfy the search items for the web page subset. 430--If text? Check if the search items were found in text in the HTML source code. 435--Extract the text data. Extract the HTML source code that is used to build the text that satisfy the search items. 440--Build new text. Build new HTML source code that will display the text that satisfy the search items for the web page subset. 445--If other? Check if other type of HTML source code is used to satisfy the search items. This includes graphic files.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		450--Check table. Check a list of other types of HTML source code to see if other HTML source code found to satisfy the search items is described in a library that contains instructions for building a subset of the code for the new web page. Graphic files will be handled by reading the text either next to the graphic files or reading any text that is displayed by the graphic files. 460--If found? Check if graphic files or other HTML source code is used to satisfy the search items. 470--Extract other. Extract the graphic file references and or other HTML source code that satisfies the search items. 475--Build other. Build new HTML source code including graphic files that will satisfy the search items for the web page subset. FIG. 7 describes the steps taken if the located code is Java source code, and the flow chart description is as follows: 500--Attempt code retrieval. Java source code may not be available to the client. This is because sometimes it is considered propriety code and only the compiled code is passed to the client. This step in the process is used to attempt to retrieve the Java source code. 510--If successful? Check if there was a successful retrieval of the Java source code. 520--Search java code. Search the java source code for the code that is used to satisfy the search items. 530--If found? Check if the code is found that is used to satisfy the search items.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		540--Extract code subset. 550--Build new Java source code that will satisfy the search items for the web page subset. FIG. 8 describes the steps taken if the located code is another language, and the flow chart description is as follows: 600--Search other language table. Search the other language table to see if there is a description of the other language. The description is used to identify the other code and contains instructions for later building the other language subset. 610--If found? Check if the other language description was found in the other language table. 620--Attempt to capture the code. Attempt source code retrieval. Other language source code may not be available to the client. This is because sometimes it is considered propriety code and only the compiled code is passed to the client. This step in the process is used to attempt to retrieve the other language source code. 630--If successful? Check if there was a successful retrieval of the other language source code. 640--Search for items. Search for the items that were requested in the Boolean search. 650--If successful? Check if the search was successful. 660--Extract code subset. Extract the subset of the other language code that is used to satisfy the search items.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		670--Build new other language. Build a new other language source code subset that will be used to display the selected search items for the web page subset. Kelley '007, 7:11-8:51. *See also* Figs. 3-8.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"FIGS. 3-10 are block diagram flow charts of the preferred steps employed in practicing the present invention, wherein circled numerals indicate links between the steps." Kelley '007, 3:53-55. *See also* Figs. 3-10. *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	The present invention provides the ability to create a customized web page based on a Boolean search for the information of interest found on another, original web page while preserving the basic structure of the original web page. The invention also contains the logic to select a subset of data from the HTML source file which includes HTML source code, the Java code referenced by the HTML source file, the javascript code found in the HTML source file and any other code that is available to reference data on a web browser. The invention also permits interactive customization that is invoked whenever the customized web page is accessed to update it with retrieved information that is changed in the original web page. Kelley '007, 3:65-4:10. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		Kelley '007, 4:66-5:8. FIG. 9 describes the construction of a customized web page from multiple sources, and the flow chart description is as follows: 700--Start. Start the customized web page from multiple sources process. 705--View the page. View the web page from which data will be extracted for the customized web page. 710--Select customized web page. Select the customized web page, to which information will be added, from a table of customized web pages. 715--If found? Check if the customized web page exists. 720--Create new customized web page. Create the new customized web page from the basic web page of the web page where the web page subset originated and the web page subset. 725--Update list. Update the list of customized web pages with the newly created customized web page location which will be on local storage. 727--Update customized web page. Update the customized web page with the web page subset. 730--Notify server. Notify the server that is the source of the URL that an item is being placed on a customized web page and that the client wishes to be notified when changes are made to the URLs that have come from various web pages. Indicate whether a direct update is desired. The server then updates the server customized table where it keeps track of the customized table where it keeps track of the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		customized web pages, items and addresses of the client. 735--If exit? Check if time to exit. 740--Exit. Exit the process. FIG. 10 describes the process at the server, and the flow chart description is as follows: 800--Start. Start the server process. 810--Updates to web pages. The server updates web pages with new URLs. 820--Check table. The server checks the server customized table to see if the URLs added to the web pages have been listed as being in customized web pages. 830--If entries found? Check if there are entries in the server customized table that indicate that the updated URLs are found in customized web pages. 840--If notify? Check if the owners of the customized web pages indicated that they wish to be notified. 850--Send notification. Send the notification to the clients of the customized web pages. 860--If direct update? Check if a direct update of the client customized page is indicated. 870--Direct file update. The server directly updates the web page on the client.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		880--End. End the process. Kelley '007, 8:52-9:36. *See also* Figs. 9-10.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"It is another object of the present invention to provide to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web page from the original document." Kelly '007, 1:51-54. "Yet another object of the present invention is to provide a customized web page from one or more other web pages of documents which retains a header, footer and optionally other original structure from at least one of the web pages from the original documents." Kelly '007, 1:55-59. "A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. The customized web page may present to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web pages from the original documents, such as the header, footer and optionally other original structure from at least one of the web pages from the original documents. The customized web page may be constructed from a series of unrelated web pages, it may be updated with changes as the changes take place in the original unrelated web pages. Kelley '007, 9:40-48. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8. *See also* 18-21, *infra.*
4	The process of claim 1, wherein the selected commerce object is a selected product.	
5	The process of claim 1, wherein the selected commerce object is a selected product category.	
13	An e commerce outsourcing system comprising:	*See* 1, *supra.*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra.*
13(b)	a computer processor coupled to the data store and in communication through the Interuet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra.*
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra.*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra.*
17(b)	including within a web page of the first website,	*See* 13(b), *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra.*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	"It is another object of the present invention to provide to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web page from the original document." Kelly '007, 1:51-54. "Yet another object of the present invention is to provide a customized web page from one or more other web pages of documents which retains a header, footer and optionally other original structure from at least one of the web pages from the original documents." Kelly '007, 1:55-59. "A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. The customized web page may present to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web pages from the original documents, such as the header, footer and optionally other original structure from at least one of the web pages from the original documents. The customized web page may be constructed from a series of unrelated web pages, it may be updated with changes as the changes take place in the original unrelated

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		web pages. Kelley '007, 9:40-48. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	"It is another object of the present invention to provide to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web page from the original document." Kelly '007, 1:51-54. "Yet another object of the present invention is to provide a customized web page from one or more other web pages of documents which retains a header, footer and optionally other original structure from at least one of the web pages from the original documents." Kelly '007, 1:55-59. "A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. The customized web page may present to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web pages from the original documents, such as the header, footer and optionally other original structure from at least one of the web pages from the original documents. The customized web page

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		may be constructed from a series of unrelated web pages, it may be updated with changes as the changes take place in the original unrelated web pages. Kelley '007, 9:40-48. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"It is another object of the present invention to provide to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web page from the original document." Kelly '007, 1:51-54. "Yet another object of the present invention is to provide a customized web page from one or more other web pages of documents which retains a header, footer and optionally other original structure from at least one of the web pages from the original documents." Kelly '007, 1:55-59. "A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. The customized web page may present to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web pages from the original documents, such as the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		header, footer and optionally other original structure from at least one of the web pages from the original documents. The customized web page may be constructed from a series of unrelated web pages, it may be updated with changes as the changes take place in the original unrelated web pages. Kelley '007, 9:40-48. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website,	"The customized web page is then created, for example, on a program storage device accessible by the client computer, and contains: 1) the desired information retrieved in the search and 2) other structure, not retrieved in the search, of at least one original web page." Kelley '007, 2:16-20.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	Normally, the original web page on the network from which the desired information was retrieved in the search is accessed through a network server. The process also may include providing in a program storage device of the network server a database listing of the original web pages containing information retrieved in the search and, for each such original web page in the database listing, a corresponding listing of customized web pages containing the information retrieved in the search from the original web page. Kelley '007, 2:29-42. "Client computer 10 has a microprocessor for executing stored programs and has access to first and second databases 14, 16, respectively, on its program storage device for storage of addresses of HTML web pages and other files which may be downloaded from a network service provider." Kelley '007, 4:28-33.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, PCT Application WO 99146709 to Voorhees anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
1	An e-commerce outsourcing process comprising:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective

[1] Unless noted, all citations in this chart are to PCT Application WO 99146709 to Voorhees, Arciere, and Blanchard (filed on March 11, 1998 and published on September 16, 1999). [DFNDT_0000240-0000294].

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		portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . To respond to a shopper's request, under control of display processor information contained in templates 13 specifies the general format of a display screen for a jeweler, and the general format is "filled in" with information unique to the particular jeweler whom the shopper has requested, according to content information found in the dataset (such as the jeweler's name and address, for example) associated with that jeweler. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique. Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . Voorhees '709, 9:13-11:6. Thus, the shopper is able to see the manufacturer's information without

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		leaving the retail jeweler's web page, including all updates made by the manufacturer. And the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer, a sale for the jeweler, and a sale for the manufacturer. Voorhees '709, 16:8-12.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		See also Figs. 3A-3C, 4A-4D.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link; whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page. Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
4	The process of claim 1, wherein the selected commerce object is a selected product.	A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. This is a result of the aforementioned customization. The prices specified by RingCo's HTML description in element 26 are wholesale prices; after applying Ima Juler's customization with his markup of 100%, the prices shown in element 26A are twice those shown in element 26. Similarly, where element 26 shows SKU numbers, element 26A shows different "stock numbers." This conversion could be specified by Ima Juler in order to prevent the shopper from learning the true SKU number which might facilitate the shopper's "shopping around" for the item, which might be detrimental to Ima Juler.

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		Thus, the shopper is able to see the manufacturer's information without leaving the retail jeweler's web page, including all updates made by the manufacturer. And the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer, a sale for the jeweler, and a sale for the manufacturer. Voorhees '709, 15:20-16:12. *See also,* Fig. 4D.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	In Voorhees the selected product category may be a boutique. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . . Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22.

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		See also, Fig. 4C.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
13	An e-commerce outsourcing system comprising:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . To respond to a shopper's request, under control of display processor information contained in templates 13 specifies the general format of a display screen for a jeweler, and the general format is "filled in" with information unique to the particular jeweler whom the shopper has requested, according to content information found in the dataset (such as the jeweler's name and address, for example) associated with that jeweler. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique. Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . Voorhees '709, 9:13-11:6. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. Thus, the shopper is able to see the manufacturer's information without leaving the retail jeweler's web page, including all updates made by the manufacturer. And the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer, a sale for the jeweler, and a sale for the manufacturer. Voorhees '709, 16:8-12. *See also,* Figs. 1-2, 3A-3C, 4A-4D.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be

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	wit[h] a look and feel based on the look and feel description in the data store and with content based on the commerce object associated wit[h] the link.	implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique

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		reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 1, 3A-3C, 4A-4D.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
17	An e-commerce outsourcing process comprising the steps of:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . To respond to a shopper's request, under control of display processor information contained in templates 13 specifies the general format of a display screen for a jeweler, and the general format is "filled in" with information unique to the particular jeweler whom the shopper has requested, according to content information found in the dataset (such as the jeweler's name and address, for example) associated with that jeweler. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique. Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . Voorhees '709, 9:13-11:6. Thus, the shopper is able to see the manufacturer's information without leaving the retail jeweler's web page, including all updates made by the manufacturer. And the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer, a sale for the jeweler, and a sale for the manufacturer. Voorhees '709, 16:8-12.
17(b)	including within a web page of the first website, which web page has a look and feel substantially	Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
	corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112.

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		The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	For example, Figs. 4B through 4D have the same appearance of the top and left side of the web pages. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3-22. *See also,* Figs. 4B – 4D.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least	For example, Figs. 4B through 4D have the same appearance of the header and footer of the web pages.

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	some of the web pages of the first website.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . . A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3 – 16 1. *See also,* Figs. 4B – 4D.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	For example, Figs. 4C and 4D provide navigational links for boutiques linking to specific web pages of the first website. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . . The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011.

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		Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3-22. *See also,* Figs. 4B – 4D.
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Figs. 4B-4D (Ima Juler logo). Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the

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		boutique reference, such as 112. . . . A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3 – 16 1.
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Figs. 4B-4D (same layout including color scheme). Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . . A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3 – 16 1.
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Figs. 4B-4D (Ima Juler page layout).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . . A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3 – 16 1.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Figs. 4B-4D (links for boutiques). Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . . A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Voorhees '709, 15:3 – 16 1.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique. Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . .

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . Voorhees '709, 9:13-10:2.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	The product categories are the boutiques (Fig. 4C) and the specific products through the boutiques (Fig. 4D). Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . . Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
		Voorhees '709, 15:3-16:1. *See also,* Fig. 4C – 4D.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	Fig. 4D illustrates the plurality of commerce objects. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . . Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3-16:1. *See also,* Fig. 4C – 4D.
25	The process of claim 24 further comprising contracting with merchants offering products or	Fig. 4D illustrates the date concerning commerce objects of the boutiques.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
	services for sale to include data concerning the commerce objects of said merchants at the second website.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . . Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3-16:1. *See also,* Fig. 4C – 4D.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709")
	service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	
27(a)	before serving the composite web page to the visitor computer:	
	i) contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	
	ii) storing at the second website data concerning the plurality of products or services; and	
27(b)	after serving the composite web page to the visitor computer:	
	i) accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	
	ii) responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	

Comparison of U.S. Patent No. 6,993,572 and U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
1	An e-commerce outsourcing process comprising:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the following capacities; order processing from buyer clients 90, approval

[1] Unless noted, all citations in this chart are to U.S. Patent No. 5,870,717 to Wiecha (filed on November 13, 1995 and issued on February 9, 1999). [DFNDT_0000218-0000239].

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also*, Figs. 3-4, 6, 1:57 – 2:19.
1(a)	a) capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below)

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 7-10.
1(b)	b) providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. *See also*, Figs. 3, 6.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link; whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
4	The process of claim 1, wherein the selected commerce object is a selected product.	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		(Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. . . . Wiecha '717, 5:34 – 6:25. *See also,* Figs. 8-10.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. . . . Wiecha '717, 5:34 – 6:25. *See also,* Figs. 8-10.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
13	An e-commerce outsourcing system comprising:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the following capacities; order processing from buyer clients 90, approval and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also,* Figs. 3-4, 6, 1:57 – 2:19.
13(a)	a data store including a look and feel description associated with a host web page having a link	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	correlated with a commerce object; and	(Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also,* Figs. 7-10.
13(b)	a computer processor coupled to the data store	1. An employee 17 preferably accesses one or more electronic catalogs

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer wit[h] a look and feel based on the look and feel description in the data store and with content based on the commerce object associated wit[h] the link.	24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
17	An e-commerce outsourcing process comprising the steps of:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the following capacities; order processing from buyer clients 90, approval and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also*, Figs. 3-4, 6, 1:57 – 2:19.
17(a)	storing a look and feel description associated with a first website in a data store associated with a	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	second website;	(Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also,* Figs. 7-10.
17(b)	b) including within a web page of the first	1. An employee 17 preferably accesses one or more electronic catalogs

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. *See also*, Figs. 3, 6.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client)

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	It is inherent that the look and feel description comprises data defining the appearance of the top and left side of web pages of the first website (internal corporate website) since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		supplier's general catalog. . . . Wiecha '717, 37-46.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	It is inherent that the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website (internal corporate website) since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	It is inherent that the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website (internal corporate website), each of which links link to specific web pages of the first website, since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . .

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Wiecha '717, 37-46.
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	It is inherent that the look and feel description comprises a logo associated with and displayed on at least some of the web pages of the first website (internal corporate website), since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
21(b)	a color scheme used on at least some of the web pages of the first website;	It is inherent that the look and feel description comprises a color scheme used on at least some of the web pages of the first website (internal corporate website), since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
21(c)	a page layout used on at least some of the web	It is inherent that the look and feel description comprises a page layout used on at least

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	pages of the first website; and	some of the web pages of the first website (internal corporate website), since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	It is inherent that the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website (internal corporate website), each of which links link to specific web pages of the first website, since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	descriptions in the data store associated with the second website.	graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also,* Figs. 7-10.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within	Browse Product Images, Text and Prices Able to page forward or backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log.

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	the product categories.	Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm" supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Select Product Based on Single Keyword. Based on index search. Index search is launched with user's action on an icon represented by a magnifying glass. Search by product type or manufacturer's name. Copy to clipboard for further processing. Wiecha '717, 8:39-60.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. *See also*, 5:63 – 6:25; 8:39-60
25	The process of claim 24 further comprising	Content management tools to receive, process, and manage images 208

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	contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also,* 3:10-28; Figs. 7-10.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	The Purchase Order process captures billing information from the visitor computer and passes it on to the merchant or content provider. 3. Items selected may be accumulated in a "clip-board" a temporary holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30. It should be noted that there is no manual transcription of ordering information from the catalog to the purchase order (since that is performed by the disclosed system. 4. After the order has passed through the enterprise's normal (legacy business systems, including a workflow definition database 26, a purchase order database 28, and other existing corporate applications 32, it is forwarded to the Maintenance Entity via the Network 34. From there it is sent to the supplier for fulfillment in a traditional way. Wiecha '717, 3:29-44. Purchase Order Creation . . . . Electronic PO This is to forward the purchase orders electronically to the vendors via the EPS system. Data includes type of transaction, required data as defined by EDI standards for a 850 PO such as PO number, date, name & address, customer ID, customer master record for shipping and billing information. . . . PO Maintenance Browse Pos Group existing Pos in ciapteus with summary information including: Request number. Requester. Recipient. Request Date. Total Price.

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		Line of Business. Wiecha '717, 9:39 – 10: 61.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	In Wiecha the selected product category may be subchapter or folder of items. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. . . . Wiecha '717, 5:34 – 6:25. *See also,* Figs. 8-10.

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27(a)	before serving the composite web page to the visitor computer:	Before serving the composite web page to the visitor computer:
	i) contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17.
	ii) storing at the second website data concerning the plurality of products or services; and	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also,* 3:10-28; Figs. 7-10.
27(b)	b) after serving the composite web page to the visitor computer:	After serving the composite web page to the visitor computer:
	i) accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	Browse Product Images, Text and Prices Able to page forward or backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm" supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Select Product Based on Single Keyword. Based on index search. Index search is launched with user's action on an icon represented by a magnifying glass. Search by product type or manufacturer's name. Copy to clipboard for further processing. Wiecha '717, 8:39-60.
	ii) responsive to an indication received from the visitor computer of a desire to purchase one of the	Wiecha '717 teaches capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	service. The Purchase Order process captures billing information from the visitor computer and passes it on to the merchant or content provider. 3. Items selected may be accumulated in a "clip-board" a temporary holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30. It should be noted that there is no manual transcription of ordering information from the catalog to the purchase order (since that is performed by the disclosed system. 4. After the order has passed through the enterprise's normal (legacy business systems, including a workflow definition database 26, a purchase order database 28, and other existing corporate applications 32, it is forwarded to the Maintenance Entity via the Network 34. From there it is sent to the supplier for fulfillment in a traditional way. Wiecha '717, 3:29-44. Purchase Order Creation . . . . Electronic PO This is to forward the purchase orders electronically to the vendors via the EPS system. Data includes type of transaction, required data as defined by EDI standards for a 850 PO such as PO number, date, name & address, customer ID, customer master record for shipping and billing information. . . . PO Maintenance Browse Pos Group existing Pos in ciapteus with summary information including: Request number. Requester. Recipient. Request Date. Total Price.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Line of Business. Wiecha '717, 9:39 – 10: 61.

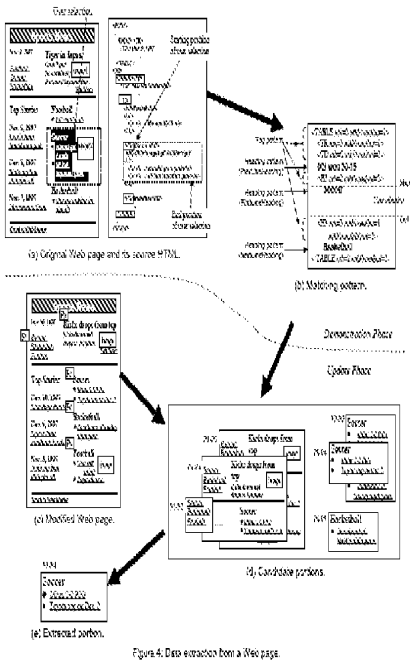
Comparison of U.S. Patent No. 6,993,572 and Internet Scrapbook[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, "Internet Scrapbook: Automating Web Browsing Tasks By Demonstration," Suguira and Koseki, 1998 ("Internet Scrapbook") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
1	An e-commerce outsourcing process comprising:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also,* pgs. 10-13.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	In Internet Scrapbook, the host website includes web pages designed by the user and specified by URLs (Uniform Source Locators) where user computers can obtain a weather forecasts, cyber news and sports results from the second website.

[1] Unless noted, all citations in this chart are to "Internet Scrapbook: Automating Web Browsing Tasks by Demonstration" by Suguira and Koseki (published in 1998). [DFNDT_0000208-0000217].

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics.

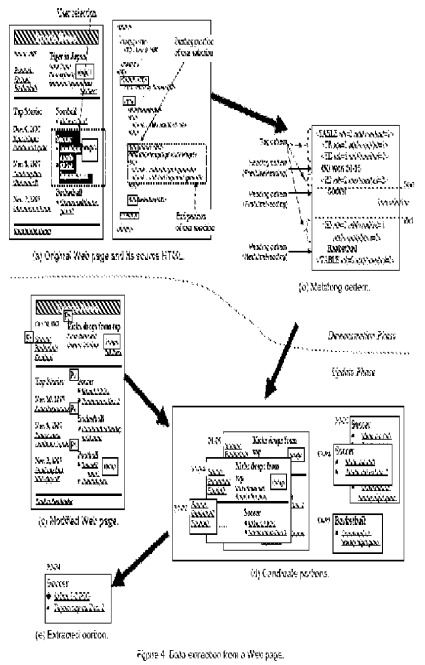
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		Id. at 13.
1 (b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	In Internet Scrapbook, the link correlating the host website with a selected commerce object is a link to an article, weather forecast, or sports result. The Internet Scrapbook extracts the links from the original website.  Figure 4: Data extraction from a Web page. Generating Matching Patterns

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link; whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
	served from the second website.	
4	The process of claim 1, wherein the selected commerce object is a selected product.	
5	The process of claim 1, wherein the selected commerce object is a selected product category.	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
13	An e-commerce outsourcing system comprising:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also,* pgs. 10-13.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	In Internet Scrapbook, a data store includes a look and feel description associated with the web page designed by the user and specified by URLs (Uniform Source Locators). The Internet Scrapbook extracts a link that relates to an article, weather forecast, or sports result. Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . .

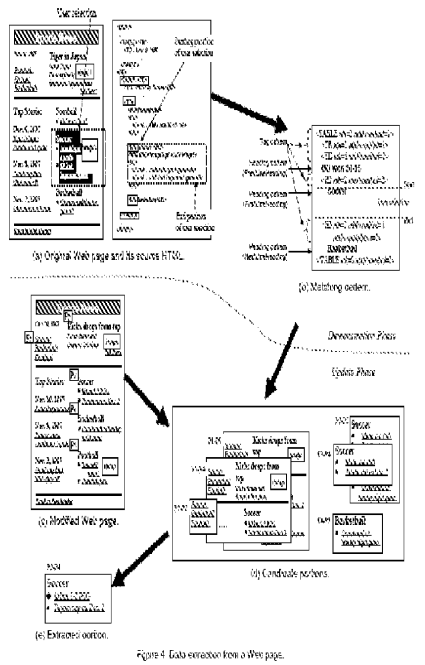
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 4. Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*,

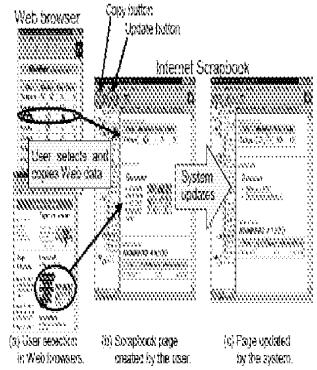
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer wit[h] a look and feel based on the look and feel description in the data store and with content based on the commerce object associated wit[h] the link.	

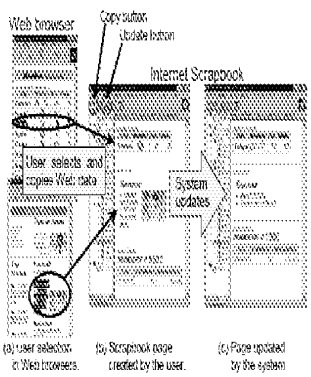
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
17	An e-commerce outsourcing process comprising the steps of:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also,* pgs. 10-13.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	In Internet Scrapbook, the second website includes a look and feel description associated with a first website that is designed by the user and specified by URLs (Uniform Source Locators) where user computers can obtain a weather forecast, cyber news and sports results from the second website. Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . .

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11 Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	In Internet Scrapbook, the link correlating the web page with a selected commerce object is a link to an article, weather forecast, or sports result. The Internet Scrapbook extracts the links from the first website.

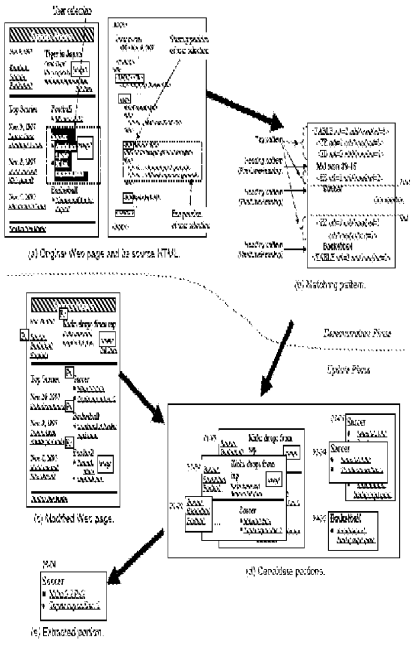
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 4 Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	The data extracted from the first website includes the appearance of the top and left side of at least some of the web pages.

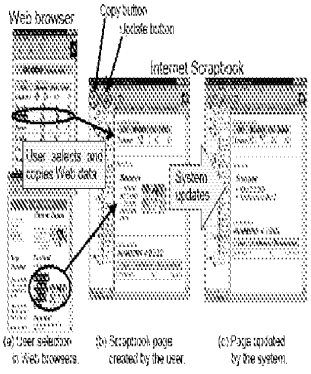
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 1. Overview of System usage. Internet Scrapbook, 10. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match

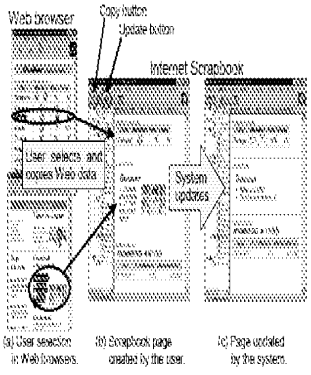
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	The data extracted from the first website includes the appearance of the header and footer of at least some of the web pages.  Figure 1: Overview of System usage. Internet Scrapbook, 10.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The data extracted from the first website includes a set of navigational links that link to specific web pages of the first website.

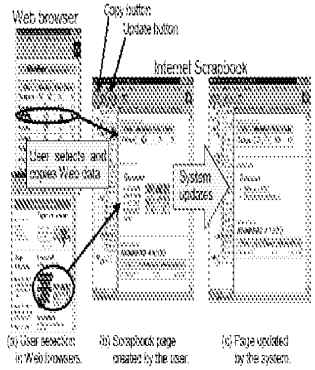
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 4: Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
21	The process of claim 17 wherein the look and feel description comprises data defining:	Internet Scrapbook teaches that the look and feel description comprises data defining:
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	Internet Scrapbook teaches that the look and feel description comprises a logo associated with and displayed on at least some of the web pages of the first website. The data extracted from the first website includes a logo associated with and displayed on at least some of the web pages.

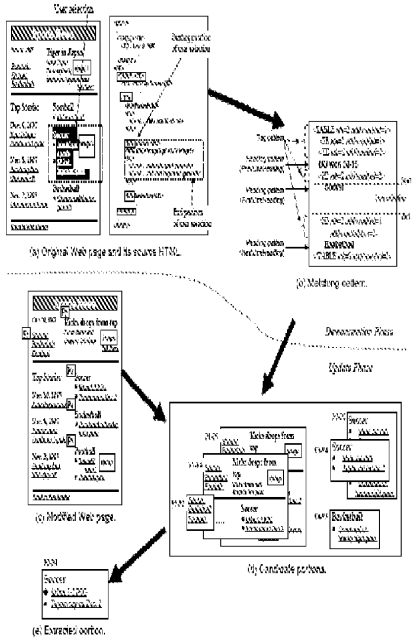
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 1: Overview of System usage. Internet Scrapbook, 10. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
21(b)	a color scheme used on at least some of the web pages of the first website;	The data extracted from the first website includes a color scheme used on at least some of the web pages.  Figure 1: Overview of System usage. Internet Scrapbook, 10.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
21(c)	a page layout used on at least some of the web pages of the first website; and	The data extracted from the first website includes a page layout used on at least some of the web pages.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 1. Overview of System usage. Internet Scrapbook, 10. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match

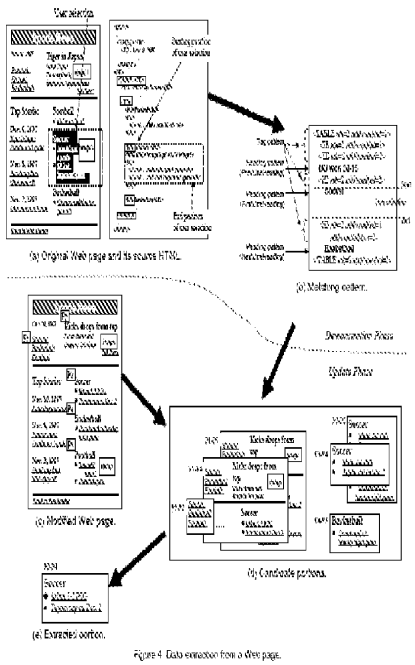
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The data extracted from the first website includes a set of navigational links that link to specific web pages of the first website.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 4. Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises desiguing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	In Internet Scrapbook, the second website includes a look and feel description associated with a first website that is designed by the user and specified by URLs (Uniform Source Locators) where user computers can obtain a weather forecast, cyber news and sports results from the second website. In association with the second website, the look and feel description are stored. Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11 Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	
24	The process of claim 17 further comprising storing at the second website data concerning a plurality	The plurality of commerce objects are represented by weather forecasts, cyber news and sports results from the second website.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
	of commerce objects.	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		 Figure 4. Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
		respectively. Internet Scrapbook, 12.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	
27(a)	before serving the composite web page to the visitor computer:	
	i) contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	
	ii) storing at the second website data concerning the plurality of products or services; and	
27(b)	after serving the composite web page to the visitor computer:	
	i) accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Internet Scrapbook
	or services within the product categories, and	
	ii) responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	

Comparison of the U.S. Patent No. 6,993,572 and Travelocity/Yahoo! Prior Art

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Travelocity/Yahoo! Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
1	An e commerce outsourcing process comprising:	The SABRE Interactive (now Travelocity) co-branded website was an e-commerce outsourcing solution for Yahoo! so that Yahoo! had travel reservation capability under its own name with the same look and feel as its own website. "A. Yahoo! operates a search engine and World Wide Web directory under the brand 'Yahoo!'. B. SI operates a travel booking engine and interactive Internet travel services through its 'Travelocity' site, located at http://www.travelocity.com (the 'Travelocity Site'). C. Yahoo! and SI wish to provide Yahoo! users with travel booking services by distributing SI's booking engine on the Yahoo! Site and to advertise and promote SI's interactive Internet travel services, all in accordance with the terms and conditions of this Agreement." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	Capture took place either when Yahoo! sent its look and feel elements directly to SABRE Interactive or when SABRE Interactive scraped the look and feel elements from an existing Yahoo! page. As far as the scope of the claimed "look and feel" can be determined, the look and feel of the Yahoo! page on SABRE Interactive's website included the Yahoo! logo, colors, travel menus, advertising, and toolbars. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! Shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable

Comparison of the U.S. Patent No. 6,993,572 and Travelocity/Yahoo! Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "SABRE Interactive (SI) has been contracted by Yahoo! to provide a booking engine to Yahoo! members that has the look and feel of Yahoo! until the point of actual reservation purchase. This will require a large number of modifications to Travelocity including a flow change to a different travel menu, graphics changes, login changes, advertising changes, logging and tracking changes, and e-mail confirmation changes. *** • A mockup of the Yahoo! express page or the page field names must be provided to [SABRE Technology Solutions (STS)] by SI at start of development. • Graphics for the cobrand must be provided to STS by SI one week after start of development. • The Yahoo! ad URL's for IMG SRC and HREF must be provided to STS one week after start of development. *** Modify currency.inc and sbTools.inc for Yahoo! ad capability. The parameter in the [Parameter's Database (PDB)] used for Yahoo! cobranded pages will also be used to identify Yahoo! ads." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "This 'look and feel' will include the Yahoo! logo, the background color, and the toolbars." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		modified on February 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	SABRE Interactive provided Yahoo! with a hyperlink to the co-branded page; Yahoo! then provided its Yahoo! website with the hyperlink. The link was correlated with a selected commerce object such as air, hotel, or car reservation. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. *See also* 4-5, *infra.*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	Once the hyperlink was activated, SABRE Interactive's website served a co-branded webpage corresponding to the Yahoo! look and feel in which the visitor was able to carry out travel planning using the selected commerce objects. "2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that gnide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online."

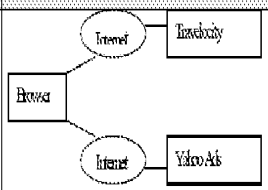
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		Travel Services Advertising and Promotion Agreement, June 30, 1997. *See* DFNDT000388-412. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from the cookie. Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document. Yahoo! will assign one individual to work with SI to ensure that the co-branded pages satisfy Yahoo!'s requirements." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo! Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	To the extent that the whereby clause may be considered a limitation, the visitor perceived the co-branded webpage served by SABRE Interactive as associated with Yahoo!'s website even though it was served from SABRE Interactive. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428 *See also* 18-21, *infra.*
4	The process of claim 1, wherein the selected commerce object is a selected product.	The visitor from the Yahoo! Travel page could purchase airline tickets and other selected products via the co-branded website. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices - Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile - Login" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The visitor from the Yahoo! Travel page could select airline tickets, car rentals, and hotel reservations via the co-branded page served by SABRE Interactive. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices - Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile - Login *** The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (fffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
13	An e commerce outsourcing system comprising:	*See* 1, *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	The co-branded elements that were taken from Yahoo!'s website were stored by SABRE Interactive in a data store. "The following pages within Travelocity will be co-branded for Yahoo!: **Path** / **Page Name** 3 Best: fffrqst, ffdisp, ffprice Flights & Prices: fprqst, fpdispl, fpdisp2, fppricl Hotels: htrqst, htavail, htdisp, htcdnbrl, htcdnbr2 Cars: crrqst, crcdnbr1, crcdnbr2, crdisp, crdetail Existing Reservations: Exrqst *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		See also 1(b), *supra.*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Interuet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	SABRE Interactive utilized a processor to serve web pages. More specifically, when the link on the Yahoo! Travel web page was activated, the processor was programmed to serve a web page from the SABRE Interactive web site that had the same look and feel as the Yahoo! web page and had content based on the selected commerce object. Once the hyperlink was activated, SABRE Interactive's website server served a co-branded Yahoo! webpage corresponding to the Yahoo! look and feel in which the visitor was able to carry out travel planning using the selected commerce objects. As far as the scope of the claimed "look and feel" can be determined, the look and feel of the co-branded Yahoo! page served by SABRE Interactive included the Yahoo! logo, colors, travel menus, advertising, and toolbars. "A. Yahoo! operates a search engine and World Wide Web directory under the brand 'Yahoo!'. B. *SI operates a travel booking engine and interactive Internet travel services through its 'Travelocity' site, located at http://www.travelocity.com* (the 'Travelocity Site"). C. Yahoo! and SI wish to provide Yahoo! users with travel booking services by distributing SI's booking engine on the Yahoo! Site and to advertise and promote SI's interactive Interuet travel services, all in accordance with the terms and conditions of this Agreement." *Travel Services Advertising and Promotion Agreement,* June 30, 1997 (emphasis added). *See* DFNDT000388-412. "Currently, Yahoo advertising is delivered in a similar manner to Double-Click ads. A URL is embedded in the HTML which links to GIFs stored on the Yahoo ads server. The user's browser will then directly connect to the ads server to obtain the advertisement (GIF):

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		 " *HTML Ads For Yahoo,* last modified on 5/11/1998. "(b) User Interface. *The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! Across Yahoo!'s network of branded Internet properties* as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997 (emphasis added). *See* DFNDT000388-412. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. ""1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online. *** (b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface. *** 2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that gnide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from the cookie. *** Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		completed the login process." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document. Yahoo! will assign one individual to work with SI to ensure that the co-branded pages satisfy Yahoo!'s requirements." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development.

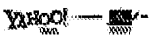
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		*** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. *See also* 1(c)-1(d), *supra.*
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra.*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra.*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with	*See* 13(b), *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
	a commerce object; and	
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra.*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	SABRE Interactive served a co-branded Yahoo! webpage with a similar layout (including the top and left side) compared the Yahoo! website. "2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that gnide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." "(a) Masthead. The masthead on each Co-Branded Page shall conform to the specifications set forth in Exhibit B and shall display Yahoo!'s name and logo and SI's name and logo in equal relative prominence. A representative screen image of the masthead is attached to this Agreement in Exhibit A. (b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		Yahoo!Travel." *Yahoo/Travel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. "Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The IMG SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	SABRE Interactive served a co-branded Yahoo! webpage with a similar layout (including the header and footer) compared to the Yahoo! website. "(a) Masthead. The masthead on each Co-Branded Page shall conform to the specifications set forth in Exhibit B and shall display Yahoo!'s name and logo and SI's name and logo in equal relative prominence. A representative screen image of the masthead is attached to this Agreement in Exhibit A. (b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		DFNDT000388-412. "Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The IMG SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *Yahoo/Travel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document. Yahoo! will assign one individual to work with SI to ensure that the co-branded pages satisfy Yahoo!'s requirements." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. Sample footer:

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		Copyright © 1994-1997 Yahoo! Inc. All rights reserved. Copyright © 1997 Travelocity. All rights reserved. Copyright © 1997 Preview Travel. All rights reserved. Comments to: travel@yahoo.com *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The co-branded webpages served by SABRE Interactive had at least some of the same navigational links as the Yahoo! website. "2.3 Modify the toolbars to be Yahoo! specific. The rainbow toolbar bar.gif will be modified similar to the Travelocity Highlights toolbar (i.e. CompuServe). This will require template modifications in bar.ctl, gltvmodl.ctl, and gltvmodl.pgd. The modifications will only consist of URL changes back to the Yahoo! site or to existing functionality in Travel Reservations. The gray toolbars grtool1.gif, grtool2.gif, and grtool3.gif, will be modified only to change the 'Travelocity Home' option to point to a Yahoo! Travel page. This will be a graphics modification and URL modification only." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997 (emphasis added). *See* DFNDT000413-422.
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	The co-branded webpages served by SABRE Interactive included the Yahoo! logo that is on Yahoo!'s website. "2.2 Co-Branded Pages. (a) Masthead. The masthead on each Co-Branded Page shall conform to the specifications set forth in Exhibit B and shall display Yahoo!'s name and logo and SI's name and logo in equal relative prominence. A representative screen image of the masthead is attached to this Agreement in Exhibit A. *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		Look and feel elements such as the Yahoo! logo are included in the co-branded pages.  This 'look and feel' will include the Yahoo! logo, the background color, and the toolbars. *** Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The IMG SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
21(b)	a color scheme used on at least some of the web pages of the first website;	The co-branded webpages served by SABRE Interactive included the color scheme of the Yahoo! website. "This 'look and feel' will include the Yahoo! logo, the background color, and the toolbars." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
21(c)	a page layout used on at least some of the web pages of the first website; and	The co-branded webpages served by SABRE Interactive included a similar layout compared to the Yahoo! website. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The IMG SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *Yahoo/Travel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The co-branded pages served by SABRE Interactive had at least some of the same navigational links as the Yahoo! website. "2.3 Modify the toolbars to be Yahoo! specific. The rainbow toolbar bar.gif will be modified similar to the Travelocity Highlights toolbar (i.e. CompuServe). This will require template modifications in bar.ctl, gltvmodl.ctl, and gltvmodl.pgd. The modifications will only consist of URL changes back to the Yahoo! site or to existing functionality in Travel Reservations. The gray toolbars grtoolI.gif, grtool2.gif, and grtool3.gif, will be modified only to change the 'Travelocity Home' option to point to a Yahoo! Travel page. This will be a graphics modification and URL modification only." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
22	The process of claim 17 wherein storing a look	The look and feel description associated with Yahoo!'s website was stored when: (1)

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
	and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	Yahoo! designed a first website (the "Yahoo! Travel Page"), (2) Yahoo! identified look and feel descriptions associated therewith, and (3) SABRE Interactive stored the identified look and feel descriptions on its servers (data store). "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.

Path	Page Name
3 Best	ffrqst ffdisp ffprice
Flights & Prices	fprqst fpdispl fpdisp2 fppricl
Hotels	htrqst htavail

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		htdisp htcdnbrl htcdnbr2
		Cars: crrqst, crcdnbrl, crcdnbr2, crdisp, crdetail
		Existing Reservations: Exrqst
		Yahoo! Travel Booking Engine - High Level Requirements, July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	The visitor from the Yahoo! Travel page could select the airline tickets, car rentals, and hotel reservations product categories. The SABRE Interactive co-branded page could be populated based on parameters (contextual information) supplied by the Yahoo! Travel page. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. ***

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	The SABRE Interactive website was associated with a database of airline reservations, car rental reservations, hotel reservations, and other travel content. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the	The SABRE Interactive website was associated with a database of airline reservations, car rental reservations, hotel reservations, and other travel content (the airlines, car rental companies, and hotel companies are merchants). SABRE Interactive received

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
	commerce objects of said merchants at the second website.	an agreed-to commission on reservations made through its website via its contracts with the airlines, car rental companies, and hotel companies. "1.4 'Net SI Commissions' means (i) for air commissions the amount of commission income received from air tickets generated less all ARC and other third party refunds and/or rebates, exchanges, and other normal adjustments, and (ii) for each of car and hotel commissions, the number of such bookings made each month by a site divided by the total number of bookings made on Travelocity multiplied by the total commission income received on Travelocity for such month for each of car and hotel commissions. 1.7 'Travel Services' means booking services for air travel, hotels and car rentals." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	The SABRE Interactive website included functionality that allowed the user to purchase airline tickets, car rentals, hotel reservations, and other travel content by capturing billing information from the visitor and passing the billing information to the merchant (airlines, car rental companies, and hotel companies) offering the indicated product or service. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	Items (i) and (ii) below were carried out before serving the composite web page to the visitor computer:
27(a)(i)	contracting with merchants offering the products	*See* 25, *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
	or services for sale to include data concerning the commerce objects of said merchants at the second website, and	
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	Items (i) and (ii) below were carried out after serving the composite web page to the visitor computer:
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Digital River Secure Sales System ("SSS") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
1	An e commerce outsourcing process comprising:	"Digital River's Secure Sales System (SSS) brings together software manufacturers and dealers enabling them to sell and deliver product via the Internet. This service will provide all digital delivery, security, collections and reporting of the sale of software. Throughout this process, it will appear to the consumer as if the transaction is being processed by the manufacturer or dealer while the Digital River SSS is handling the whole transaction 'behind the scenes'." [sic] *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19970412100754/http://www.digitalriver.com/; [DR000001-2]. "**Extend your selling environment** Better yet, the entire transaction takes place in the selling environment you've created, surrounded by the look and feel of your identity, with your products presented the way you want them presented, with no competition. Your customers simply hit the purchase icon at your site and the whole process unfolds smoothly. There's no sensation of being suddenly hustled off to another location. Your customers won't end up at some foreign-looking page where they have to hunt to find your product." *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19971221024519/.digitalriver.com/Page3.html; [DR000003-4] (emphasis original). Maintain your own identity and branding. Digital River facilitates the sale of your products to your customers. To most consumers, our services often appear as nothing more than a web site "buy" button. But behind this simple device is sophisticated electronic commerce technology which gives consumers the ability to immediately and easily purchase and download the digital products of their choice. As

[1] The Digital River SSS process was offered for sale, sold, and publicly used in connection with more than 500 client websites prior to September 17, 1998. While the referenced steps of the Digital River SSS process were consistently used with respect to these client websites, the specific elements Digital River utilized to create "transparent e-commerce support pages" for its clients varied based upon the specific look and feel of the host (client) website. The documents expressly referenced herein are provided as illustrative examples of the Digital River SSS process as utilized prior to September 17, 1998. Additional documents evidencing the offer for sale, sale and public use of the Digital River SSS process will be produced pursuant to Local Patent Rule 3-4(b).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		consumers become more savvy, this efficiency of purchase and delivery will become one of the primary advantages of selling digital products over the Internet. When customers want to purchase, they push the "buy" button and are transferred immediately and transparently to the Digital River Central Commerce Server. This retains the 'look and feel' of your own site and encourages the customer to buy – easily and quickly. Depending on your preferences and marketing initiatives, buyers can be offered additional cross-sell, up-sell, special offer and bundled products related to their purchases. Credit information is verified, the sale is transacted and the purchases are then downloaded to the buyer. *Digital River Information Kit* at 8 [DR004326]. "Digital River, Inc. proposes to maintain and develop transparent secure Internet marketing and sales services for Adobe's Web site and products. Services will be provided through Digital River's S3 commerce encryption solution which was designed to manage transactions behind the scenes . . . ." *Internet Commerce Services Proposal for Adobe,* July 25, 1996; [DR000005-6]. [DR004245-66]. *See also* [DR074797-074937] and [DR074670-074796].
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	Flow chart depicting "The Digital River Internet Ordering System (StoryBoard Overview)" and stating "[a]ll ISV and Dealer pages are located on the Digital River Server." [DR000007-12]. Flow chart depicting "Level 1" and stating that depicted ISV and Dealer pages "will actually be built 'on-the-fly' as users arrive from various ISV and Dealer web pages using database image and content values . . . The user will be presented with a page on the Digital River Server that is similar in feel to the ISV or Dealer page." [DR000007-12]. "Vendor's Delivery Obligations. a. Initial Deliverables. . . . Vendor will provide Electronic Distributor with . . . (v) all the items and materials specified in the 'Requirements Checklist' on Exhibit A . . . . Exhibit A . . . II Requirements Checklist . . . 7) Trademarks/logos (.gif file). *Electronic Software Distribution Agreement* between Digital River and Auto F/X Corp. dated July 18, 1996; [DR000013-21]; *see also e.g.,*

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		Email from root to ftplist@digitalriver.com, dated October 19, 1997; [DR000022] (example of Digital River client "FTP upload notification"). "Adobe's customers will be able to access Adobe products at maximum bandwidth from multiple FTP servers." *Internet Commerce Services Proposal for Adobe,* July 25, 1996; [DR000005-6]. "**Digital River's Proposed Solution** Digital River will manage MathSoft's online store and work with MathSoft's current staff to integrate purchasing options throughout the entire web site to enable customers to purchase products more easily. We will develop all commerce pages using MathSoft's branding and color schemes in an effort to remain as transparent as possible." *Digital River Proposal To Mathsoft, Inc.*; [DR000023-25] at 2 (emphasis original). 12. Implementation Phase 1 – Complete Linked ESD Software Store Company will develop a complete ESD software store with the look and feel of www.outpost.com. This store will operate on the Company servers and will be linked from www.outpost.com. Company will provide Electronically deliverable software products from over 1000 thousand [sic] publishers. This will be developed and implemented without any cost to Dealer Company will pay Dealer on a monthly basis, under the enclosed payment schedule. Phase 2 – In conjunction with the Phase 1 implementation, Company will identify products that are offered in both the ESD store and in Dealer's inventory. Once these products are identified, Digital Company [sic] will provide a specific url and item detail page which can be linked directly from the product information page within www.outpost.com. This will provide Dealer with an integrated solution for offering electronically deliverable products within it's [sic] entire software product mix. Phase 1 margins and costs also apply to Phase 2. Phase 3 – Within a reasonable timeframe, Company will also offer a completely integrated solution in it's [sic] Electronic Drop-Ship program. This will enable Dealer to completely

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		integrate the Company products into the sales process at www.outpost.com. This would allow for ESD products to be mixed with Dealer physical shipments in the same shopping basket on www.outpost.com This option will require a development effort by Dealer, and can be launched at a later time." *Cyberian Outpost, Inc. Dealer Agreement effective March 30, 1998* at 3-4 [DR059440- DR059447]. We can help you from development to post-sale. As a Digital River client you receive end-to-end service to help your company grow. We provide assistance with software commerce site development. Digital River builds the screens to match your 'look and feel' and to create a transparent buying experience that enhances sales opportunities. Working with Digital River is easy, because you'll experience near immediate set-up. The development cycle to 'live' selling is often complete within a few weeks. The seamless transaction process for your customers encourages additional sales. We deliver cross-sell and up-sell opportunities to manage your average sale size, profits, margins and return on investment. As a software publisher, the incremental revenue and efficiencies can quickly improve your bottom line. Or, as a Digital River online dealer, you can establish or enhance your own software store, directly from a link on your site. You can immediately expand your content, inventory and shelf space to offer the more than 110,000 software products currently available through Digital River. *Digital River Information Kit* at 10 [DR004328]. "**Development** – the development of an easy to use online store is done by DR [Digital River] to fit the look and feel of your home web site at no cost. DR will incorporate your color schemes, logos and general feel in an attempt to remain as transparent as possible. **Maintenance of the online store** – DR gives you two options in the maintenance of your store. First, you have access to your Account Development Manager to make changes to your site. These may include pricing changes, product additions or deletions, or just a change in the look or flow of the site which may

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		increase revenues. Your second option is to make these changes yourself in DR's system through a private, secure URL." *Digital River's Percentage of Sales Model – A Value Proposition;* [DR000026-27] at 2 (emphasis original). *Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032], [DR026692], [DR026693], [DR026694]. [DR034615-16] ("look and feel" data associated with source page Digital Frontiers stored on DR server). [DR034606-07] ("look and feel" data associated with source page Bitstream stored on DR server). [DR026733-36] (checklist detailing capture procedure). [DR074637-074669].
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"Vendor's Delivery Obligations. a. Initial Deliverables. . . . Vendor will provide Electronic Distributor with . . . (iv) hypertext link to www.digitalriver.com in the Vendor's World Wide Web home page . . . ." *Electronic Software Distribution Agreement* between Digital River and Auto F/X Corp. dated July 18, 1996; [DR000013-21]; *see also e.g., Email from Digital River to Auto FX*, dated September 26, 1997; [DR000033] ("The URL for the Auto FX site is at the bottom of this email."); "Bitstream Fonts Online!" hypertext link ("<A HREF=http://www2.digitalriver.com/bit/index.html">Bitstream fonts online!<A>"); *Bitstream.com Home Page*, http://webarchive.org/web/19970117165233/http://www.bitstream.com/; [DR000034-38]; "Shop Online" hypertext link; *Seattle Support Group Home Page*, www.ssgrp.com; [DR000039-50]; "Welcome to 1stSoftware" hypertext link ("Welcome to 1stSoftware"); [DR000051-54]; and "purchase QFX on the web" hypertext link ("A href=http://www3.digitalriver.com/cgi-bin/tango.cgi/digitalriver/rscott/welcome.qry?");

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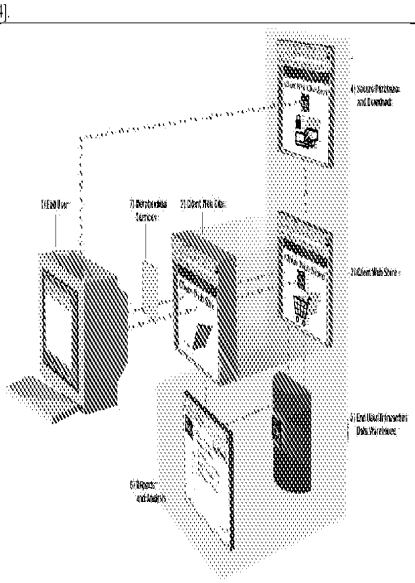
		QFX Home Page, http://web.archive.org/web/19970707093153/www.qfx.com/frmain.html; [DR000055-62]; [DR026692]; [DR026693]; and [DR026694].
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	 "After clicking on the "Buy Button", the enduser is transferred to a Web store hosted on Digital River's

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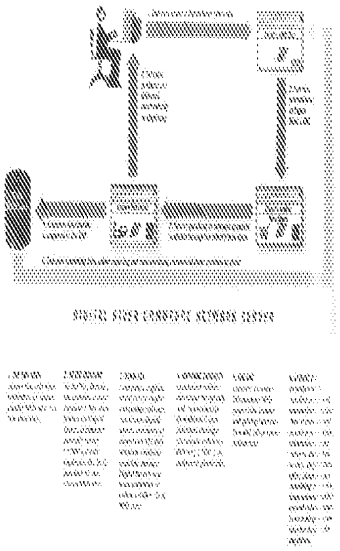
		commerce network server ("CNS"), which replicates the look and feel of the client Web site." [DR037478-DR037479].



August 11, 1998 Prospectus at 2 [DR074557-074636].

"**Extending your selling environment** Better yet, the entire transaction takes place in the selling environment you've created, surrounded by the look and feel of your identity, with your products presented the way you want them presented, with no competition. Your customers simply hit the purchase icon at

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		your site and the whole process unfolds smoothly. There's no sensation of being suddenly hustled off to another location. Your customers won't end up at some foreign-looking page where they have to hunt to find your product. You can even prompt customers to purchase additional products, for instance printed manuals or more of your software. And it all takes place during a single purchase process. Digital River has created seamless continuity." *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19971221024519/.digitalriver.com/Page3.html; [DR000003-4] (emphasis original). "Digital River's Secure Sales System (SSS) brings together software manufacturers and dealers enabling them to sell and deliver product via the Internet. This service will provide all digital delivery, security, collections and reporting of the sale of software. Throughout this process it will appear to the consumer as if the transaction is being processed by the manufacturer or dealer while Digital River SSS is handling the whole transaction 'behind the scenes'." [sic] *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19970412100754/http://www.digitalriver.com/; [DR000001-2]. "Digital River will develop and manage an online store for IMSI for the purpose of offering MasterClips products for sale on the www.masterclips.com web site. These products will include: up to 300,000 MasterClips images and clipart, 40,000 images under license from Corel and assorted applications from the IMSI selection of software. This store will be designed to mirror the look and feel of www.masterclips.com and will contain a complete commerce system for online product delivery." *IMSI/Digital River Online Store for Masterclips Products Software Superstore linked to www.masterclips.com,* dated December 16, 1997; [DR000063-64]. "[W]e provide an electronic commerce solution for your website. We emulate the look and feel of your site so an end-user can come in and pay for product via a secure credit card solution and download the product directly." *Letter from Digital River to Kathy Haynes of Traveling Software,* dated September 11, 1997; [DR000065]. "**Consistent Look and Feel between Store and Home Site** Customers will have the ability to click a 'buy button' from any number of places within www.ea.com and will be linked to a complete store, or a specific product detail page. All of the Commerce pages will carry the branding, look and feel of www.ea.com.

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		This consistent look and feel is essential to a smooth customer experience, and will promote high conversion ratios. For every product page within www.ea.com, Digital River can provide EA with specific URL's for direct product links. This will allow users to shop direction on www.ea.com, and have the ability to purchase product at any time. The page presented will have a single produce listed, and will be linked directly to the shopping basket. For an example of such a product page, please refer to Figure 2 [sic]. In addition, Digital River will develop an online store featuring all of EA's products. Like the current EA Store, users can search by product category, key words, or platform. Product specials or new products can be featured on the front page of this store to provide for greater attention. For an example of how the EA Store might look, please refer to Figure 2." *Digital River Proposal Summary,* April 29, 1998; [DR000066-72] (emphasis original). "Using its CNS platform, the Company creates Web stores for its clients that replicate the look and feel of such client's own Web sites. End-users browse for products and make purchases online, and, once purchases are made, the Company delivers the products directly to the end-users, primarily through ESD." BancAmerica, *Digital River, Inc., Initiating Coverage of Emerging Software E-Business Franchise,* September 8, 1998; [DR000073-79]. As explained above, the specific elements contained on the e-commerce supported web pages corresponding to the captured "look and feel deseription" of the host (client) website vary based upon the look and feel of the host website. Such elements utilized in the Digital River SSS process include: top banners utilizing host logos and/or names, and hypertext links to host webpages; left side navigation buttons; footers utilizing host logos and/or names, hypertext links to host webpages, and copyright notices; color schemes consistent with those utilized in host websites, including background, font, and graphics color schemes; and page layout consistent with host website. Examples of the use of such elements include: *Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstmcted inserting referenced .gif files; [DR000028-31], [DR000032]; *see also Facsimile from Andrea Rizzo of Bitstream, Inc.*, dated January 24, 1997; [DR000080-86] (forwarding copies of individual Digital River maintained pages for Bitstream online ordering system);

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		Seattle Support Group, http://www.digitalriver.com/digitalriver/Welcome.qry?type=I+id=1001; and http://www.digitalriver.com/digitalriver/insertitem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996);
		
		1st Software, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88];
		
		Ronn Scott, Inc. Software Store,
		http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10295; [DR000089];
		
		Arrow Publishing Software Store,
		https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000090];
		
		DTP Direct Software Store, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000091];
		
		Integratech Software Software Store,
		https://www.digitalriver.com/v2...c_Main.Entry9?SP=10039&PN=1&s1=; [DR000092];
		
		Innovation Multimedia Software Store,
		https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000093];
		
		2ask Software Store,
		http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094];
		
		North Beach Labs Software Store,
		http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&CID=0&SID=66; [DR000095];
		
		Welcome to Blue Byte Software, Inc. Ordering System,
		http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/Blubyte/welcome.qry; [DR000096-97];
		
		Auto F/X Corporation Software Store,

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		http://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=29; [DR000098-100];
		SFS Software Software Store, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR000101];
		Sapient Software Software Store, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR000102-103];
		Buycomp.com, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111];
		DTP Direct, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&level=; [DR000112];
		Lucia Font Family, http://www3.digitalriver.com/cgi-bin/Tango3.cgi/digitalriver/yandy/setdetail.qry?set=Lucid2; [DR000113-115;
		Digital River Proposal Summary, April 29, 1998, Figures 1, 2; [DR000066-72];
		MICROPROSE; [DR001002-1003];
		http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247];
		Adaptec, Inc., http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313];
		Sapient Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR011752-11753];
		SFS Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR011948];
		Ositis Software; https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171];
		Net Nanny; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399];

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		Nesbitt Software Corporation, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR012486-12487];
		Sunbow International, Inc.; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586];
		Tympani Development, http://www4.digitalriver.com/digitalriver/tympani/basket2.htm; [DR013400-13401; DR013404-13410];
		Valley of Fire Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR013718-13720];
		Virtus Corporation, http://www4.digitalriver/cgi-bin/Tango.cgi/digitalriver/virtus/welcome.qry; [DR013998-14003; DR014005-14007];
		Jan's Journeys, http://www3.digitalriver/cgi-bin/Tango.cgi/esd/Webering/insertitem.qry?_UserReference=; [DR014211];
		Wheeler Arts, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0; [DR014452-14453];
		Whirlwind Technologies, http://www3.digitalriver.com/cgi-b...digitalriver/whirlwind/welcome.qry; [DR014553-14555];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR014746-14747];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415];
		Encore Multimedia, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956];

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		Extensis PhotoTools, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305];
		Peach Systems, http://www/digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&v1=114/9; [DR016499];
		Peak Technology Ltd., http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-16552];
		PIM Sarl, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755];
		PY Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=20061; [DR017056];
		RBC, Inc.; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278];
		JP Software, Inc., http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/jpsoft/welcome.qry; [DR018176];
		Sonera Technologies, http://www3.digitalriver.com/cgi-bin/Tango6.cgi/esd/sonera/welcome.qry; [DR018642];
		DisplayMate for Windows, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643];
		Southern Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092; [DR018660];
		Spectrum Unlimited,

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		http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032];
		Cat Computer Services (P) Ltd., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR019161];
		Cloud Dragon Designs, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348];
		Cloud Dragon Designs, http://www3.digitalriver.com/cgi-bin/Ta...ence=EECF0FF7BC4E7715&function=continue; [DR019354-19357];
		QRSMusic, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394];
		QRSMusic, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-20398];
		PHD Computer Consultants Ltd., https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584];
		ParaMind, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020638];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696];
		Fixed It! Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730];
		Forward Design, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807];
		Global Majic Software, Inc., http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/gms/welcome.qry; [DR020915-20916];
		Global Majic Software, Inc.,

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		https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931] *Global Majic Software, Inc.*, http://www.digitalriver.com/v20...IN.Entry?SID=129&SP=10007&CID=0; [DR020932-20933]; *IDM Computer Services*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425]; *Incline Software, LC*, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508]; *Innovation Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688]; *Intelligent Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021824]; *InterDimensions Corp.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021884]; *IrwinWare*, http://www.digitali.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=546&PID=24147; [DR021996]; *Olympus America, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116]; *Omnibus Typografi*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=405&SP=10007&CID=0; [DR022212]; *Open Window Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022232];

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		FileStream.com, Inc., http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18660; [DR022291]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18267; [DR022295-22296]; *Parthenon Development Corp.*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *KH Software Development*, http://www.digitalriver.com/dr/v2/...10007&PN=5&CID=0&SID=912&PID=20301; [DR022595]; *KnoWare, Inc.*, wysiwyg://178/https://www.digitalr...r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645]; *KnoWare, Inc.*, http://www3.digitalriver.com/cgi-b...c/itemdetail.qry?prod=KWI-60001-D1; [DR022671-22672]; *Lateral Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022714]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733]; *Live Picture*, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055]; *Live Picture*, http://www3.digitalriver.com/di..._UserReference=D39AF4981060E05E; [DR023056-23057];

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		http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058];
		
		http://www3.digitalriver.com/di...E05E&function=form&order=113646; [DR023059];
		
		WinSite, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095];
		
		DTP Direct, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202];
		
		M.Casco Associates, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236];
		
		Mach5 Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264];
		
		MacPEAK, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=37&PID=9749; [DR023328];
		
		Magic Software, http://www.digitalrive...ver/magic3/welcome.qry; [DR023359];
		
		Markus Friberg Data, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023404];
		
		Matchup Sports, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442];
		
		Medea International Limited, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746];
		
		KittyHawk Software, Inc., http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884];
		
		Mercury Interactive Corp., https://www.digitalriver.com/v2.../ec_Main.Entry11?SP=10039&PN=1; [DR023887-23888];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Morpheus Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024342]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360]; *M & R Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369]; *MSI Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024389]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532]; *NetFormation, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024601]; *NetResults Corporation*, https://www.digitalriver.com/v2.../ec_MAIN.Entry11?SP=10039&PN=1; [DR024649]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *New Perspective Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693]; *New Vision Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736]; *NiceTime Entertainment*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024844];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Nordic Software, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880]; *3DP Object Technology, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025125]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/ajent/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; *Apple Mountain Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tan...ion=insert&item=ARC-60012-A1&version=DC; [DR025814]; *ARCaine Technology*, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/arcaine/welcome.q; [DR025821-25823]; *Artbeats Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=11495; [DR025922]; *Atlanta Computer Resources*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025990]; *Up To Par*, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-60001-A1; [DR026068]; *Author Direct Shareware*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026163];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Best Effort Software, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=81&PID=17937; [DR026303]; *Best Effort Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323]; *BuenSoft Co.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516]; *1st Stop*, http://www.1stopsoft.com/how2buy.htm; [DR001141-1143]; *ScheduleMaker*, http://webarchive.org/web/20000303191644/www.craigsystems.com/; [DR026692]; [DR026693]; and [DR026694]. [DR026771-DR033425] (source code stored on DR database for constructing e-commerce supported page).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *Seattle Support Group*, http://www.digitalriver.com/digitalriver/Welcome.qry?type=1+id=1001; and http://www.digitalriver.com/digitalriver/insertitem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996); *1st Software*, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *DTP Direct Software Store*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR000091]; *Integratech Software Software Store*, https://www.digitalriver.com/v2...c_Main.Entry9?SP=10039&PN=1&s1=; [DR000092]; *Innovation Multimedia Software Store*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000093]; *2ask Software Store*, http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094]; *North Beach Labs Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&CID=0&SID=66; [DR000095]; *Welcome to Blue Byte Software, Inc. Ordering System*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/Bluebyte/welcome.qry; [DR000096-97]; *Auto F/X Corporation Software Store*, http://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=29; [DR000098-100]; *SFS Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR000101]; *Sapient Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR000102-103]; *Buycomp.com*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&level=; [DR000112]; *Lucia Font Family*, http://www3digitalriver.com/cgi-bin/Tango3.cgi/digitalriver/yandy/setdetail.qry?set=Lucid2; [DR000113-115];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		"In addition, Digital River will develop an online store featuring all of EA's products. Like the current EA Store, users can search by product category, key words, or platform. Product specials or new products can be featured on the front page of this store to provide for greater attention. For an example of how the EA Store might look, please refer to Figure 2." *Digital River Proposal Summary,* April 29, 1998, Figure 2; 8 [DR000066-72]; *MICROPROSE*; [DR001002-1003]; http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247]; *Adaptec, Inc.* http://wwwdigitalriver.com/dr/v2/ec_main.entry ?sid=6734&sp=10007/&cid=0; [DR002313]; *Ositis Software*; https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171]; *Net Nanny*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399]; *Sunbow International, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586]; *Virtus Corporation*, http://www4.digitalriver/cgi-bin/Tango.cgi/digitalriver/virtus/welcome.qry; [DR013998-14003; DR014005-14007]; *Wheeler Arts*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0; [DR014452-14453]; *Whirlwind Technologies*, http://www3.digitalriver.com/cgi-b...digitalriver/whirlwind/welcome.qry; [DR014553-14555]; *Wilson Learning Corporation*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Encore Multimedia, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956]; *Extensis PhotoTools*, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305]; *Peak Technology Ltd.*, http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-16552]; *PIM Sarl*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755]; *RBC, Inc.*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278]; *JP Software, Inc.*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/jpsoft/welcome.qry; [DR018176]; *Sonera Technologies*, http://www3.digitalriver.com/cgi-bin/Tango6.cgi/esd/sonera/welcome.qry; [DR018642]; *DisplayMate for Windows*, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643]; *Southern Software, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092;; [DR018660]; *Spectrum Unlimited*, http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Cloud Dragon Designs, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348]; *Cloud Dragon Designs*, http://www3.digitalriver.com/cgi-bin/Ta...ence=EECF0FF7BC4E7715&function=continue; [DR019354-19357]; *QRSMusic*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394]; *QRSMusic*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-20398]; *PHD Computer Consultants Ltd.*, https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584]; *ParaMind*, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020638]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696]; *Fixed It! Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730]; *Forward Design*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807]; *Global Majic Software, Inc.*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/gms/welcome.qry; [DR020915-20916]; *Global Majic Software, Inc.*, https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931]; *Global Majic Software, Inc.*, http://www.digitalriver.com/v20...IN.Entry?SID=129&SP=10007&CID=0; [DR020932-20933];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		IDM Computer Services, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425]; *Incline Software, LC*, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508]; *Innovation Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688]; *InterDimensions Corp.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021884]; *Olympus America, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116]; *Omnibus Typografi*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=405&SP=10007&CID=0; [DR022212]; *Open Window Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022232]; *Parthenon Development Corp.*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *KnoWare, Inc.*, wysiwyg://178/https://www.digitalr...r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR022732-22733]; *Live Picture*, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055]; *Live Picture*, http://www3.digitalriver.com/di..._UserReference=D39AE4981060E05E; [DR023056-23057]; http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058]; *WinSite*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095]; *DTP Direct*, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202]; *M.Casco Associates*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236]; *Mach5 Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264]; *Magic Software*, http://www.digitalrive...ver/magic3/welcome.qry; [DR023359]; *Matchup Sports*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442]; *Medea International Limited*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746]; *KittyHawk Software, Inc.*, http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884]; *M & R Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Mythic Images, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *New Perspective Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693]; *New Vision Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736]; *NiceTime Entertainment*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024844]; *Nordic Software*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/aient/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; *Apple Mountain Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tan...ion=insert&item=ARC-60012-A1&version=DC; [DR025814]; *ARCaine Technology*, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/arcaine/welcome.q; [DR025821-25823];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Up To Par, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00001-A1; [DR026068]; *Author Direct Shareware*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026163]; *Best Effort Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323]; *BuenSoft Co.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516]; [DR026692]; [DR026693]; and [DR026694].
4	The process of claim 1, wherein the selected commerce object is a selected product.	*Arrow Publishing Software Store*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000090]; *Ronn Scott, Inc. Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10295; [DR000089]; "For every product page within www.ea.com, Digital River can provide EA with specific URL's for direct product links. This will allow users to shop direction on www.ea.com, and have the ability to purchase product at any time. The page presented will have a single produce listed, and will be linked directly to the shopping basket. For an example of such a product page, please refer to Figure 2 [sic]." *Digital River Proposal Summary,* April 29, 1998, Figure 1; [DR000066-72]; http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247]; *Sapient Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR011752-11753]; *SFS Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR011948]; *Nesbitt Software Corporation*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR012486-12487]; *Sunbow International, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586]; *Tympani Development*, http://www4.digitalriver.com/digitalriver/tympani/basket2.htm; [DR013400-13401; DR013404-13410]; *Valley of Fire Software*, http://www.digital.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=209&PID=20706; [DR013718-13720]; *Virtus Corporation*, http://www4.digitalriver/cgi-bin/Tan...erence=AEBB6B0E48DD82F1&prod=VT-60001-A; [DR013998-14003; DR014005-14007]; *Jan's Journeys*, http://www3.digitalriver/cgi-bin/Tango.cgi/esd/Webering/insertitem.qry?_UserReference=_; [DR014211]; *Wilson Learning Corporation*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR014746-14747]; *Extensis PhotoTools*, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305]; *Peach Systems*, http://www/digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&v1=114/9; [DR016499]; *PY Software, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=20061; [DR017056];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		DisplayMate for Windows, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643]; *Southern Software, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092; [DR018660]; *Cat Computer Services (P) Ltd.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR019161]; *Intelligent Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021824]; *IrwinWare*, http://www.digitalri.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=546&PID=24147; [DR021996]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18660; [DR022291]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18267; [DR022295-22296]; *KH Software Development*, http://www.digitalriver.com/dr/v2/...10007&PN=5&CID=0&SID=912&PID=20301; [DR022595]; *KnoWare, Inc.*, http://www3.digitalriver.com/cgi-b...c/itemdetail.qry?prod=KWI-60001-D1; [DR022671-22672]; *Lateral Technologies*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022714];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		LatticeWork Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733];
		Live Picture, http://www3.digitalriver.com/di..._UserReference=D39AE4981060E05E; [DR023056-23057];
		MacPEAK, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=37&PID=9749; [DR023328];
		Markus Friberg Data, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023404];
		KittyHawk Software, Inc., http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884];
		Mercury Interactive Corp., https://www.digitalriver.com/v2...1/ec_Main.Entry11?SP=10039&PN=1; [DR023887-23888];
		Morpheus Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024342];
		DTP Direct, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360];
		MSI Software, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024389];
		NetFormation, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024601];
		NetResults Corporation, https://www.digitalriver.com/v2...1/ec_MAIN.Entry11?SP=10039&PN=1;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR024649]; *3DP Object Technology, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025125]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/ajent/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Artbeats Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=11495; [DR025922]; *Atlanta Computer Resources*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025990]; *Up To Par*, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00001-A1; [DR026068]; *Best Effort Software*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=81&PID=17937; [DR026303]; and *ScheduleMaker*, http://webarchive.org/web/19991204234737/www.digitalriver.com/dr/v2/ec_main.entry17...;
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files, [DR000028-31], [DR000032]; *Seattle Support Group*, http://www.digitalriver.com/digitalriver/Welcome.qry?type=I+id=1001; and http://www.digitalriver.com/digitalriver/insertItem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996); *1st Software*, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		DTP Direct Software Store, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000091]; *Integratech Software Software Store*, https://www.digitalriver.com/v2...c_Main.Entry9?SP=10039&PN=1&s1=; [DR000092]; *Innovation Multimedia Software Store*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000093]; *2ask Software Store*, http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094]; *North Beach Labs Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&CID=0&SID=66; [DR000095]; *Welcome to Blue Byte Software, Inc. Ordering System*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/Bluebyte/welcome.qry; [DR000096-97]; *Auto F/X Corporation Software Store*, http://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=29; [DR000098-100]; *SFS Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR000101]; *Sapient Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR000102-103]; *Buycomp.com*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&level=; [DR000112]; *Lucia Font Family*, http://www3.digitalriver.com/cgi-

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		bin/Tango3.cgi/digitalriver/vandy/setdetail.qry?set=Lucid2; [DR000113-115]; "In addition, Digital River will develop an online store featuring all of EA's products. Like the current EA Store, users can search by product category, key words, or platform. Product specials or new products can be featured on the front page of this store to provide for greater attention. For an example of how the EA Store might look, please refer to Figure 2." *Digital River Proposal Summary*, April 29, 1998, Figure 2; [DR000066-72]; *MICROPROSE*; [DR001002-1003]; http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247]; *Adaptec, Inc.* http://wwwdigitalriver.com/dr/v2/ec_main.entry ?sid=6734&sp=10007/&cid=0; [DR002313]; *Ositis Software*; https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171]; *Net Nanny*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399]; *Sunbow International, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586]; *Virtus Corporation*, http://www4.digitalriver/cgi-bin/Tango.cgi/digitalriver/virtus/welcome.qry; [DR013998-14003; DR014005-14007]; *Wheeler Arts*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0; [DR014452-14453]; *Whirlwind Technologies*, http://www3.digitalriver.com/cgi-b...digitalriver/whirlwind/welcome.qry; [DR014553-14555]; *Wilson Learning Corporation*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415]; *Encore Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956]; *Extensis PhotoTools*, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305]; *Peak Technology Ltd.*, http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-16552]; *PIM Sarl*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755]; *RBC, Inc.*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278]; *JP Software, Inc.*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/jpsoft/welcome.qry; [DR018176]; *Sonera Technologies*, http://www3.digitalriver.com/cgi-bin/Tango6.cgi/esd/sonera/welcome.qry; [DR018642]; *DisplayMate for Windows*, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643]; *Southern Software, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092;; [DR018660]; *Spectrum Unlimited*, http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Cloud Dragon Designs, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348]; *Cloud Dragon Designs*, http://www3.digitalriver.com/cgi-bin/Ta...ence=EECF0FF7BC4E7715&function=continue; [DR019354-19357]; *QRSMusic*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394]; *QRSMusic*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-20398]; *PHD Computer Consultants Ltd.*, https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584]; *ParaMind*, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020638]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696]; *Fixed It! Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730]; *Forward Design*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807]; *Global Majic Software, Inc.*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/gms/welcome.qry; [DR020915-20916]; *Global Majic Software, Inc.*, https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931]; *Global Majic Software, Inc.*, http://www.digitalriver.com/v20...IN.Entry?SID=129&SP=10007&CID=0; [DR020932-20933];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		IDM Computer Services, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425]; *Incline Software, LC*, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508]; *Innovation Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688]; *InterDimensions Corp.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021884]; *Olympus America, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116]; *Omnibus Typografi*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=405&SP=10007&CID=0; [DR022212]; *Open Window Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022232]; *Parthenon Development Corp.*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *KnoWare, Inc.*, wysiwyg://178/https://www.digitalr...r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR022732-22733]; *Live Picture*, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055]; *Live Picture*, http://www3.digitalriver.com/di..._UserReference=D39AE4981060E05E; [DR023056-23057]; http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058]; *WinSite*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095]; *DTP Direct*, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202]; *M.Casco Associates*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236]; *Mach5 Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264]; *Magic Software*, http://www.digitalrive...ver/magic3/welcome.qry; [DR023359]; *Matchup Sports*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442]; *Medea International Limited*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746]; *KittyHawk Software, Inc.*, http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884]; *M & R Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Mythic Images, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *New Perspective Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693]; *New Vision Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736]; *NiceTime Entertainment*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024844]; *Nordic Software*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/aient/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; *Apple Mountain Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tan...ion=insert&item=ARC-60012-A1&version=DC; [DR025814]; *ARCaine Technology*, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/arcaine/welcome.g; [DR025821-25823];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Up To Par, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00001-A1; [DR026068]; *Author Direct Shareware*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026163]; *Best Effort Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323]; *BuenSoft Co.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516]; [DR026692]; [DR026693]; and [DR026694].
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication	*See also* 1(c)-1(d), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
	with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web	*See* 13(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
	page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*1st Software*, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?id=1020&level=; [DR000112]; *Digital River Proposal Summary*, April 29, 1998, Figures 1, 2; [DR000066-72]; *Adaptec, Inc.*, http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313]; *Nesbitt Software Corporation*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR012486-12487]; *Extensis PhotoTools*, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototoo's; [DR016261-16268; DR016300-16305]; *PHD Computer Consultants Ltd.*, https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584]; *Global Majic Software, Inc.*, https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931 *Incline Software, LC*,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		.../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18660; [DR022291]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18267; [DR022295-22296]; *ScheduleMaker*, http://webarchive.org/web/20000303191644/www.craigsystems.com/; [DR026692]; [DR026693]; and [DR026694].
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*1st Software*, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *2ask Software Store*, http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094]; *Buycomp.com*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&level=; [DR000112];

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		Adaptec, Inc., http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313];
		
		Tympani Development, http://www4.digitalriver.com/digitalriver/tympani/basket2.htm; [DR013400-13401; DR013404-13410];
		
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415];
		
		Extensis PhotoTools, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305];
		
		PIM Sarl, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755];
		
		DisplayMate for Windows, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643];
		
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696];
		
		DTP Direct, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396];
		
		Live Picture, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055];
		
		Live Picture, http://www3.digitalriver.com/di... UserReference=D39AE4981060E05E; [DR023056-23057];
		
		http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058];
		
		http://www3.digitalriver.com/di...E05E&function=form&order=113646; [DR023059];
		
		WinSite, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Medea International Limited, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; *1st Stop*, http://www.1stopsoft.com/how2buy.htm; [DR001141-1143]; *ScheduleMaker*, http://webarchive.org/web/20000303191644/www.craigsystems.com/; [DR026692]; [DR026693]; and [DR026694].
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *see also Facsimile from Andrea Rizzo of Bitstream, Inc.*, dated January 24, 1997; [DR000080-86] (forwarding copies of individual Digital River maintained pages for Bitstream online ordering system); *Seattle Support Group*, http://www.digitalriver.com/digitalriver/Welcome.qry?type=I+id=1001; and http://www.digitalriver.com/digitalriver/insertItem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996);

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		1st Software, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *DTP Direct Software Store*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000091]; *2ask Software Store*, http://www3.digitalriver.com/cgi-b...C95SCCE254093&function=search_prod; [DR000094]; *Buycomp.com*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&level=; [DR000112]; *MICROPROSE*; [DR001002-1003]; *Adaptec, Inc.*, http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313]; *Sapient Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR011752-11753]; *SFS Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR011948]; *Ositis Software*; https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171]; *Net Nanny*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399]; *Nesbitt Software Corporation*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR012486-12487]; *Sunbow International, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Valley of Fire Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR013718-13720];
		Wheeler Arts, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0; [DR014452-14453];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR014746-14747];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415];
		Encore Multimedia, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956];
		Extensis PhotoTools, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305];
		Peach Systems, http://www/digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&v1=114/9; [DR016499];
		Peak Technology Ltd., http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-16552];
		PIM Sarl, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755];
		PY Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=20061; [DR017056];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		RBC, Inc.; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278];
		Southern Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092; [DR018660];
		Spectrum Unlimited, http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032];
		Cat Computer Services (P) Ltd., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR019161];
		Cloud Dragon Designs, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348];
		QRSMusic, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394];
		QRSMusic, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-20398];
		ParaMind, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020638];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696];
		Fixed It! Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730];
		Forward Design, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807];
		Global Majic Software, Inc., https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931];
		Global Majic Software, Inc., http://www.digitalriver.com/v20...IN.Entry?SID=129&SP=10007&CID=0; [DR020932-20933];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		IDM Computer Services, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425];
		Incline Software, LC, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508];
		Innovation Multimedia, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688];
		Intelligent Technologies, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021824];
		InterDimensions Corp., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021884];
		Olympus America, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116];
		FileStream.com, Inc., http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18666; [DR022291];
		FileStream.com, Inc., http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18267; [DR022295-22296];
		Parthenon Development Corp., https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379];
		DTP Direct, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		KH Software Development, http://www.digitalriver.com/dr/v2/...10007&PN=5&CID=0&SID=912&PID=20301; [DR022595];
		KnoWare, Inc., wysiwyg://178/https://www.digitalr...r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645];
		Lateral Technologies, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022714];
		LatticeWork Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733];
		Live Picture, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055];
		Live Picture, http://www3.digitalriver.com/di..._UserReference=D39AE4981060E05E; [DR023056-23057];
		http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058];
		http://www3.digitalriver.com/di...E05E&function=form&order=113646; [DR023059];
		WinSite, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095];
		DTP Direct, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202];
		M.Casco Associates, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236];
		Mach5 Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264];
		Markus Friberg Data, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023404];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Matchup Sports, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442];
		Medea International Limited, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746];
		Mercury Interactive Corp., https://www.digitalriver.com/v2...1/ec_Main.Entry11?SP=10039&PN=1; [DR023887-23888];
		Morpheus Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024342];
		DTP Direct, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360];
		M & R Technologies, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369];
		MSI Software, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024389];
		DTP Direct, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415];
		Mythic Images, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512];
		Mythic Images, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532];
		NetFormation, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024601];
		NetResults Corporation, https://www.digitalriver.com/v2...1/ec_MAIN.Entry11?SP=10039&PN=1; [DR024649];
		DTP Direct, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		New Perspective Software, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693];
		New Vision Technologies, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736];
		NiceTime Entertainment, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024844];
		Nordic Software, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880];
		3DP Object Technology, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025125];
		DTP Direct, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142];
		A. J. Enterprises, http://www.digitalriver.com/digitalriver/aient/itemdetail.qry?prod=AJ-001; [DR025445-25446];
		Cyber 411, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637];
		Apple Mountain Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786];
		ARCaine Technology, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816];
		Artbeats Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=11495; [DR025922];
		Atlanta Computer Resources, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025990];
		Author Direct Shareware, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR026163];
		Best Effort Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323];
		BuenSoft Co., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516];
		1st Stop, http://www.1stopsoft.com/how2buy.htm; [DR001141-1143];
		ScheduleMaker, http://webarchive.org/web/20000303191644/www.craigsystems.com/;
		[DR026692];
		[DR026693]; and
		[DR026694].
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at least some of the web pages of the first website, each of which links	*Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *see also Facsimile from Andrea Rizzo of Bitstream, Inc.*, dated January 24, 1997; [DR000080-86] (forwarding copies of individual Digital River maintained pages for Bitstream online ordering system); *Seattle Support Group*, http://www.digitalriver.com/digitalriver/Welcome.qry?type=1+id=1001; and http://www.digitalriver.com/digitalriver/insertitem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996); *1st Software*, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *Ronn Scott, Inc. Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10295; [DR000089]; *Arrow Publishing Software Store*,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
	link to specific web pages of the first website.	https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000090]; *DTP Direct Software Store*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000091]; *Integratech Software Software Store*, https://www.digitalriver.com/v2...c_Main.Entry9?SP=10039&PN=1&s1=; [DR000092]; *Innovation Multimedia Software Store*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000093]; *2ask Software Store*, http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094]; *North Beach Labs Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&CID=0&SID=66; [DR000095]; *Welcome to Blue Byte Software, Inc. Ordering System*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/Blubyte/welcome.qry; [DR000096-97]; *Auto F/X Corporation Software Store*, http://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=29; [DR000098-100]; *SFS Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR000101]; *Sapient Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR000102-103]; *Buycomp.com*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?id=1020&level=; [DR000112];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Lucia Font Family, http://www3.digitalriver.com/cgi-bin/Tango3.cgi/digitalriver/yandy/setdetail.qry?set=Lucid2; [DR000113-115];
		Digital River Proposal Summary, April 29, 1998, Figures 1, 2; [DR000066-72];
		MICROPROSE; [DR001002-1003];
		Adaptec, Inc., http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313];
		Sapient Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR011752-11753];
		SFS Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR011948];
		Ositis Software, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171];
		Net Nanny; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399];
		Nesbitt Software Corporation, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR012486-12487];
		Sunbow International, Inc.; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586];
		Tympani Development, http://www4.digitalriver.com/digitalriver/tympani/basket2.htm; [DR013400-13401; DR013404-13410];
		Valley of Fire Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR013718-13720];
		Virtus Corporation, http://www4.digitalriver/cgi-bin/Tango.cgi/digitalriver/virtus/welcome.qry; [DR013998-14003; DR014005-14007];
		Jan's Journeys,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		http://www3.digitalriver/cgi-bin/Tango.cgi/esd/Webering/insertitem.qry?_UserReference=; [DR014211];
		Wheeler Arts, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0; [DR014452-14453];
		Whirlwind Technologies, http://www3.digitalriver.com/cgi-b...digitalriver/whirlwind/welcome.qry; [DR014553-14555];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR014746-14747];
		Wilson Learning Corporation, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415];
		Encore Multimedia, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956];
		Extensis PhotoTools, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototoo/s; [DR016261-16268; DR016300-16305];
		Peach Systems, http://www/digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&v1=114/9; [DR016499];
		Peak Technology Ltd., http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-16552];
		PIM Sarl, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755];
		PY Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=20961;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR017056];
		RBC, Inc., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278];
		JP Software, Inc., http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/jpsoft/welcome.qry; [DR018176];
		Sonera Technologies, http://www3.digitalriver.com/cgi-bin/Tango6.cgi/esd/sonera/welcome.qry; [DR018642];
		DisplayMate for Windows, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643];
		Southern Software, Inc., http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092; [DR018660];
		Spectrum Unlimited, http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032];
		Cat Computer Services (P) Ltd., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR019161];
		Cloud Dragon Designs, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348];
		Cloud Dragon Designs, http://www3.digitalriver.com/cgi-bin/Ta...ence=EECF0FF7BC4E7715&function=continue; [DR019354-19357];
		QRSMusic, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394];
		QRSMusic, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-20398];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		PHD Computer Consultants Ltd., https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584];
		ParaMind, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020638];
		Cyber 411, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696];
		Fixed It! Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730];
		Forward Design, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807];
		Global Majic Software, Inc., http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/gms/welcome.qry; [DR020915-20916];
		Global Majic Software, Inc., https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931];
		IDM Computer Services, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425];
		Incline Software, LC, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508];
		Innovation Multimedia, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688];
		Intelligent Technologies, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021824];
		InterDimensions Corp., https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR021884]; *IrwinWare*, http://www.digitalri.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=546&PID=24147; [DR021996]; *Olympus America, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116]; *Omnibus Typografi*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=405&SP=10007&CID=0; [DR022212]; *Open Window Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022232]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18660; [DR022291]; *FileStream.com, Inc.*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=124&PID=18267; [DR022295-22296]; *Parthenon Development Corp.*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *KH Software Development*, http://www.digitalriver.com/dr/v2/...10007&PN=5&CID=0&SID=912&PID=20301; [DR022595]; *KnoWare, Inc.*, wysiwyg://178/https://www.digitalr...r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645]; *KnoWare, Inc.*, http://www3.digitalriver.com/cgi-b...c/itemdetail.qry?prod=KWI-60001-D1; [DR022671-

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System

		22672];
		
		Lateral Technologies, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022714];
		
		LatticeWork Software, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733];
		
		Live Picture, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055];
		
		Live Picture, http://www3.digitalriver.com/di..._UserReference=D39AE4981060E05E; [DR023056-23057];
		
		http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058];
		
		http://www3.digitalriver.com/di...E05E&function=form&order=113646; [DR023059];
		
		WinSite, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095];
		
		DTP Direct, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202];
		
		M.Casco Associates, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236];
		
		Mach5 Software, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264];
		
		MacPEAK, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=37&PID=9749; [DR023328];
		
		Magic Software, http://www.digitalrive...ver/magic3/welcome.qry; [DR023359];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Markus Friberg Data, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023404]; *Matchup Sports*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442]; *Medea International Limited*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746]; *KittyHawk Software, Inc.*, http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884]; *Mercury Interactive Corp.*, https://www.digitalriver.com/v2...1/ec_Main.Entry11?SP=10039&PN=1; [DR023887-23888]; *Morpheus Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024342]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360]; *M & R Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369]; *MSI Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024389]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532]; *NetFormation, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024601]; *NetResults Corporation*, https://www.digitalriver.com/v2...1/ec_MAIN.Entry11?SP=10039&PN=1; [DR024649];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		DTP Direct, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *New Perspective Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693]; *New Vision Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736]; *NiceTime Entertainment*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024844]; *Nordic Software*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880]; *3DP Object Technology, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025125]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/ajent/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; *Apple Mountain Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tan...ion=insert&item=ARC-60012-A1&version=DC; [DR025814]; *ARCaine Technology*, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/arcaine/welcome.q;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR025821-25823]; *Artbeats Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=11495; [DR025922]; *Atlanta Computer Resources*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025990]; *Up To Par*, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00801-A1; [DR026068]; *Author Direct Shareware*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026163]; *Best Effort Software*, http://www.digitalriv.../ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=81&PID=17937; [DR026303]; *Best Effort Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323]; *BuenSoft Co.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516]; *1st Stop*, http://www.1stopsoft.com/how2buy.htm; [DR001141-1143]; *ScheduleMaker*, http://webarchive.org/web/20000303191644/www.craigsystems.com/; [DR026692]; [DR026693]; and [DR026694].
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	12. Implementation Phase 1 – Complete Linked ESD Software Store Company will develop a complete ESD software store with the look and feel of www.outpost.com. This store will operate on the Company servers and will be linked from www.outpost.com. Company will provide Electronically deliverable software products from over 1000 thousand [sic] publishers. This will be developed and implemented without any cost to Dealer Company will pay Dealer on a monthly basis, under the enclosed payment schedule. Phase 2 – In conjunction with the Phase 1 implementation, Company will identify products that are offered in both the ESD store and in Dealer's inventory. Once these products are identified, Digital Company [sic] will provide a specific url and item detail page which can be linked directly from the product information page within www.outpost.com. This will provide Dealer with an integrated solution for offering electronically deliverable products within it's [sic] entire software product mix. Phase 1 margins and costs also apply to Phase 2. Phase 3 – Within a reasonable timeframe, Company will also offer a completely integrated solution in it's [sic] Electronic Drop-Ship program. This will enable Dealer to completely integrate the Company products into the sales process at www.outpost.com. This would allow for ESD products to be mixed with Dealer physical shipments in the same shopping basket on www.outpost.com This option will require a development effort by Dealer, and can be launched at a later time." *Cyberian Outpost, Inc. Dealer Agreement effective March 30, 1998* at 3-4 [DR059440- DR059447]. We can help you from development to post-sale. As a Digital River client you receive end-to-end service to help your company grow. We provide assistance with software commerce site development. Digital River builds the screens to match your 'look and feel' and to create a transparent buying experience that enhances sales opportunities. Working with Digital River is easy, because you'll experience near immediate set-up. The development cycle to 'live' selling is often complete within a few

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		weeks. The seamless transaction process for your customers encourages additional sales. We deliver cross-sell and up-sell opportunities to manage your average sale size, profits, margins and return on investment. As a software publisher, the incremental revenue and efficiencies can quickly improve your bottom line. Or, as a Digital River online dealer, you can establish or enhance your own software store, directly from a link on your site. You can immediately expand your content, inventory and shelf space to offer the more than 110,000 software products currently available through Digital River. *Digital River Information Kit* at 10 [DR004328]. "Digital River is a rich resource for anyone who wants to get down to business on the Internet. When you call Digital River, you tap into a group of people totally focused on digital commerce. That's why we do it so well. Selling your products has our total attention – we have no higher priority." *Digital River – Secure Encrypted Software Distribution*, http://web.archive.org/web/19971221024519/.digitalriver.com/Page3.html; [DR000003-4]. "Digital River will leverage its years of direct marketing experience to ensure that Adobe receives and excellent sales response through the S3. . . . The S3 allows for the implementation of up-sell screens that can be programmed to aid in the increase of the average order size, reorder rate and number of units per order. Digital River is also interested in assisting adobe in direct marketing programs to Adobe clients promoting new Adobe product, upgrades or specials." *Internet Commerce Services Proposal for Adobe*, July 25, 1996; [DR000005-6]. "MathSoft's closing percentage of 2% is very much below industry average. A simpler, easier-to-use system should improve this number. . . . Digital River will manage MathSoft's online store and work with MathSoft's current staff to integrate purchasing options throughout the entire web site to enable customers to purchase products more easily." *Digital River Proposal To Mathsoft, Inc.*; [DR000023-25]. "Digital River is much more than an online commerce partner. We act much like an extension of your Marketing and Customer Service departments. In addition to providing you with a secure backend commerce solution, we provide you with services to maximize your sales and make your customer's

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		shopping experiences as pleasurable as possible. . . . Account Development Managers help you analyze the success of your store and will work with you on promotions, campaigns, bundles or other marketing activities to help you maximize your online sales. . . . An assigned Account Development Manager will work with MathSoft to improve the usability of the site and increase the closing percentage." *Digital River Proposal To Mathsoft, Inc.*; [DR000023-25]. [DR034615-16] (look and feel data associated with source page Digital Frontiers stored on DR server). [DR034606-07] (look and feel data associated with source page Bitstream stored on DR server). [DR026733-36] (checklist detailing capture procedure). [DR026732] (identifying text and image files for copying and storing on DR server). [DR026758-66] (stating "Marketing Materials will be obtained by DR from the Vendors website"). [DR026730-31] (asking client to upload look and feel data to help DR set up web pages).
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	"In addition, Digital River will develop an online store featuring all of EA's products. Like the current EA Store, users can search by product category, key words, or platform. Product specials or new products can be featured on the front page of this store to provide for greater attention. For an example of how the EA Store might look, please refer to Figure 2." *Digital River Proposal Summary*, April 29, 1998, Figure 2; [DR000066-72]; *Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *see also Facsimile from Andrea Rizzo of Bitstream, Inc.*, dated January 24, 1997; [DR000080-86] (forwarding copies of individual Digital River maintained pages for Bitstream online ordering system); *Seattle Support Group*, http://www.digitalriver.com/digitalriver/Welcome.qry?type=1+id=1001; and http://www.digitalriver.com/digitalriver/insertitem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996);

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		1st Software, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *Buycomp.com*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&.level=; [DR000112]; *Digital River Proposal Summary*, April 29, 1998, Figure 2; [DR000066-72]; *Adaptec, Inc.*, http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17c?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733]; *WinSite*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095]; *DTP Direct*, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202]; *Medea International Limited*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024360]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		DTP Direct, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; [DR026692]; [DR026693]; and [DR026694].
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*Welcome to Bitstream, Inc.*, http://web.archive.org/web/19961019044742/ww2.digitalriver.com/bit/index.html; and as reconstructed inserting referenced .gif files; [DR000028-31], [DR000032]; *see also Facsimile from Andrea Rizzo of Bitstream, Inc.*, dated January 24, 1997; [DR000080-86] (forwarding copies of individual Digital River maintained pages for Bitstream online ordering system); *Seattle Support Group*, http://www.digitalriver.com/digitalriver/Welcome.qry?type=1+id=1001; and http://www.digitalriver.com/digitalriver/insertitem.qry?function=insert&item=CDPLV1-TOTW; [DR000039-50] (Correspondence from Yasuo Noshiro, dated August 2, 1996); *1st Software*, http://www3.digitalriver.com/cgi-b...A1&_UserReference=88DE7EC7E9BB083A; [DR000087-88]; *Arrow Publishing Software Store*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000090]; *DTP Direct Software Store*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000091]; *Integratech Software Software Store*, https://www.digitalriver.com/v2...c_Main.Entry9?SP=10039&PN=1&s1=; [DR000092];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Innovation Multimedia Software Store, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR000093]; *2ask Software Store*, http://www3.digitalriver.com/cgi-b...C958CCE254093&function=search_prod; [DR000094]; *North Beach Labs Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&CID=0&SID=66; [DR000095]; *Welcome to Blue Byte Software, Inc. Ordering System*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/Blubyte/welcome.qry; [DR000096-97]; *Auto F/X Corporation Software Store*, http://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=29; [DR000098-100]; *SFS Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=10952; [DR000101]; *Sapient Software Software Store*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR000102-103]; *Buycomp.com*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?V1=10029&PN=1&xid=5452; [DR000104-111]; *DTP Direct*, http://www4.digitalriver.com/cgi-bin/Tango2.cgi/dealer/dtpdirect/home/qry?1d=1020&.level=; [DR000112]; *Lucia Font Family*, http://www3.digitalriver.com/cgi-bin/Tango3.cgi/digitalriver/yandv/setdetail.qry?set=Lucid2; [DR000113-115]; *Digital River Proposal Summary*, April 29, 1998, Figure 2; [DR000066-72]; *MICROPROSE*; [DR001002-1003];

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		http://www.digitalriver.com/dr/v2/...IN.Entry10?SP=10023&PN=1&V1=101760; [DR001247]; *Adaptec, Inc.*, http://wwwdigitalriver.com/dr/v2/ec_main.entry?sid=6734&sp=10007/&cid=0; [DR002313]; *Ositis Software*; https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR012171]; *Net Nanny*; https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR012399]; *Sunbow International, Inc.*; http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19980; [DR012586]; *Virtus Corporation*, http://www4.digitalriver/cgi-bin/Tango.cgi/digitalriver/virtus/welcome.qry; [DR013998-14003; DR014005-14007]; *Wheeler Arts*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=748&SP=10007&CID=0; [DR014452-14453]; *Whirlwind Technologies*, http://www3.digitalriver.com/cgi-b...digitalriver/whirlwind/welcome.qry; [DR014553-14555]; *Wilson Learning Corporation*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR014794]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR015415]; *Encore Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR015956]; *Extensis PhotoTools*, http://www3.digitalriver.com/cgi-b...8FAA5AEAB59B66B0&detail=phototools; [DR016261-16268; DR016300-16305]; *Peak Technology Ltd.*, http://www.digitalriver.com/v20/plsql/ec_Main.Entry?SP=10007&SID=15008&CID=0; [DR016550-

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		16552]; *PIM Sarl*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR016751; DR016754-16755]; *RBC, Inc.*; https://www.digitalriver.com/v2…c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR017278]; *JP Software, Inc.*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/jpsoft/welcome.qry; [DR018176]; *Sonera Technologies*, http://www3.digitalriver.com/cgi-bin/Tango6.cgi/esd/sonera/welcome.qry; [DR018642]; *DisplayMate for Windows*, http://www3.digitalriver.com/cgi-bin/Tang...erence=2BD41D0878A00990&prod=STD-60001-A1; [DR018643]; *Southern Software, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry10?PN=1&SP=10023&V1=19092; [DR018660]; *Spectrum Unlimited*, http://www.digitalriver.com/dr/v2/ec_Main.Entry?SP=10007&SID=399&CID=0&CUR=840; [DR019032]; *Cloud Dragon Designs*, http://www.digitalriver.com/v20...IN.Entry11?sp=10007&PN=1&xid=57; [DR019348]; *Cloud Dragon Designs*, http://www3.digitalriver.com/cgi-bin/Ta...ence=EECF0FF7BC4E7715&function=continue; [DR019354-19357]; *QRSMusic*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020394]; *QRSMusic*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/esd/QRSMusic/welcome.qry?; [DR020395-

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		20398]; *PHD Computer Consultants Ltd.*, https://www.digitalriver.com/dr/v2/ec_main.entry?sp=10007&cid=0&sid=237; [DR020584]; *ParaMind*, http://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=;DR020638]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...2AC16A60DCD29&function=search_prod; [DR020696]; *Fixed It! Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020730]; *Forward Design*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020807]; *Global Majic Software, Inc.*, http://www3.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/gms/welcome.qry; [DR020915-20916]; *Global Majic Software, Inc.*, https://www.digitalriver.com/v20/plsql/ec_MAIN.Entry9?SP=10039&PN=1&s1=; [DR020931]; *Global Majic Software, Inc.*, http://www.digitalriver.com/v20...IN.Entry?SID=129&SP=10007&CID=0; [DR020932-20933]; *IDM Computer Services*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021425]; *Incline Software, LC*, .../ec_MAIN.Entry?SP=10007&SID=30196&CID=0&CUR=840&DSP=0&PGRP=0&CACHE_ID; [DR021508]; *Innovation Multimedia*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR021688]; *InterDimensions Corp.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=;

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		[DR021884]; *Olympus America, Inc.*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SP=10007&SID=64&CID=0; [DR022112-22116]; *Omnibus Typografi*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry?SID=405&SP=10007&CID=0; [DR022212]; *Open Window Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR022232]; *Parthenon Development Corp.*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022379]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022396]; *KnoWare, Inc.*, wysiwyg://178/https://www.digitalr…r/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR022645]; *LatticeWork Software*, http://www.digitalriver.com/dr/v2/ec_MAIN.Entry17e?SP=10007&PN=5&CID=0&SID=255&PID=11972; [DR022732-22733]; *Live Picture*, http://www3.digitalriver.com/cg...alriver/livepicture/welcome.qry; [DR023055]; *Live Picture*, http://www3.digitalriver.com/di... UserReference=D39AE4981060E05E; [DR023056-23057]; http://www3.digitalriver.com/di...&item=LP!-5000-A1&Version=WIN95; [DR023058]; *WinSite*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023093; DR023095]; *DTP Direct*, http://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023202];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		M.Casco Associates, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023236]; *Mach5 Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023264]; *Magic Software*, http://www.digitalrive...ver/magic3/welcome.qry; [DR023359]; *Matchup Sports*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR023442]; *Medea International Limited*, http://www.digitalriver.com/dr/v2/ec_MAIN.Master; [DR023746]; *KittyHawk Software, Inc.*, http://www3.digitalriver.com/cgi-b...wk/itemdetail.qry?prod=KH-60002-A1; [DR023884]; *M & R Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024369]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024415]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024512]; *Mythic Images*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024532]; *DTP Direct*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024675]; *New Perspective Software, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024693]; *New Vision Technologies, Inc.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR024736]; *NiceTime Entertainment*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=;

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR024844]; *Nordic Software*, https://www.digitalriver.com/dr/v2/ec_MAIN.Entry11?SP=10039&PN=1; [DR024880]; *DTP Direct*, https://www.digitalriver.com/dr...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025142]; *A. J. Enterprises*, http://www.digitalriver.com/digitalriver/ejent/itemdetail.qry?prod=AJ-001; [DR025445-25446]; *Cyber 411*, http://www3.digitalriver.com/cgi-b...BA5E73D1BF84D&function=search_prod; [DR025637]; *Apple Mountain Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR025786]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tan...ion=insert&item=ARC-60012-A1&version=DC; [DR025814]; *ARCaine Technology*, http://inv1.digitalriver.com/cgi-bin/uncgi/arcaine.htm; [DR025816]; *ARCaine Technology*, http://www4.digitalriver.com/cgi-bin/Tango.cgi/digitalriver/arcaine/welcome.q; [DR025821-25823]; *Up To Par*, http://www3.digitalriver.com/cgi-b...s/itemdetail.qry?prod=AUT-00001-A1; [DR026068]; *Author Direct Shareware*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026163]; *Best Effort Software*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026323]; *BuenSoft Co.*, https://www.digitalriver.com/v2...c_MAIN.Entry9?SP=10039&PN=1&s1=; [DR026516]; [DR026692];

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		[DR026693]; and [DR026694].
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	Digital River contracts with its clients to include data concerning the commerce objects of said clients on Digital River maintained websites. *See, e.g.*, [DR000013-21] (*Electronic Software Distribution Agreement* between Digital River and Auto F/X Corp. dated July 18, 1996). *Cyberian Outpost, Inc. Dealer Agreement effective March 30, 1998* at 3-4 [DR059440- DR059447]. [DR006649-86].
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	"A key advantage to a partnership with Digital River is the high level of service offered by the company, including customization of Web presentation so that the SSS remains behind the scenes, rapid posting of new software and new versions, and of course timely reporting and payment on all software sales. Included in the reporting will be each customers [sic] name, address, phone number and user profile that will provide manufacturers and dealers with unprecedented marketing opportunities in the future." *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19970412100754/http://www.digitalriver.com/; [DR000001-2]. "We'll customize your Web presentation to make sure design continuity is maintained throughout the purchase, we'll post your new software and new versions as soon as they're available, and we'll deliver the reports and payments you need on a timely basis. (You get each customer's name, address, phone number, fax number, and email address, a profile that provide unprecedented marketing opportunities)." *Digital River – Secure Encrypted Software Distribution,* http://web.archive.org/web/19971221024519/.digitalriver.com/Page3.html; [DR000003-4] (emphasis original). "The key advantage to a partnership with Digital River, Inc. is the high level of service offered by the company, including customization of Web presentation so that the S3 remains behind the scenes, rapid posting of new versions, and of course timely reporting and payment on all software sales." *Internet Commerce Services Proposal for Adobe,* July 25, 1996; [DR000005-6].

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
		Electronic Software Distribution Agreement between Digital River and Auto F/X Corp. dated July 18, 1996; [DR000013-21] (detailing contractual obligations with respect to "Payment and Reports;" "End User Information;" and "Books and Records"). "Sales and customer information is accessed via the Digital River Reporting System, which is available to EA employees in their offices. Sales can be tracked on an immediate basis, and reports include: • Sales by product • Campaign tracking • Summary reports by site, product, source and customer • Banner click through • Source and tracking codes • Order detail." *Digital River Proposal Summary,* April 29, 1998; [DR000066-72].
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the	*See* 24, *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Digital River Secure Sales System
	plurality of products or services; and	
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions"[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,141,666 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
1	An e commerce outsourcing process comprising:	"Although the present invention can be used in many applications which can utilize customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, e.g., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "The automatic tracking of the participating or referring Internet sites is crucial to transparently customizing Web site pages to take advantage of brand name recognition and customer loyalty." Column 5, lines 42-45. *Also see* column 9, lines 5-51; FIGs. 11A-20.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	The '666 Patent teaches • a host website (e.g., http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B); and • second website (e.g., http://homearts.com/market/Main/...; FIG. 21B; and http://pathfinder.com/...; FIG. 11B). "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions" by William J. Tobin (filed Jan. 21, 1997, issued Oct. 31, 2000). *[DFNTt0000001-00000053]*

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The '666 Patent teaches • the host website (e.g., http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B); • a link (e.g., label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B); and • a page (e.g., http://homearts.com/market/Main/...; FIG. 21B; and http://pathfinder.com/...; FIG. 11B).

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		The link is correlated with a selected commerce object. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website shown in FIG. 21C includes the selected commerce object (e.g., an electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements. FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10." Column 9, lines 56-65; FIGs. 21A-C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	The '666 Patent teaches • the provided link (e.g., label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B); • the second website page (e.g., http://homearts.pcflowers.com/; FIG. 21C; and http://pathfinder.pcflowers.com/; FIG. 11C); and • a look and feel corresponding to the captured look and feel description of the host website (e.g., http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B). The visitor computer is served a web page with content based on the commerce object associated with the provided link. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website shown in FIG. 21C includes the selected commerce object (e.g., an electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,141,666 "Method and system for customizing marketing services on networks communicating with hypertext tagging conventions

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		site." Column 12, lines 47-51. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20. The owner of the first web page is the owner of a participating Web site (e.g., Homearts in FIGs. 21A and 21B or Pathfinder in FIG. 11A and 11B), the outsource provider is PC Flower & Gifts, and the selected merchant is the vendor providing the flowers or other products (e.g., FTD (label 301), Nature's Bloom, and Flowers Direct From Grower in FIGs. 3, 13, and 23; Hickory Farms (labels 405 and 406), Russ (label 407) in FIGs. 4, 14, and 24; FTD in FIGs. 5, 15, and 25; Nature's Bloom in FIGs. 9, 19A and 29A).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	The '666 Patent teaches • the served page (e.g., http://homearts.pcflowers.com/; FIG. 21C; and http://pathfinder.pcflowers.com/; FIG. 11C); • the host website (e.g., http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B); and • the second website (e.g., http://homearts.pcflowers.com/; FIG. 21C; and http://pathfinder.pcflowers.com/; FIG. 11C). "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		site." Column 12, lines 47-51. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
4	The process of claim 1, wherein the selected commerce object is a selected product.	"[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. FIG. 29A illustrates an item information page for royal velvet roses, which is part of the Home Arts Flowers & Gift shop. "Referring now to FIG. 9, there is shown a PC Flowers & Gifts Web site page 900, denoted as item information, accessible via a hypertext link 111 on the home page depicted in FIG. 1 or the hypertext link 305 on the Web site page depicted in FIG. 3. A client is afforded an opportunity to view the product, herein a dozen long stem roses, and ordering options 901, without a vase, and 902, with a crystal vase. Executing a jump under one of the hypertext links 901 or 902 leads the client to Web site page 1001, denoted as order form and shown in FIG. 10. The Web server tracks the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		particular product being ordered by the particular hypertext link 901 or 902 that the client jumps from onto the order form Web site page 1001." Column 8, lines 54-66. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand ...." Column 9, lines 63-67. *Also see* column 9, lines 5-51; FIGs. 11A-20.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	FIG. 24 illustrates a web page, customized with Home Arts' look and feel, where a visitor can search for products and services. The products and services are organized into product categories. "Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", accessible via a hypertext link 109 from the home page Web site 100 depicted in FIG. 1. The distinguishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 which provide jumps to Web site pages indicated, respectively, as "flowers", "plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line." Column 7, lines 55-63. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand ...." Column 9, lines 63-67. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. *Also see* column 9, lines 5-51; FIGs. 11A-20.
13	An e commerce outsourcing system comprising:	"Although the present invention can be used in many applications which can utilize customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, e.g., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "The automatic tracking of the participating or referring Internet sites is crucial to transparently customizing Web site pages to take advantage of brand name recognition and customer loyalty." Column 5, lines 42-45. *Also see* column 9, lines 5-51; FIGs. 11A-20.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	The '666 Patent teaches: • a host web page (e.g., http://homearts.com/market/Main/...; FIG. 21B; and http://pathfinder.com/...; FIG. 11B); and • a link (e.g., label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B). The link is correlated with a selected commerce object. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website shown in FIG. 21C includes the selected commerce object (e.g., an electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "The system presents HTML documents which contain hypertext links, presented as single links or image maps, e.g., grouped links, which are anchored to data that is dynamically retrieved by the database means in response to the particular class to which the client belongs to, e.g., based on the identity of the network site referring the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		client to the system's server. Such a dynamic retrieval of data facilitates dynamic configuration of content on all anchored HTML documents so as to meet specific requirements of a marketing participant." Column 3, lines 23-32. "A typical server platform includes hardware such as a CPU, e.g. Pentium microprocessor, RAM, ROM, hard drive, modem, and optional removable storage devices, e.g., floppy or CD ROM drive. The server hardware is configured by software including an operating system, e.g. Windows 95 or NT, Web server software, e.g., Netscape Commerce Server, and database software, e.g. Oracle RDBMS." Column 6, lines 46-53. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of

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		the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon	The visitor computer is served a composite web page with content based on the commerce object associated with the link. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website shown in

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	receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	FIG. 21C includes the selected commerce object (e.g., an electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "A typical server platform includes hardware such as a CPU, e.g. Pentium microprocessor, RAM, ROM, hard drive, modem, and optional removable storage devices, e.g., floppy or CD ROM drive. The server hardware is configured by software including an operating system, e.g. Windows 95 or NT, Web server software, e.g., Netscape Commerce Server, and database software, e.g. Oracle RDBMS." Column 6, lines 46-53. "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of

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		the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20. The owner of the first web page is the owner of a participating Web site (e.g., Homearts in FIGs. 21A and 21B or Pathfinder in FIG. 11A and 11B), the outsource provider is PC Flower & Gifts, and the selected merchant is the vendor providing the

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		flowers or other products (e.g., FTD (label 301), Nature's Bloom, and Flowers Direct From Grower in FIGs. 3, 13, and 23; Hickory Farms (labels 405 and 406), Russ (label 407) in FIGs. 4, 14, and 24; FTD in FIGs. 5, 15, and 25; Nature's Bloom in FIGs. 9, 19A and 29A).
17	An e commerce outsourcing process comprising the steps of:	"Although the present invention can be used in many applications which can utilize customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, e.g., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "The automatic tracking of the participating or referring Internet sites is crucial to transparently customizing Web site pages to take advantage of brand name recognition and customer loyalty." Column 5, lines 42-45. *Also see* column 9, lines 5-51; FIGs. 11A-20.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	The '666 Patent teaches: • a first website (e.g., http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B); and • a second website (e.g., http://homearts.pcflowers.com/; FIG. 21C; and http://pathfinder.pcflowers.com/; FIG. 11C). "The system presents HTML documents which contain hypertext links, presented as single links or image maps, e.g., grouped links, which are anchored to data that is dynamically retrieved by the database means in response to the particular class to which the client belongs to, e.g., based on the identity of the network site referring the client to the system's server. Such a dynamic retrieval of data facilitates dynamic configuration of content on all anchored HTML documents so as to meet specific requirements of a marketing participant." Column 3, lines 23-32. "A typical server platform includes hardware such as a CPU, e.g. Pentium

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		microprocessor, RAM, ROM, hard drive, modem, and optional removable storage devices, e.g., floppy or CD ROM drive. The server hardware is configured by software including an operating system, e.g. Windows 95 or NT, Web server software, e.g., Netscape Commerce Server, and database software, e.g. Oracle RDBMS." Column 6, lines 46-53. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers &

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		Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	The '666 Patent teaches: • a web page (http://homearts.com/market/Main/... ; FIG. 21B) of the first website (e.g., http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B); and • a link (e.g., label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B). The link is correlated with a commerce object. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website

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		shown in FIG. 21C includes the selected commerce object (e.g., an electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements. FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10." Column 9, lines 56-65; FIGs. 21A-C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	The '666 Patent teaches: • the link (e.g., label 21B1 in FIG. 21B; and label 11B3 in FIG. 11B); • a composite web page (e.g., http://homearts.pcflowers.com/; FIG. 21C; and http://pathfinder.pcflowers.com/; FIG. 11C); and • the first website (e.g., http://homearts.com; FIGs. 21A-B; and http://pathfinder.com/...; FIGs. 11A-B). The visitor computer is served a composite web page with content based on the commerce object associated with the provided link. For example, link 21B1 on the host website shown in FIG. 21B links to the website shown in FIG. 21C. The website shown in FIG. 21C includes the selected commerce object (e.g., an electronic catalog of links to product categories (e.g., links 103-106)) sold at the HomeArts Flower & Gifts website). "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site

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		page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect

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		preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20. The owner of the first web page is the owner of a participating Web site (e.g., Homearts in FIGs. 21A and 21B or Pathfinder in FIG. 11A and 11B), the outsource provider is PC Flower & Gifts, and the selected merchant is the vendor providing the flowers or other products (e.g., FTD (label 301), Nature's Bloom, and Flowers Direct From Grower in FIGs. 3, 13, and 23; Hickory Farms (labels 405 and 406), Russ (label 407) in FIGs. 4, 14, and 24; FTD in FIGs. 5, 15, and 25; Nature's Bloom in FIGs. 9, 19A and 29A).
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	"Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements." Column 9, lines 56-62; FIGs. 21A-C. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site

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		pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the

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		marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	"Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 67 - column 6, line 7; FIGs. 21C-30. "Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51. "The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements. FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10." Column 9, lines 56-65; FIGs. 21A-C. "The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the

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		marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51. *Also see* column 9, lines 5-51; FIGs. 11A-20.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	FIG. 21C illustrates logos 2116, 2117 on the composite web page 2100 (http://homearts.pcflowers.com; FIG. 21B) that are also shown on a web page 21A0 (FIG. 21A) of the first website (http://homearts.com; FIGs. 21A-B). "Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 67 - column 6, line 7; FIGs. 21C-30. *Also see* column 9, lines 5-51; FIGs. 11A-20.
21(b)	a color scheme used on at least some of the web pages of the first website;	"The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic].

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		Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
21(c)	c) a page layout used on at least some of the web pages of the first website; and	"The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		"[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.

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21(d)	d) navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"Each private label web site has on each page a custom icon that hyperlinks back to the private label partner's web site, a navigation bar that hyperlinks to areas within the private label partner's web site and maintains the look and feel of the partner's web site." Column 12, lines 47-51.
22	22. The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	"The PC Flowers & Gifts marketing program comprising the floral and gift Web site pages are dynamically customized in accordance with the participating Internet site's requirements which may be co-branded, private label or, a program of labeling unique to the participating Web site. More specifically, the PC Flowers & Gifts Web site pages are customized in both a graphic and a content format to take advantage of the consumers [sic] familiarity with the participating Internet site's position in the marketplace, the consumer's trust in the participating Internet site's established brand name, or the consumer's existing relationship with the participating Web site." Column 5, lines 18-29. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder [sic]. Referring to the Web site page 2100, shown in FIG. 21C, the client's familiarity with the marketing partner's brand is reinforced through the use of a fully customized header 2116, "Homearts Flowers & Gifts", and a fully customized footer 2117, "Homearts". The fully customized header 1116 and footer 2117 are also used on Web site pages 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900 and 3000." Column 9, line 63 - column 6, line 7; FIGs. 21C-30. "Still referring to FIG. 21C, like the home page image map 101 discussed above, the home page image map 2101 herein is a grouping of the hypertext links 108-112, wherein the sever files for the linked Web site pages are dynamically created to reflect

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		preferences of the marketing partner, which in this instance is a private label customizing for Homearts. Accordingly, all the server Web site pages accessed through the home page image map 2101 are anchored to PC Flowers & Gifts Web site pages that are dynamically created with fully customized graphic and text features according to Homearts' preferences. Such a private label customization of the Web site pages takes advantage of the client's existing relationship and familiarity with the marketing partner, Homearts. In addition, the hypertext link grouping 2103 retains the links 102-107 of the PC Flowers & Gifts Web site pages, however, like the home page image map 2101, the hypertext link grouping 2103 provides jumps to PC Flowers and Web site pages that are fully customized with the private label Homearts." Column 10, lines 8-26; FIG. 21C. *Also see* column 9, lines 5-51; FIGs. 11A-20.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	FIG. 24 illustrates a web page, customized with Home Arts' look and feel, where a visitor can search for products and services. The products and services are organized into product categories. "Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", accessible via a hypertext link 109 from the home page Web site 100 depicted in FIG. 1. The distingnishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 which provide jumps to Web site pages indicated, respectively, as "flowers", "plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line." Column 7, lines 55-63. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand …." Column 9, lines 63-67. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. *Also see* column 9, lines 5-51; FIGs. 11A-20.
24	24. The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"Although the present invention can be used in many applications which can utilize customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, e.g., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. *Also see* column 9, lines 5-51; FIGs. 11A-20.
25	25. The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the	"Although the present invention can be used in many applications which can utilize customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services

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	second website.	through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, e.g., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "The automatic tracking of the participating or referring Internet sites is crucial to transparently customizing Web site pages to take advantage of brand name recoguition and customer loyalty." Column 5, lines 42-45. "Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", accessible via a hypertext link 109 from the home page Web site 100 depicted in FIG. 1. The distinguishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 which provide jumps to Web site pages indicated, respectively, as "flowers", "plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line." Column 7, lines 55-63. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand …." Column 9, lines 63-67. *Also see* column 9, lines 5-51; FIGs. 11A-20.
26	26. The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	"The check-out area of the site has the following components: Order page; Order error page; Order confirmation page. Order Page The order is arrived at from any one of the product detail pages. The site ID, product

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		ID, and any product options are encoded in the hypertext access. The order page prompts the user for sender, recipient, personalization, and payment information." Column 13, lines 8-20. "Upon completing the form, the user submits the information, and is transported to either the order confirmation page or the order error page, in the event of missing or improperly formatted data." Column 13, lines 33-36. "As shown by the schematic 3400 of FIG. 34, vendors FTP to the server to perform the following tasks: … 2) Download encrypted files containing orders 3402." Column 15, lines 46-57; FIG. 34.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	"Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", accessible via a hypertext link 109 from the home page Web site 100 depicted in FIG. 1. The distinguishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 which provide jumps to Web site pages indicated, respectively, as "flowers", "plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line." Column 7, lines 55-63. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand …." Column 9, lines 63-67. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		5, line 66 – column 6, line 3. *Also see* column 9, lines 5-51; FIGs. 11A-20.
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	"Although the present invention can be used in many applications which can utilize customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, e.g., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "The automatic tracking of the participating or referring Internet sites is crucial to transparently customizing Web site pages to take advantage of brand name recoguition and customer loyalty." Column 5, lines 42-45. "Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", accessible via a hypertext link 109 from the home page Web site 100 depicted in FIG. 1. The distinguishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 which provide jumps to Web site pages indicated, respectively, as "flowers", "plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line." Column 7, lines 55-63. "FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand …." Column 9, lines 63-67. *Also see* column 9, lines 5-51; FIGs. 11A-20.
27(a)(ii)	storing at the second website data concerning	"Although the present invention can be used in many applications which can utilize

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	the plurality of products or services; and	customization marketing tools unique to client/server communications across variety of communication network structures, the present invention is described in its application to PC Flowers & Gifts, an Internet site providing floral and gift services through Web site pages which are dynamically customized to the requirements of other Internet sites referring clients, e.g., consumers, to the PC Flowers & Gifts Web site pages." Column 5, lines 3-11. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. *Also see* column 9, lines 5-51; FIGs. 11A-20.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	FIG. 24 illustrates a web page, customized with Home Arts' look and feel, where a visitor can search for products and services. The products and services are organized into product categories. "Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", accessible via a hypertext link 109 from the home page Web site 100 depicted in FIG. 1. The distinguishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 which provide jumps to Web site pages indicated, respectively, as "flowers", "plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line." Column 7, lines 55-63.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,141,666 ("the '666 patent")
		"FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand …." Column 9, lines 63-67. "[I]f a consumer were to visit one of the private label floral and gift services home page of the Internet site "Homearts", all the graphics and product categories on each of the PC Flowers & Gifts Web site pages, available through a hypertext link from a Homearts Web site, are fully customized in graphic and content format to reflect only the Homearts brand name." Column 5, lines 55-60. "This unique database format of server files accessed through the hypertext links permits a participating Internet site to host floral and gift services so as to take advantage of the consumer's familiarity with the participating Internet site." Column 5, line 66 – column 6, line 3. *Also see* column 9, lines 5-51; FIGs. 11A-20.
27(b)(ii)	ii) responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	"The check-out area of the site has the following components: Order page; Order error page; Order confirmation page. Order Page The order is arrived at from any one of the product detail pages. The site ID, product ID, and any product options are encoded in the hypertext access. The order page prompts the user for sender, recipient, personalization, and payment information." Column 13, lines 8-20. "Upon completing the form, the user submits the information, and is transported to either the order confirmation page or the order error page, in the event of missing or

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		improperly formatted data." Column 13, lines 33-36. "As shown by the schematic 3400 of FIG. 34, vendors FTP to the server to perform the following tasks: … 2) Download encrypted files containing orders 3402." Column 15, lines 46-57; FIG. 34. *Also see* column 9, lines 5-51; FIGs. 11A-20.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,128,655 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
1	An e commerce outsourcing process comprising:	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "1. A method for recasting web content on a hosting site, comprising the steps of: responsive to a request from a client browser for a recast web page from a hosting web server, generating a request by the hosting web server for an original web page from a content provider web server; parsing the original web page for a first set of desired content elements; inserting the first set of desired content elements into a web page template containing a hosting web server format, thus creating the recast web page; and serving the recast web page to the client browser; wherein the appearance of the recast page when presented by the client browser is as though all elements originated at the hosting web server." Column 17, lines 52-67.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* File History for 10/461,997, Office Action, dated September 29, 2004. "Next, the pass through publisher 101 retrieves the filter definitions and policies from the filter database 109 for this particular content provider web site. Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content" by Fields, Hassinger and Hurley (filed July 10, 1998, issued Oct. 3, 2000). [DFNDT0000054-0000076]

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners. For the ad banners themselves, the new page preserves the call 125 back to the content provider so that the correct advertising content is presented. It is common that each request of a web page from a server can be refreshed with a different advertisement. In this way, the end user receives a page with graphic and navigation features from the hosting Web site that has an embedded article from the publisher and an advertisement served from the publisher's site. The final result is content viewed by the end user in host site's native Web context, with an ad banner served from the original publisher, thereby preserving their revenue stream." Column 4, line 50 through Column 5, line 11. "Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45. "The invention allows the hosting site to extract and recast any number or type of desired content elements from the web content provider page." Column 6, lines 49-51.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "Note also that navigational features 315 and 317 native to the hosting server have

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		been added to the page: A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45. "A representative system in which the present invention is implemented is illustrated in FIG. 1. A plurality of Internet client machines 10 are connectable to a computer network Internet Service Provider (ISP) 12 via a network such as a dialup telephone network 14. As is well known, the dialup telephone network usually has a given, limited number of connections 16a-16n. ISP 12 interfaces the client machines 10 to the remainder of the network 18, which includes the hosting server 19 and a plurality of web content provider server machines 20. A client machine typically includes a suite of known Internet tools, including a Web browser 13, to access the servers of the network and thus obtain certain services. These services include one-to-one messaging (e-mail), one-to-many messaging (bulletin board), on-line chat, file transfer and browsing. Various known Internet protocols are used for these services. Thus, for example, browsing is effected using the Hypertext Transfer Protocol (HTTP), which provides users access to multimedia files using Hypertext Markup Language (HTML). The collection of servers that use HTTP comprise the World Wide Web, which is the Internet's multimedia information retrieval system. As shown in FIG. 2, the invention is a method and system for extracting Web-based content, especially, but not limited to, Web-based news articles, from content provider or source Web sites for use by the hosting or "pass-through" Web site. These articles typically are revenue-generating content for the publisher by carrying advertising banners above and/or below the article text. Therefore, the publishers must benefit from the arrangement provided by the hosting site to be interested in licensing their content for a low or no fee. As explained below, the web content provider maintains his ad revenue as the number of "hits" on the advertisements are maintained in a transparent manner. As the articles are also posted at the hosting site, ad revenues can actually increase since the ad impressions are being solicited from two sites rather than one." Column 3, line 55 through Column 4, line 24. *See* File History for 10/461,997, Office Action, dated September 29, 2004.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		See also 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	"By abstracting the content from any particular content provider site and reformatting the content to the hosting site's format a consistent look and feel is maintained." Column 13, lines 19-22. ""Next, the pass through publisher 101 retrieves the filter definitions and policies from the filter database 109 for this particular content provider web site. Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners." Column 4, lines 50-66. "In step 413, it is determined whether there is a suitable filter definition in the account folder for the content provider for the new page. As most pages in a web site share a common format and style, it is envisioned that a relatively small set of filter definitions can be used for all of the pages from a particular site. If there is no existing filter definition suitable, in step 415, a new filter definition is created for the page. There is more discussion on the creation of filter definitions and policies below in connection with FIG. 6. In step 417, the page, i.e. URL is associated with the appropriate filter definition and in step 419 the appropriate changes to the account, URL and filter definition files are made. Optionally, the new page can be processed and cached as part of registration. Thus, in step 421, the filter definition is used by the pass through publisher to extract the desired portions of the page. In step 423, these portions of the page are cached for retrieval in the event of a client request. The process ends, step 425." Column 7, lines 16-33.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		"As mentioned above, the hosting site preferably caches content likely to be requested by a client to improve the speed and reliability of the hosting web site pages. In this way, if the document has not changed since the pass through publisher last polled the site, it is retrieved from the local cache after registering the "hit" on the remote server. This reduces Internet bandwidth requirements and improves performance on both the hosting web server and the web content provider server. However, for the process depicted in FIG. 5B, new content has been retrieved from the web content provider web server, step 451. Once the document content has been retrieved from the host provider, the filter database is searched for the appropriate filter definition, step 453, the filter definition kept for the web content provider. The information in the filter definition will help the pass through publisher parse the document structure of the web page, extracting the desired information. In step 457, a test is performed to determine whether the parsing was a success. If a filter definition for the page or web content provider is not found, or the first attempt using the associated filter definition was not a success, the pass through publisher can fall back to a series of default filters which will assist in parsing the data, step 459. The hosting site will still be able to present the reformatted content, however, the process will not be as efficient as through an existing filter definition. This "best guess" approach utilizes several methods, including looking for common references to advertising engines, etc. As discussed below, the publisher can also look for a set of embedded tags indicating the desired content. Any document that a filter can not be found for can be logged, allowing staff to later create appropriate filter definitions. In practice, however, hosting sites employing the pass through technique will be able to define templates appropriate to all "rehosted" content. Most content provider sites employ a standard look and feel in their documents, allowing for filters that are appropriate for large numbers of documents found on a particular web site, if not every document on the entire provider web site." Column 7, line 47 through Column 8, line 18

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		"The component HTML file, once extracted, separated, and post filtered is then reformatted into a new document in the style and context of the hosting web site, step 463. This is done by another component of the pass through publisher, a web publishing application that creates a "dynamic publishing template". The web publisher injects the excerpted content, titles, copyright statements and logos as received from the post filtering process. In step 465, the desired components are cached, which may include components useful in determining the version of a web page, but are not used in the recast page. In step 467, the recast page is sent to the requesting client. The process ends, step 469. Once presented by the requesting browser, the content of the hosting web site appears seamless to the user, although it may originate at a plurality of web content provider sites as well as the hosting site itself." Column 8, lines 45-60. "Each filter definition is stored in a filter definition database accessible by the pass through publisher. The publisher uses the filter definition to break the content into component parts: The title area, primary and secondary advertisements, and the content itself. The title area includes the title of the web page and is typically marked by HTML tags. The primary and secondary advertisements usually occur at the top and bottom of the web page, but may be located at different locations. They are typically marked in the HTML by tags or comments indicating an advertisement. Depending on various factors, such as the desired look and feel for the hosting web site, the cross-publishing agreement with the content provider, i.e. allowing for republishing certain types of web content but not others and the filter, the content may be very plain. A "bare bones" filter may strip out any extraneous links or "side bars" of information. Alternatively, the content may be a verbatim copy of a selected portion of the original web page." Column 9, line 64 through Column 10, line 14 *See* File History for 10/461,997, Office Action, dated September 29, 2004.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"By abstracting the content from any particular content provider site and reformatting the content to the hosting site's format a consistent look and feel is maintained." Column 13, lines 19-22. "Next, the pass through publisher 101 retrieves the filter definitions and policies from

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		the filter database 109 for this particular content provider web site. Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners." Column 4, lines 50-66. "In step 413, it is determined whether there is a suitable filter definition in the account folder for the content provider for the new page. As most pages in a web site share a common format and style, it is envisioned that a relatively small set of filter definitions can be used for all of the pages from a particular site. If there is no existing filter definition suitable, in step 415, a new filter definition is created for the page. There is more discussion on the creation of filter definitions and policies below in connection with FIG. 6. In step 417, the page, i.e. URL is associated with the appropriate filter definition and in step 419 the appropriate changes to the account, URL and filter definition files are made. Optionally, the new page can be processed and cached as part of registration. Thus, in step 421, the filter definition is used by the pass through publisher to extract the desired portions of the page. In step 423, these portions of the page are cached for retrieval in the event of a client request. The process ends, step 425." Column 7, lines 16-33. "As mentioned above, the hosting site preferably caches content likely to be requested by a client to improve the speed and reliability of the hosting web site pages. In this way, if the document has not changed since the pass through publisher last polled the site, it is retrieved from the local cache after registering the "hit" on the remote server. This reduces Interuet bandwidth requirements and improves performance on both the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		hosting web server and the web content provider server. However, for the process depicted in FIG. 5B, new content has been retrieved from the web content provider web server, step 451. Once the document content has been retrieved from the host provider, the filter database is searched for the appropriate filter definition, step 453, the filter definition kept for the web content provider. The information in the filter definition will help the pass through publisher parse the document structure of the web page, extracting the desired information. In step 457, a test is performed to determine whether the parsing was a success. If a filter definition for the page or web content provider is not found, or the first attempt using the associated filter definition was not a success, the pass through publisher can fall back to a series of default filters which will assist in parsing the data, step 459. The hosting site will still be able to present the reformatted content, however, the process will not be as efficient as through an existing filter definition. This "best guess" approach utilizes several methods, including looking for common references to advertising engines, etc. As discussed below, the publisher can also look for a set of embedded tags indicating the desired content. Any document that a filter can not be found for can be logged, allowing staff to later create appropriate filter definitions. In practice, however, hosting sites employing the pass through technique will be able to define templates appropriate to all "rehosted" content. Most content provider sites employ a standard look and feel in their documents, allowing for filters that are appropriate for large numbers of documents found on a particular web site, if not every document on the entire provider web site." Column 7, line 47 through Column 8, line 18 "The component HTML file, once extracted, separated, and post filtered is then reformatted into a new document in the style and context of the hosting web site, step 463. This is done by another component of the pass through publisher, a web publishing application that creates a "dynamic publishing template". The web publisher injects the excerpted content, titles, copyright statements and logos as received from the post filtering process. In step 465, the desired components are cached, which may include components useful in determining the version of a web

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		page, but are not used in the recast page. In step 467, the recast page is sent to the requesting client. The process ends, step 469. Once presented by the requesting browser, the content of the hosting web site appears seamless to the user, although it may originate at a plurality of web content provider sites as well as the hosting site itself." Column 8, lines 45-60. "Each filter definition is stored in a filter definition database accessible by the pass through publisher. The publisher uses the filter definition to break the content into component parts: The title area, primary and secondary advertisements, and the content itself. The title area includes the title of the web page and is typically marked by HTML tags. The primary and secondary advertisements usually occur at the top and bottom of the web page, but may be located at different locations. They are typically marked in the HTML by tags or comments indicating an advertisement. Depending on various factors, such as the desired look and feel for the hosting web site, the cross-publishing agreement with the content provider, i.e. allowing for republishing certain types of web content but not others and the filter, the content may be very plain. A "bare bones" filter may strip out any extraneous links or "side bars" of information. Alteruatively, the content may be a verbatim copy of a selected portion of the original web page." Column 9, line 64 through Column 10, line 14 *See* File History for 10/461,997, Office Action, dated September 29, 2004. *See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	This element is inherent or obvious in view of the prior art.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	This element is inherent or obvious in view of the prior art.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	"Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45. "The invention allows the hosting site to extract and recast any number or type of

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		desired content elements from the web content provider page." Column 6, lines 49-51. "Next, the pass through publisher 101 retrieves the filter definitions and policies from the filter database 109 for this particular content provider web site. Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners. For the ad banners themselves, the new page preserves the call 125 back to the content provider so that the correct advertising content is presented. It is common that each request of a web page from a server can be refreshed with a different advertisement. In this way, the end user receives a page with graphic and navigation features from the hosting Web site that has an embedded article from the publisher and an advertisement served from the publisher's site. The final result is content viewed by the end user in host site's native Web context, with an ad banner served from the original publisher, thereby preserving their revenue stream." Column 4, line 50 through Column 5, line 11. *See* File History for 10/461,997, Office Action, dated September 29, 2004. *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63.

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
	communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	"Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45. "By abstracting the content from any particular content provider site and reformatting the content to the hosting site's format a consistent look and feel is maintained." Column 13, lines 19-22. "A representative system in which the present invention is implemented is illustrated in FIG. 1. A plurality of Internet client machines 10 are connectable to a computer network Internet Service Provider (ISP) 12 via a network such as a dialup telephone network 14. As is well known, the dialup telephone network usually has a given, limited number of connections 16a-16n. ISP 12 interfaces the client machines 10 to the remainder of the network 18, which includes the hosting server 19 and a plurality of web content provider server machines 20. A client machine typically includes a suite of known Internet tools, including a Web browser 13, to access the servers of the network and thus obtain certain services. These services include one-to-one messaging (e-mail), one-to-many messaging (bulletin board), on-line chat, file transfer and browsing. Various known Internet protocols are used for these services. Thus, for example, browsing is effected using the Hypertext Transfer Protocol (HTTP), which provides users access to multimedia files using Hypertext Markup Language (HTML). The collection of servers that use HTTP comprise the World Wide Web, which is the Internet's multimedia information retrieval system. As shown in FIG. 2, the invention is a method and system for extracting Web-based content, especially, but not limited to, Web-based news articles, from content provider or source Web sites for use by the hosting or "pass-through" Web site. These articles typically are revenue-generating content for the publisher by carrying advertising banners above and/or below the article text. Therefore, the publishers must benefit from the arrangement provided by the hosting site to be interested in licensing their content for a low or no fee. As explained below, the web content provider maintains his ad revenue as the number of "hits" on the advertisements are maintained in a

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		transparent manner. As the articles are also posted at the hosting site, ad revenues can actually increase since the ad impressions are being solicited from two sites rather than one." Column 3, line 55 through Column 4, line 24. "Next, the pass through publisher 101 retrieves the filter definitions and policies from the filter database 109 for this particular content provider web site. Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners." Column 4, lines 50-66. *See* File History for 10/461,997, Office Action, dated September 29, 2004. *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63.

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,128,655 "Distribution mechanism for filtering, formatting and reuse of web based content"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		"Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45.
21	The process of claim 17 wherein the look and feel description comprises data defining:	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "Note also that navigational features 315 and 317 native to the hosting server have been added to the page. A background border 319 giving the hosting web site a distinctive look and feel has also been added." Column 6, lines 42-45.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	"For example, the logo 305 is an optional feature." Col 6, lines 55-56.
21(b)	a color scheme used on at least some of the web pages of the first website;	This element is inherent or obvious in view of the prior art.
21(c)	a page layout used on at least some of the web pages of the first website; and	This element is inherent or obvious in view of the prior art.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"The links 311 are optional; they could be removed, reformatted or relocated." Column 6, lines 57-59.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises desiguing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	"These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser." Column 4, lines 57-63. "1. A method for recasting web content on a hosting site, comprising the steps of: responsive to a request from a client browser for a recast web page from a hosting web

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
		server, generating a request by the hosting web server for an original web page from a content provider web server; parsing the original web page for a first set of desired content elements; inserting the first set of desired content elements into a web page template containing a hosting web server format, thus creating the recast web page; and serving the recast web page to the client browser; wherein the appearance of the recast page when presented by the client browser is as though all elements originated at the hosting web server." Column 17, lines 52-67. "28. A computer program product for recasting web content on a hosting site, comprising: means for generating a request by the hosting web server for an original web page from a content provider web server; means for parsing the original web page for a first set of desired content elements; means for inserting the first set of desired content elements into a web page template containing a hosting web server format, thus creating a recast web page; and means for serving the recast web page to a client browser; wherein the appearance of the recast page when presented by the client browser is as though all elements originated at the hosting web server." Column 21, lines 42-56.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within	This element is inherent or obvious in view of the prior art.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
	the product categories.	
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	This element is inherent or obvious in view of the prior art.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	"Next, the pass through publisher 101 retrieves the filter definitions and policies from the filter database 109 for this particular content provider web site. Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners. For the ad banners themselves, the new page preserves the call 125 back to the content provider so that the correct advertising content is presented. It is common that each request of a web page from a server can be refreshed with a different advertisement. In this way, the end user receives a page with graphic and navigation features from the hosting Web site that has an embedded article from the publisher and an advertisement served from the publisher's site. The final result is content viewed by the end user in host site's native Web context, with an ad banner served from the original publisher, thereby preserving their revenue stream." Column 4, line 50 through Column 5, line 11. This element is also inherent or obvious in view of the prior art.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the	This element is inherent or obvious in view of the prior art.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
	composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	"Next, the pass through publisher 101 retrieves the filter definitions and policies from the filter database 109 for this particular content provider web site. Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners. For the ad banners themselves, the new page preserves the call 125 back to the content provider so that the correct advertising content is presented. It is common that each request of a web page from a server can be refreshed with a different advertisement. In this way, the end user receives a page with graphic and navigation features from the hosting Web site that has an embedded article from the publisher and an advertisement served from the publisher's site. The final result is content viewed by the end user in host site's native Web context, with an ad banner served from the original publisher, thereby preserving their revenue stream." Column 4, line 50 through Column 5, line 11.
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning	*See* 25, *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent 6,128,655 ("the '655 patent")
	the commerce objects of said merchants at the second website, and	
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	This element is inherent or obvious in view of the prior art.
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 5,991,740 "Data processing system for integrated tracking and management of commerce related activities on a public access network" [1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 5,991,740 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 5,991,740 (hereinafter "'740 Patent")
1	An e-commerce outsourcing process comprising:	"The second established method of raising revenue by a Site Owner is to place banner ads on the web pages promoting a third party's goods or services." Column 4, lines 47-49; FIG. 5A.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"These promotional banners further include embedded code, creating a link to the sponsoring third party—hereinafter called the 'Merchant.'" Column 4, lines 49-52; FIG. 5B. "The second site of interest is the Merchant's server. At the Merchant's

[1] Unless noted, all citations in this chart are to U.S. Patent No. 5991,740 "Data processing system for integrated tracking and management of commerce related activities on a public access network" by Stephen Dale Messer (filed Jun. 10, 1997, issued Nov. 23, 1999). *[DFNDT0000115-0000132]*

Comparison of U.S. Patent No. 6,993,572 and U.S. Patent No. 5,991,740 "Data processing system for integrated tracking and management of commerce related activities on a public access network"

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		server, the specific goods are made available for purchase." Column 4, lines 60-62; FIG. 6B. "[T]he USER … begins the process by visiting a Site Owner block 20, such as one of the main web pages …. On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers …." Column 5, lines 17-23; FIG. 1.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	"These promotional banners further include embedded code, creating a link to the sponsoring third party—hereinafter called the 'Merchant.'" Column 4, lines 49-52; FIG. 5B. "The second site of interest is the Merchant's server. At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-62; FIG. 6B. "[T]he USER … begins the process by visiting a Site Owner block 20, such as one of the main web pages …. On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ….The link then continues directly to the Merchant block 40. During the linking process, the USER has an identifier query string appended to the HTTP entry, and possibly a "cookie" placed on their system." Column 5, lines 17-29; FIG. 1. As far as the scope of the claimed "look and feel" can be determined, the '740 Patent teaches "serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link." "USERS that access the banner are transferred to Merchant's web page, via the embedded link and may be presented with the ability to make a

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		purchase directly from the Merchant [where] … the specific goods are made available for purchase." Column 4, lines 52-62; FIGs. 6A, 6B. "Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5. "Some web sites are considered "Content Providers" (or "Site Owners," i.e., those in control of one or more web sites) as they include one or more web pages having information that is of interest to USERS during a browsing session. These Site Owners currently have at least two mechanisms for generating revenues. The first involves the charging of a subscription fee to the visiting USERS somewhat akin to a magazine subscription. This mode of revenue generation is not particularly relevant to the present invention. … The second site of interest is the Merchant's server. At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air). To implement the present invention, programming is installed on the Merchant's server that is capable of tracking the number of visits by USERS that are precipitated by links with banner ads. Alternatively, the USER may be transferred back to the Clearinghouse for completion of the actual purchase transaction." Column 4, line 37 through column 5, line 3. The owner of the first web page is the Content Provider or Site Owner,

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		the outsource provider is the Merchant, and the selected merchant is the supplier, distributor, or manufacturer of the products sold on the Merchant webpage. It well-known to a person skilled in the art as of the filing date of the '740 Patent that a Merchant on its Merchant Site can sell products of third parties as well as its own products.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
4.	The process of claim 1, wherein the selected commerce object is a selected product.	"At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-63. "[T]he USER … begins the process by visiting a Site Owner block 20, such as one of the main web pages …. On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers …." Column 5, lines 17-23; FIG. 1.
5.	The process of claim 1, wherein the selected commerce object is a selected product category.	"At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-63. "[T]he USER … begins the process by visiting a Site Owner block 20, such as one of the main web pages …. On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers …." Column 5, lines 17-23; FIG. 1.
13	An e-commerce outsourcing system comprising:	"The second established method of raising revenue by a Site Owner is

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		to place banner ads on the web pages promoting a third party's goods or services." Column 4, lines 47-49; FIG. 5A.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5. "[T]he Merchant server 40, is similarly linked to the network, via high speed transmission lines. The Merchant server is also advantageously configured with either the UNIX or NT operating system." Column 6, lines 11-14; FIG. 2.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	"These promotional banners further include embedded code, creating a link to the sponsoring third party—hereinafter called the 'Merchant.'" Column 4, lines 49-52; FIG. 5B. "The second site of interest is the Merchant's server. At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-62; FIG. 6B. "[T]he USER … begins the process by visiting a Site Owner block 20, such as one of the main web pages …. On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ….The link then continues directly to the Merchant block 40. During the linking process, the USER has an identifier query string appended to the HTTP entry, and possibly a "cookie" placed on their

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		system." Column 5, lines 17-29; FIG. 1. "[T]he Merchant server 40, is similarly linked to the network, via high speed transmission lines. The Merchant server is also advantageously configured with either the UNIX or NT operating system." Column 6, lines 11-14; FIG. 2. As far as the scope of the claimed "look and feel" can be determined, the '740 Patent teaches serving "a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store." "USERS that access the banner are transferred to Merchant's web page, via the embedded link and may be presented with the ability to make a purchase directly from the Merchant [where] … the specific goods are made available for purchase." Column 4, lines 52-62; FIGs. 6A, 6B. "Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5. "Some web sites are considered "Content Providers" (or "Site Owners," i.e., those in control of one or more web sites) as they include one or more web pages having information that is of interest to USERS during a browsing session. These Site Owners currently have at least two mechanisms for generating revenues. The first involves the charging of a subscription fee to the visiting USERS somewhat akin to a magazine

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		subscription. This mode of revenue generation is not particularly relevant to the present invention. … The second site of interest is the Merchant's server. At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air). To implement the present invention, programming is installed on the Merchant's server that is capable of tracking the number of visits by USERS that are precipitated by links with banner ads. Alternatively, the USER may be transferred back to the Clearinghouse for completion of the actual purchase transaction." Column 4, line 37 through column 5, line 3. The owner of the first web page is the Content Provider or Site Owner, the outsource provider is the Merchant, and the selected merchant is the supplier, distributor, or manufacturer of the products sold on the Merchant webpage. It well-known to a person skilled in the art as of the filing date of the '740 Patent that a Merchant on its Merchant Site can sell products of third parties as well as its own products.
17	An e-commerce outsourcing process comprising the steps of:	"The second established method of raising revenue by a Site Owner is to place banner ads on the web pages promoting a third party's goods or services." Column 4, lines 47-49; FIG. 5A.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner."

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		Column 9, line 64 – column 10, line 5.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	"These promotional banners further include embedded code, creating a link to the sponsoring third party—hereinafter called the 'Merchant.'" Column 4, lines 49-52; FIG. 5B. "USERS that access the banner are transferred to Merchant's web page, via the embedded link and may be presented with the ability to make a purchase directly from the Merchant [where] … the specific goods are made available for purchase." Column 4, lines 52-62; FIGs. 6A, 6B. "[T]he USER … begins the process by visiting a Site Owner block 20, such as one of the main web pages …. On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers …" Column 5, lines 17-23; FIG. 1. "Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and	"These promotional banners further include embedded code, creating a link to the sponsoring third party—hereinafter called the 'Merchant.'" Column 4, lines 49-52; FIG. 5B. "The second site of interest is the Merchant's server. At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-62; FIG. 6B.

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	having content based on the commerce object associated with the link.	"[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ....The link then continues directly to the Merchant block 40. During the linking process, the USER has an identifier query string appended to the HTTP entry, and possibly a "cookie" placed on their system." Column 5, lines 17-29; FIG. 1. As far as the scope of the claimed "look and feel" can be determined, the '740 Patent teaches "serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link." "USERS that access the banner are transferred to Merchant's web page, via the embedded link and may be presented with the ability to make a purchase directly from the Merchant [where] ... the specific goods are made available for purchase." Column 4, lines 52-62; FIGs. 6A, 6B. "Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5. "Some web sites are considered "Content Providers" (or "Site Owners," i.e., those in control of one or more web sites) as they include one or more web pages having information that is of interest to USERS during

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		a browsing session. These Site Owners currently have at least two mechanisms for generating revenues. The first involves the charging of a subscription fee to the visiting USERS somewhat akin to a magazine subscription. This mode of revenue generation is not particularly relevant to the present invention. ... The second site of interest is the Merchant's server. At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air). To implement the present invention, programming is installed on the Merchant's server that is capable of tracking the number of visits by USERS that are precipitated by links with banner ads. Alternatively, the USER may be transferred back to the Clearinghouse for completion of the actual purchase transaction." Column 4, line 37 through column 5, line 3. The owner of the first web page is the Content Provider or Site Owner, the outsource provider is the Merchant, and the selected merchant is the supplier, distributor, or manufacturer of the products sold on the Merchant webpage. It well-known to a person skilled in the art as of the filing date of the '740 Patent that a Merchant on its Merchant Site can sell products of third parties as well as its own products.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.

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19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
21	The process of claim 17 wherein the look and feel description comprises data defining:	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two

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		or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
21(b)	a color scheme used on at least some of the web pages of the first website;	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
21(c)	a page layout used on at least some of the web pages of the first website; and	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner."

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		Column 9, line 64 – column 10, line 5.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	"At the Merchant's server, the specific goods are made available for purchase." Column 4, lines 60-63. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines 17-23; FIG. 1.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air)." Column 4, lines 61-65. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines 17-23; FIG. 1.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software

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	commerce objects of said merchants at the second website.	on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	"At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air)." Column 4, lines 61-65. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines 17-23; FIG. 1.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	"At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air)." Column 4, lines 61-65. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines 17-23; FIG. 1.
27(a)	before serving the composite web page to the visitor computer:	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two

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		or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner."
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	"Co-branding of products/services is also efficiently accomplished in the foregoing environment. Co-branding is the marketing or sales of two products through a single promotion. The system controlling software on the Clearinghouse server includes a "merge" algorithm that takes two or more images and combines these into an aesthetically acceptable presentation. For example, the resulting banner on the Merchant site will include a "return" button to go back to the originating Site Owner." Column 9, line 64 – column 10, line 5.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	"At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air)." Column 4, lines 61-65. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines 17-23; FIG. 1.
27(b)	after serving the composite web page to the visitor computer:	"At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air)." Column 4, lines 61-65. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example

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		sneakers ...." Column 5, lines 17-23; FIG. 1.
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	"At the Merchant's server, the specific goods are made available for purchase. This involves the use of secured transactions, via a credit card or other payment vehicle to order the goods with delivery by any one of the available delivery services (land or air)." Column 4, lines 61-65. "[T]he USER ... begins the process by visiting a Site Owner block 20, such as one of the main web pages .... On this web page, a banner ad (text link or icon) is displayed to the USER promoting for example sneakers ...." Column 5, lines 17-23; FIG. 1.

Comparison of the U.S. Patent No. 6,993,572 and Trip.com Prior Art [1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, The Trip.com prior art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Trip.com Prior Art
1	An e commerce outsourcing process comprising:	On information and belief, the Trip.com systems predating the critical date of this asserted patent comprised an e commerce outsourcing process. See for example: "THETRIP.com will serve as the exclusive online travel information and reservation service provider to the SUN-TIMES' Internet Sites." [DFNDT000923]. "**1.8 Transaction.** The booking and ticketing of airline reservations derived from traffic originating from the SUN-TIMES Internet Site, and resulting in sales commissions paid for by travel suppliers to THETRIP.COM." [DFNDT000923].
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	On information and belief, the Trip.com systems predating the critical date of this asserted patent captured a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website. **"2.2 Linking and Joint Promotion of Internet Sites.** **2.2.2** SUN-TIMES shall; (a) provide for placement of a travel button on the SUN-TIMES Internet Site home page, and other appropriate departments within the SUN-TIMES Internet Site, linking to THETRIP.COM Internet Site; (b) be allowed to place a horizontal frame only, containing the trademarks and logos of the SUN-TIMES and its affiliate news papers, flush across the top of THETRIP.COM Internet Site." [DFNDT000924]. **"2.2 Linking and Joint Promotion of Internet Sites.** **2.2.2** TRAVELON shall: (a) create the Co-Branded Site..." [DFNDT000933].
1(b)	providing the host website with a link for	On information and belief, the Trip.com systems predating the critical date of this

[1] Unless noted, all citations in this chart relate to the Trip.com system. [DFNDT0000897-0000943]

Comparison of the U.S. Patent No. 6,993,572 and Trip.com Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Trip.com Prior Art
	inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	asserted patent provided the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object. *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	On information and belief, the Trip.com systems predating the critical date of this asserted patent received an activation of the provided link from the visitor computer and served the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link. **"2.2 Linking and Joint Promotion of Internet Sites.** **2.2.2** SUN-TIMES shall; (a) provide for placement of a travel button on the SUN-TIMES Internet Site home page, and other appropriate departments within the SUN-TIMES Internet Site, linking to THETRIP.COM Internet Site; (b) be allowed to place a horizontal frame only, containing the trademarks and logos of the SUN-TIMES and its affiliate news papers, flush across the top ofTHETRIP.COM Internet Site. ... Said travel home page and jump pages shall rest on the SUN-TIMES Internet Site ..." [DFNDT000923]. **"2.2 Linking and Joint Promotion of Internet Sites.** **2.2.1** THETRIP.COM shall: (a) provide a link from the AltaVista TravelZone home page to the Co-Branded Site for the exclusive delivery of "Resort Packages" by TRAVELON; (b) guarantee the number of TRAVELON impressions on the AltaVista TravelZone home page according to the schedule in Exhibit B..." [DFNDT000933]. "Exhibit B. Guaranteed impressions on the Alta Vista TravelZone home page And fee payment strncture to THETRIP.COM. 'Resort Packages' link to Co-branded site shall be placed on the home page of the Alta Vista Travel Zone. In addition, Link to Co-branded site shall be placed on the Travel Result Pages that originate from a travel

Comparison of the U.S. Patent No. 6,993,572 and Trip.com Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Trip.com Prior Art
		search originating from the AltaVista Travel Zone." [DFNDT000942].
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	On information and belief, the Trip.com systems predating the critical date of this asserted patent allowed the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website. *See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a selected commerce object being a selected product.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a selected commerce object being a selected product category.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	On information and belief, the Trip.com systems predating the critical date of this asserted patent comprised a data store including a look and feel description associated with a host web page having a link correlated with a commerce object. *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	On information and belief, the Trip.com systems predating the critical date of this asserted patent comprised a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link. *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated	*See* 13(a), *supra*.

Comparison of the U.S. Patent No. 6,993,572 and Trip.com Prior Art

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Trip.com Prior Art
	with a second website;	
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a "look and feel" description that comprised data defining the appearance of the top and left side of at least some of the web pages of the first website.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	On information and belief, the Trip.com systems predating the critical date of this asserted patent a "look and feel" description that comprised data defining the appearance of the header and footer of at least some of the web pages of the first website.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a "look and feel" description that comprised data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.
21	The process of claim 17 wherein the look and feel description comprises data defining:	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a "look and feel" description that comprised data.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a logo associated with and displayed on at least some of the web pages of the first website.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Trip.com Prior Art
21(b)	a color scheme used on at least some of the web pages of the first website;	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a color scheme used on at least some of the web pages of the first website.
21(c)	a page layout used on at least some of the web pages of the first website; and	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a page layout used on at least some of the web pages of the first website.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	On information and belief, the Trip.com systems predating the critical date of this asserted patent included navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	On information and belief, the Trip.com systems predating the critical date of this asserted patent stored a "look and feel" description associated with a first website in a data store associated with a second website comprises designing a first website, identified "look and feel" descriptions associated therewith, and stored the identified "look and feel" descriptions in the data store associated with the second website.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	On information and belief, the Trip.com systems predating the critical date of this asserted patent included a commerce object being a set of product categories and further accepted search parameters through the composite web page and used said parameters to search for specific products within the product categories.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	On information and belief, the Trip.com systems predating the critical date of this asserted patent stored at the second website data concerning a plurality of commerce objects.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	On information and belief, the Trip.com systems predating the critical date of this asserted patent contracted with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website. *See* for example, DFNDT000920-943.
26	The process of claim 17 further comprising, after	On information and belief, the Trip.com systems predating the critical date of this

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Trip.com Prior Art
	part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	asserted patent was responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, captured billing information from the visitor computer and passed captured billing information to a merchant offering the indicated product or service.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	On information and belief, the Trip.com systems predating the critical date of this asserted patent served was the composite web page to the visitor computer.
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	On information and belief, the Trip.com systems predating the critical date of this asserted patent, served the composite web page to the visitor computer.
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured	*See* 26, *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in the Trip.com Prior Art
	billing information to the merchant offering the indicated product or service.	

Comparison of the U.S. Patent No. 6,993,572 and the DBC Brand Label Quote Services Prior Art ("DBC Prior Art")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the DBC Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
1	An e-commerce outsourcing process comprising:	The DBC Prior Art discloses an e-commerce outsourcing process providing a host website (for example, a client company of DBC) in communication with a visitor computer with context sensitive, transparent e-commerce pages. "Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. … DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. … Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *Co-Branded Sites,* http://web.archive.org/web/19961115111020/http://www3.dbc.com/cgi-bin/htx.exe/core/dbc/partners.html?source=core/dbc (November 15, 1996 version of www3.dbc.com/cgi-

[1] DBC was providing the same Brand Label Services to many partners, for example, New York Stock Exchange,OTC Financial Network, John Fairfax Publications (for the Australian Financial Review), Digital Ink Co., The Harvard Crimson, eNet, USA Today, Washington Post, Baltimore Sun, Wall Street Online, U.S. News & World Report, PR Newswire, Techweb, Hoovers Online, Deloitte & Touche, Business Wire, etc. *See DBC Co-Branded Sites, November 15, 1996 version.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		bin/htx.exe/core/dbc/partners.html?source=core/dbc as archived by the Internet Archive.[2]) (hereinafter, "*DBC Co-Branded Sites*").[3] *[DFNDT0002074-5]* *DemoCorp: Financial Markets*, http://web.archive.org/web/19961115122850/http://www3.dbc.com/cgi-bin/htx.exe/forms/quote.html?source=blq/demo2 (November 15, 1996 version of www3.dbc.com/cgi-bin/htx.exe/forms/quote.html?source=blq/demo2 as archived by the Internet Archive. (see note 2)) (hereinafter, "*DBC Demo 1*"). *[DFNDT0002076-7]* *Quote, Charts, Portifolio,& Reports*, http://web.archive.org/web/19961115122850/http://www3.dbc.com/cgi-bin/htx.exe/forms/quote.html?source=blq/demo2 (November 15, 1996 version of www3.dbc.com/cgi-bin/htx.exe/forms/quote.html?source=blq/demo2 as archived by the Internet Archive. (see note 2)) (hereinafter, "*DBC Demo 2*"). *[DFNDT0002078-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting Real-Time Stock Market Quote Service Begins*, Business Wire, April 26, 1996 (hereinafter "*Data*

[2] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001590-1633]*

[3] Also see *DBC Online: Person Quote Link*, http://web.archive.org/web/19970705042614/www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... (August 7, 1997 version of www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... as archived by the Internet Archive. (see note 2)). *[DFNDT0001584-9]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		Broadcasting Press Release"). *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]*
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a trne co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement between CBS Inc., DBC and Marketwatch.com, LLC at 43, October 29, 1997 (hereinafter "Contribution Agreement"). *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		company's site." *Data Broadcasting Real-Time Stock Market Quote Service Begins*, Business Wire, April 26, 1996 (hereinafter "*Data Broadcasting* Press Release"). *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online: Person Quote Link*, http://web.archive.org/web/19961115110927/www3.dbc.com/cgi-bin/htx.exe/core/dbc/pql... (November 15, 1996 version of www3.dbc.com/cgi-bin/htx.exe/core/dbc/pql... as archived by the Internet Archive. (see note 2)) (hereinafter, "*DBC Online* website").[4] *[DFNDT0001584-9]*
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The selected commerce object is, for example, stock quotes from New York Stock Exchange. "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote

[4] Also see *DBC Online: Person Quote Link*, http://web.archive.org/web/19970705042614/www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... (August 7, 1997 version of www.dbc.com/cgi-bin/htx.exe/core/dbc/pql.h... as archived by the Internet Archive. (see note 2)). *[DFNDT0001584-9]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* *See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. … Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	"DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* *See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. … DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. … Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]*
	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		[DFNDT0001584-9] "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* *See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. … DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. … Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]*
4	The process of claim 1, wherein the selected commerce object is a selected product.	The DBC Prior Art discloses the selected commerce object is a selected product (for example, one or more ticker symbols, stock quotes, current prices and other quote content).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The DBC Prior Art discloses the selected commerce object is a selected product category (for example, quote, news and other services).

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		"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
13	An e-commerce outsourcing system comprising:	". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		5] "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website"). *[DFNDT0001584-9]*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		"DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website"). *[DFNDT0001584-9]*
17	An e-commerce outsourcing process comprising the steps of:	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic

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		web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting Real-Time Stock Market Quote Service Begins*, Business Wire, April 26, 1996 (hereinafter "*Data Broadcasting* Press Release"). *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		feel as though they were still on your Web site!" *DBC Online* website"). *[DFNDT0001584-9]*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access

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		DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website"). *[DFNDT0001584-9]*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design."

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website"). *[DFNDT0001584-9]*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online*

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		website"). *[DFNDT0001584-9]*
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website"). *[DFNDT0001584-9]*
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the

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		original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online*

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		website"). *[DFNDT0001584-9]*
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]* "DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
21(b)	a color scheme used on at least some of the web	"DBC co-brands these pages by using the logo, background and

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	pages of the first website;	navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* *See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]*
21(c)	a page layout used on at least some of the web pages of the first website; and	"DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* *See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]*

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		Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]*
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a . . . . [Brand Label Quote site] that retains the look and feel of the original site design." Contribution Agreement. *[DFNDT0001546-81]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can

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		have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website"). *[DFNDT0001584-9]* *See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. ... DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. ... Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002074-5]*
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* Co-branding a web site with DBC Online provides quality, high-traffic web sites the opportunity to furnish their online users with the same comprehensive, user-friendly, and timely financial data & market news that DBC Online proudly offers it's own customers. … DBC co-brands these pages by using the logo, background and navigation bars of the company's web site, creating a BLQ that retains the look and feel of the original site design. Every page will carry both the company and the DBC logo, making it a true co-branded site. … Creating a BLQ site with DBC Online is an easy and reliable way to supplement a company's existing website with an excellent source of the financial and market news." *DBC Co-Branded Sites. [DFNDT0002076-9]*
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting Real-Time Stock Market Quote Service Begins*, Business Wire, April 26, 1996 (hereinafter "*Data Broadcasting* Press Release"). *[DFNDT0001544-5]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the	"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
	commerce objects of said merchants at the second website.	extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
	information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning	"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
	the commerce objects of said merchants at the second website, and	up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement. *[DFNDT0001546-81]* "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]* ". . . DBC designs a customized company Web site quote page that enables another company's Web site visitors to 'seamlessly access' DBC's quote server even though it appears they are still on the original company's site." *Data Broadcasting* Press Release. *[DFNDT0001544-5]*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	"Brand Label Quote sites . . . allow access to 15-minute delayed stock quotes (refreshed every few minutes), a personal portfolio that accepts up to 10 ticker symbols and has price and valuate functions, the extensive DBC Newsroom, up to the minute business headlines, international data, sports data, and more." Contribution Agreement.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
		[DFNDT0001546-81] "DBC has offered other companies a special link to its quote server through a customized 'brand-label' quote service. DBC designs a quote page for the client's company's Web site and users actually access DBC's quote server, even though it appears they are still on the original company's site." *$29.95 a Month* Press Release. *[DFNDT0001582-3]* "DBC Online's quote retriever can now be put on your Web site – absolutely FREE! By adding just a few lines of HTML code, you can have data from America's leading provider of market information directly on your own web page. The customizability of the quote page allows you to place the title of your Web site at the top of the results screen. And your site will always be backlinked at the bottom of the results screen, so that anyone who uses your 'Personal Quote' box will feel as though they were still on your Web site!" *DBC Online* website. *[DFNDT0001584-9]*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See DBC Demo 1, DBC Demo 2. [DFNDT0002076-9]*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in DBC Prior Art
	from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	

Comparison of the U.S. Patent No. 6,993,572 and Quote.com Prior Art[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Quote.com Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
1	An e-commerce outsourcing process comprising:	The Quote.com Prior Art discloses an e-commerce outsourcing process providing a host website (for example, AIG Sunamerica website) in communication with a visitor computer (for example, AIG Sunamerica website visitor) with context sensitive, transparent e-commerce support pages.[2] *AIG SunAmerica Home* website. *[DFNDT0001639]*; *SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001644-0001645]* "Quote.com arms each participating site with numerous financial and news services which give users free access to stock quotes, four major newswire services as well as other financial market data. Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com Provides Seven*

[1] The AIG Sunamerica co-branded website attached hereto as *[DFNDT0001639-0001645]* and referred to herein is exemplary and is not meant to be limiting, as Quote.com was providing the same Quote.com Services to many partners, for example, e*Trade, Charter Media, Inc., The Hartford, BCL Online, Investors Journal, Multex Net, KickAssets, Lubbock Online, Network World Fusion, Offshore, Oregon Business Channel, Potter, Day & Associates PC, Bergerfunds, Defense Daily Network, Point, Procter, Sprynet, Stockprofiles.com, TD Waterhouse, Charles Schwab & Co., Inc., FWClient, Briefing, Freeman, JWTrade, Greenline, Bank of America, Stock-Trak, Cigna, CMP Media, Digital Insight, JackWhite & Company, NewEdge Corp., Nando.net, Nationwide, Philadelphia Stock Exchange, OLDE, Quotetracker, Sagemarker, Wired.com, New York Times, Boston Globe, Los Angeles Times, Industry.net, Infoseek, Playboy, etc.

[2] The screen shots attached as *[DFNDT0001639-0001645]* reflect the AIG Sunamerica website and Quote.com co-branded pages as they existed in 2006. Defendants understand that the AIG website and Quote.com co-branded pages were the same in 1997, as evidenced by the copyright on the bottom of the home page and the terms and conditions page (1997-2006).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		High-Profile Webs Sites With Financial News And Information, PR Newswire, June 10, 1996 (hereinafter, "*Quote.com PR Newswire*"). *[DFNDT0001634-0001635]* "Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages. Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, http://web.archive.org/web/19980119230949/http://www.quote.com/info/partners/ptnrfaq.html (January 19, 1998 version of www.quote.com/info/partners/ptnrfaq.html as archived by the Internet Archive.[3]); *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*

[3] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001646-0001689]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	For example, the Quote.com Prior Art discloses capturing a "look and feel description" (for example, AIG Sunamerica Logo (#1), colors (#2)) associated with a host website (for example, AIG Sunamerica website). *AIG SunAmerica Home* website. *[DFNDT0001639]*; *SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? … Co-branded Pages: one-time nominal set-up fee. … Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including:

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The Quote.com Prior Art discloses providing the host website (for example, AIG Sunamerica website) with a link (#3) on the host website (for example, AIG Sunamerica website) for serving to the visitor computer. The link is correlated with a selected commerce object (for example, stock quotes or news). *AIG SunAmerica Home* website. *[DFNDT0001639]*; *SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]*; *and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		"Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the

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		users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	The Quote.com Prior Art discloses, upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer an e-commerce supported page (a co-branded AIG Sunamerica web page, as shown in Appendix F) with a look and feel corresponding to the captured look and feel description (#1 & #2) of the host website (AIG Sunamerica website) associated with the provided link and with content based on the commerce object (stock quotes (#4) or news content (#4a)) associated with the provided link. *AIG SunAmerica Home* website. *[DFNDT0001639]*; *SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]*; *and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
4	The process of claim 1, wherein the selected commerce object is a selected product.	The selected commerce object is a selected product (for example, stock quote, market summary or your portfolio). "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		"Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The selected commerce object is a selected product category (for example, quotes and news or charts and graphs). "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		"seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly.

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		Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
13	An e-commerce outsourcing system comprising:	The Quote.com Prior Art discloses an e-commerce outsourcing process. *AIG SunAmerica Home* website. *[DFNDT0001639]*; *SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]*; *and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* "Quote.com arms each participating site with numerous financial and news services which give users free access to stock quotes, four major newswire services as well as other financial market data. Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and

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		navigation on these pages. Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	"Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]*

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		"seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly.

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		Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	"Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]*

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		"Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? … Co-branded Pages: one-time nominal set-up fee. … Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*,

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		January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
17	An e-commerce outsourcing process comprising the steps of:	The Quote.com Prior Art discloses an e-commerce outsourcing process. *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* "Quote.com arms each participating site with numerous financial and news services which give users free access to stock quotes, four major newswire services as well as other financial market data. Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages. Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services.

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		Customized solutions are also available." *Partners FAQ.[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	"Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships

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		Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		"What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	"Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's

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		servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership,

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		including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	"Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "As part of Quote.com's distribution alliance program, each site can seamlessly provide users with financial market data, new and information while invisibly using Quote.com's back-end technology and resources." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Visitors to the sites who request charts, portfolio updates, stock quotes or other information are immediately provided with a page that retains the brand and the creative qualities of that particular site." *Quote.com PR Newswire. [DFNDT0001634-0001635]* "seamless integration of services into the site;" *Quote.com PR Newswire. [DFNDT0001634-0001635]* "Content Partnerships Installation of a Quick Ticker Client on a partner Web site with or without Co-branded Fulfillment Pages. When a user makes a request for information from a Partner's Web site, a page residing on Quote.com's servers is returned. Quote.com will include a Partner's graphics and navigation on these pages." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		"Installation of a Financial Services Page. This is suitable for Partners who wish to increase the functionality and value of their Web site by integrating financial information and news services. Customized solutions are also available." *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What fee-based services are available? ... Co-branded Pages: one-time nominal set-up fee. ... Customized Solutions: Please see contact information below." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-0001638]* "Why is a Partnership better than a Link to Quote.com? When you link to another Web site, the value provided by that site is not attributed to you. It is likely that the user will not return to your site to link again; he or she will simply return to the other site directly. Therefore, there are great benefits in providing services similar to those found on the linked site. Furthermore, if Quote.com provides your site with co-branded pages, the transition to Quote.com is transparent to the users—they do not know that they have left your site!" *Partners FAQ*, January 19, 1998 version. *[DFNDT0001636-0001638]* "What are the advantages of a Partnership with Quote.com? Partners reap significant benefits from a Quote.com Partnership, including: Enhanced value and functionality for Partner Web sites." *Partners FAQ*, January 19, 1998 version (emphasis removed). *[DFNDT0001636-*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		0001638]
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	The Quote.com Prior Art discloses the process of claim 17 wherein the look and feel description comprises data defining the appearance of the top (#1) and left side (#2) of at least some of the web pages of the first website (for example, AIG Sunamerica website). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]*
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	The Quote.com Prior Art discloses the process of claim 17 wherein the look and feel description comprises data defining the appearance of the header (#1) of at least some of the web pages of the first website (for example, AIG Sunamerica website). *AIG SunAmerica Home* website. *[DFNDT0001639];SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]*
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	
21	The process of claim 17 wherein the look and feel description comprises data defining:	The Quote.com Prior Art discloses a look and feel used both on the *AIG SunAmerica Home* website and, for example, *AIG Sunamerica* website.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	The Quote.com Prior Art discloses a logo (for example, AIG Sunamerica (#1)) associated with and displayed on at least some of the web pages of the first website (for example, AIG Sunamerica website). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]*
21(b)	a color scheme used on at least some of the web pages of the first website;	The Quote.com Prior Art discloses a color scheme (for example, blue, yellow and white background, blue hyperlinks) used on at least some of the web pages of the first website (for example, AIG Sunamerica website). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* For example, as shown in *[DFNDT0001639-0001645]*, it appears that the co-branded webpages served by Quote.com include the color scheme of the AIG Sunamerica website.
21(c)	a page layout used on at least some of the web pages of the first website; and	The Quote.com Prior Art discloses a page layout (for example, blue frame on top of page, yellow frame on left side of page) used on at least some of the web pages of the first website (for example, AIG Sunamerica Website). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* For example, as shown in *DFNDT0001639-0001645* it appears the co-branded webpages served by Quote.com include a similar layout

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
		compared to the AIG Sunamerica website.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	The Quote.com Prior Art discloses storing a look and feel description (#1 & #2) associated with a first website (for example, AIG Sunamerica website) in a data store associated with a second website (for example, Quote.com website) comprises designing a first website (for example, AIG Sunamerica website), identifying look and feel descriptions associated therewith (#1 & #2), and storing the identified look and feel descriptions in the data store associated with the second website (for example, Quote.com website). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]* For example, the look and feel description associated with the AIG Sunamerica website is stored when: (1) AIG Sunamerica designed a first website, (2) AIG Sunamerica and/or Quote.com identified look and feel descriptions associated therewith, and (3) Quote.com stored the identified look and feel descriptions on its servers (data store).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	The Quote.com Prior Art discloses the commerce object is a set of product categories (for example, quotes & news or charts & graphs) and further comprising accepting search parameters (one or more ticker symbols) through the composite web page (Quote.com co-branded web page) and using said parameters to search for specific products (for example, stock quotes) within the product categories (for example, quotes & news or charts & graphs). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]*
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	The Quote.com Prior Art disclose storing at the second website (for example, Quote.com website) data concerning a plurality of commerce objects (for example, one or more ticker symbols, stock quotes, current prices and other quote content). For example, it appears that the Quote.com website is associated with a database of one or more ticker symbols, stock quotes, current prices and other quote content.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	Quote.com contracts with merchants to offer stock tickers and other data concerning the commerce objects of such merchants at the second website. *[DFNDT0001634-0001645]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Quote.com Prior Art
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	The Quote.com Prior Art discloses the commerce object is a set of product categories (for example, quotes & news or charts & graphs), each comprising a plurality of products or services (for example, one or more ticker symbols (#3), stock quotes, current prices and other quote content). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	The Quote.com Prior Art discloses storing at the second website (for example, Quote.com website) data concerning the plurality of products or services (for example, one or more ticker symbols, stock quotes, current prices and other quote content). *AIG SunAmerica Home*

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		website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]*
27(b)	after serving the composite web page to the visitor computer:	The Quote.com Prior Art discloses after serving the composite web page to the visitor computer:
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	The Quote.com Prior Art discloses accepting search parameters through the composite web page (for example, ticker symbols) through the Quote.com co-branded web page (for example, the co-branded AIG Sunamerica web page, as shown in Appendix F) and using said parameters to search for specific ones of the plurality of products or services (for example, stock quotes) within the product categories (for example, quotes & news or charts & graphs). *AIG SunAmerica Home* website. *[DFNDT0001639]; SunAmerica.com Market Summary Quotes and News* web page. *[DFNDT0001640-0001643]; and SunAmerica.com Market Summary Terms and Conditions* web page. *[DFNDT0001643-0001645]*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,016,504 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
1	An e commerce outsourcing process comprising:	The '504 patent discloses an e-commerce outsourcing process wherein a virtual outlet Web site outsources e-commerce requests from a customer computer to a merchant. (Summary of the Invention; Col. 5:24 - 6:65).
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	The '504 patent discloses capturing a look and feel description associated with a host website (VO). The look and feel description is provided by the virtual outlet to the merchant: • "The Web page of FIG. 6 inputs information concerning the appearance that the VO expects for a merchant order Web page that will be displayed when a customer hot links through the VO to the merchant site. This information includes a URL for a graphics file that contains the VO's logo, the desired background color, and other such information." Col. 9:14-20. • "The example confirmation Web page repeats certain of the supplied sign-up information and displays the appearance requested by the representative for the merchant order Web page, including colors and fonts." Col. 9:46-50. • "[The Merchant Sign-up Component] prepares a confirmation Web page in the style specified by the VO for order processing Web pages, including specified logos, graphics, colors, and text fonts[.]" Col. 12:59-65. • "[Software routines] support processes by which the VO changes the appearance of order Web pages displayed by the merchant to customers." Col. 13:67-14:2. • Claim 27 (emphasis added). A method in a computer system for establishing a relationship between a virtual outlet and a merchant so that the virtual outlet can offer to a customer over a network, a product that is for sale by the merchant; the virtual outlet, customer, and merchant each having a computer; the method comprising: o **establishing a database of information at the merchant computer,**

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,016,504 "Method and system for tracking the purchase of a product and services over the Internet" by Arnold, Bennett, et al. (filed Aug. 28, 1996, issued Jan. 18, 2000). [DFNDT0000077-0000114]

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		the database including an identification of the virtual outlet **and representative interface aspects to be provided by the merchant computer to the customer computer**; and o supplying from the merchant computer to the virtual outlet computer a link that identifies a merchant resource associated with the merchant computer and that uniquely identifies the virtual outlet; wherein the virtual outlet computer supplies the link to the customer computer, when the customer computer uses the link to access the merchant resource, the merchant computer provides the merchant resource to the customer computer in a manner customized to the virtual outlet, **such manner being based on the database of information** and identifying the virtual outlet that provided the link to the customer computer. The '504 patent also discloses storing HTML code corresponding to the look and feel description at a second website (Merchant): • "FIG. 16 lists example information returned by the VO to the merchant during the sign-up process." Col. 12:55-56. The information in Fignre 16 includes: URL of logos to display on order pages; URL for graphics for background; colors for various parts of screen; fonts for text; other characteristics for HTML display; etc. • "In step 1509, sign-up_Request **permanently** stores the sign-up information on the merchant computer and flags the stored information for review by a representative of the merchant computer." Col. 13:2-5 (emphasis added). • "Some information, including the VO logo, may be obtained from the VO by accessing VO files using stored URLs. Other information may be **stored entirely on the merchant computer**." Col. 14:24-27 (emphasis added). The information stored, as described in Fignre 16, may include a "navigation bar," "banner advertising" and "other characteristics for HTML display."
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a	The '504 patent discloses providing the host website (VO) with a link (URL) for inclusion within a page on the host website for serving to a visitor computer (customer), wherein the provided link correlates the host website with a selected commerce object (product):

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
	selected commerce object; and	• "The Catalog_Browser routine allows a VO representative to browse through catalog Web pages supplied by the merchant... Items for sale are described and listed along with URLs corresponding to the order Web page that the merchant will supply to a customer linking through a VO Web page to the merchant site in order to purchase the item. The VO may incorporate items into the VO Web pages by including the URLs obtained from the merchant's catalog as hot links in the VO Web pages." Col. 10:41-50. • Claim 27 (emphasis added). A method in a computer system for establishing a relationship between a virtual outlet and a merchant so that the virtual outlet can offer to a customer over a network, a product that is for sale by the merchant; the virtual outlet, customer, and merchant each having a computer; the method comprising: o establishing a database of information at the merchant computer, the database including an identification of the virtual outlet and representative interface aspects to be provided by the merchant computer to the customer computer; and o **supplying from the merchant computer to the virtual outlet computer a link that identifies a merchant resource associated with the merchant computer** and that uniquely identifies the virtual outlet; wherein the virtual outlet computer supplies the link to the customer computer, when the customer computer uses the link to access the merchant resource, the merchant computer provides the merchant resource to the customer computer in a manner customized to the virtual outlet, such manner being based on the database of information and identifying the virtual outlet that provided the link to the customer computer. *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website	The '504 patent discloses, upon receiving an activation of the provided link from the visitor computer (customer selects merchant hotlink on VO Web page), serving to the visitor computer (customer computer) an e-commerce supported page (order page) with a look and feel corresponding to the captured look and feel description of the host website (VO) associated with the provided link and with content based on the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
	associated with the provided link and with content based on the commerce object associated with the provided link;	commerce object (product) associated with the provided link: • Where a request to display an order Web page corresponding to an item displayed by the VO on a VO Web page "has come to the merchant via a hotlink from the VO Web Page" the Merchant Order Processing Component "retrieves stored information supplied by the VO that allows the merchant computer to construct a description of **an order Web page that appears similar to a VO Web page** and uses the information to construct a description of an order Web page and send it to the customer[.] Some information, including the VO logo, may be obtained from the VO by accessing VO files using stored URLs. Other information may be stored entirely on the merchant computer." Col. 14:15-27 (emphasis added). • Claim 1 (emphasis added): o [...] o Displaying at the customer computer the virtual outlet Web page; o Receiving from the customer at the customer computer a **selection of the product**; o Sending from the customer computer to the merchant computer **a request for the merchant Web page identified by the link associated with the selected product**, the request including an indication of the virtual outlet; o Receiving at the merchant computer the request for the merchant Web page; o **Upon receiving the request for the merchant Web page**, under control of the merchant computer, modifying the merchant Web page [...] o Sending from the merchant computer the modified merchant Web page... • Claim 2 (emphasis added): o The method of claim 1 wherein the merchant computer maintains a database of information describing a desired layout of the merchant Web page when the merchant Web page is accessed through the virtual outlet Web page and **wherein the merchant computer customizes the merchant Web page in accordance with the information.**

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		• Claim 3: o The method of claim 2 wherein the information includes a name and logo of the virtual outlet. • Claim 4 o The method of claim 2 wherein the information includes preferred coloring of the merchant Web page. • Claim 5 o The method of claim 1 wherein the links are universal resource locators.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	The visitor (consumer) receiving the served page (order page) at the visitor computer perceives the page as associated with the host website (VO) even though it is served from the second website (Merchant) because the page is customized to look like a VO web page and appears similar: • "The Web page of FIG. 6 inputs information concerning the **appearance** that the VO expects for a merchant order Web page that will be displayed when a customer hot links through the VO to the merchant site. This information includes a URL for a graphics file that contains the VO's logo, the desired background color, and other such information." Col. 9:14-20 (emphasis added). • The Merchant Order Processing Component "retrieves stored information supplied by the VO that allows the merchant computer to construct a description of **an order Web page that appears similar to a VO Web page** and uses the information to construct a description of an order Web page and send it to the customer[.] Some information, including the VO logo, may be obtained from the VO by accessing VO files using stored URLs. Other information may be stored entirely on the merchant computer." Col. 14:15-27 (emphasis added). • Claim 13 (emphasis added). A method for providing a second computer with access to information provided by a third computer through a resource that is **similar in appearance to a resource provided by a first computer**; the first, second, and third computers being interconnected; the method comprising: o [...] o under control of the third computer, **customizing the resource**

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		identified by the received link based on the entity identified in the received link; and o sending to the second computer the customized resource so that the second computer can display the customized resource, **the customized resource having an overall appearance similar to the displayed resources of the first computer**. • Claim 14. The method of claim 13 wherein the first computer is a virtual outlet computer, the second computer is a customer computer, and the third computer is a merchant computer. • Claim 15. The method of claim 14 wherein the step of customizing includes customization options provided by the virtual outlet. • Claim 16. The method of claim 15 wherein the customization option is a virtual outlet logo. • Claim 17. The method of claim 15 wherein the customization option is a color. • Claim 18. The method of claim 15 wherein the customization option is a font. Claim 22. The method of claim 14 wherein the resource identified by the received link **is a Web page** that allows a customer to purchase a product of a merchant. *See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	The '504 patent discloses the process described above wherein the selected commerce object is a selected product. • "When a customer **selects a product** to purchase or to view product information), the browser accesses the Web page for the merchant that sells the product. The Web page is identified by a URL (i.e., hotlink) associated with that product." Col. 7:41-45 (emphasis added). Claim 1 (emphasis added): A method for tracking a **purchase of a product**.... receiving from the customer at the customer computer **a selection of the product**....sending from the customer computer to the merchant computer a request for the merchant Web page identified by the link associated with the **selected product**, the request including an indication of the virtual outlet....
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The '504 patent discloses the process described above wherein the selected commerce object is a selected product category. • "FIG. 25 displays an example display Web page from a VO, including a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		number of items that can be ordered by a customer." Col. 14:40-42. • The "items" listed on the Figure 25 are actually product categories, including, for example, greeting cards. • "If the customer chooses to order a greeting card, then the customer will link directly to the greeting card merchant, who prepares and sends to the customer the order Web page displayed in FIG. 26" Col. 14:42-43. The order Web page of Figure 26 corresponds to the "greeting cards" product category at the VO, and offers the customer a number of Card Choices to choose from.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	The '504 patent discloses a data store (database) including a look and feel description associated with a host web page (VO Web page) having a link correlated with a commerce object (product): • *See* Col. 7:54 - 8:6. • Claim 1 (emphasis added): o [...] o Sending from the customer computer to the merchant computer **a request for the merchant Web page identified by the link associated with the selected product**, the request including an indication of the virtual outlet; o Receiving at the merchant computer the request for the merchant Web page; o **Upon receiving the request for the merchant Web page**, under control of the merchant computer, modifying the merchant Web page [...] o **Sending from the merchant computer the modified merchant Web page**... • Claim 2 (emphasis added): o The method of claim 1 **wherein the merchant computer maintains a database of information describing a desired layout of the merchant Web page** when the merchant Web page is accessed through the virtual outlet Web page and wherein the merchant computer customizes the merchant Web page in accordance with the information.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		• Claim 27 (emphasis added). A method in a computer system for establishing a relationship between a virtual outlet and a merchant so that the virtual outlet can offer to a customer over a network, a product that is for sale by the merchant; the virtual outlet, customer, and merchant each having a computer; the method comprising: o establishing a **database of information** at the merchant computer, the database including an identification of the virtual outlet and **representative interface aspects** to be provided by the merchant computer to the customer computer; and o **supplying from the merchant computer to the virtual outlet computer a link that identifies a merchant resource associated with the merchant computer** and that uniquely identifies the virtual outlet; wherein the virtual outlet computer supplies the link to the customer computer, when the customer computer uses the link to access the merchant resource, the merchant computer provides the merchant resource to the customer computer in a manner customized to the virtual outlet, such manner being based on the database of information and identifying the virtual outlet that provided the link to the customer computer. • "FIG. 16 lists example information returned by the VO to the merchant during the sign-up process." Col. 12:55-56. The information in Figure 16 includes: URL of logos to display on order pages; URL for graphics for background; colors for various parts of screen; fonts for text; other characteristics for HTML display; etc. • "In step 1509, sign-up_Request **permanently stores** the sign-up information on the merchant computer and flags the stored information for review by a representative of the merchant computer." Col. 13:2-5 (emphasis added). The Merchant Order Processing Component "retrieves **stored information supplied by the VO** that allows the **merchant computer** to construct a description of an order Web page that appears similar to a VO Web page and uses the information to construct a description of an order Web page and send it to the customer[.] Some information, including the VO logo, may be obtained from the VO by accessing VO files using

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		stored URLs. Other information may be **stored entirely on the merchant computer**." Col. 14:15-27 (emphasis added). *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	The '504 patent discloses a computer processor (Merchant computer) coupled to the data store (Database) and in communication through the Internet with the host web page (Virtual Outlet) and programmed, upon receiving an indication that the link has been activated by a visitor computer (Customer computer) in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object (Product) associated with the link: • *See* Col. 7:41 - 8:6. • "The virtual outlet component of the VO provides Web pages to customers that comprise a collection of text or images that describe or represent various products or services that the customer can purchase. Those text descriptions or images that represent items to be ordered from a merchant are associated on the VO Web page with hot links that allow a customer to directly access a merchant's order Web page." Col. 8:9-15. • Claim 1 (emphasis added). A method for tracking a purchase of a product supplied by merchant; the purchase being made by a customer through a virtual outlet; the **merchant, virtual outlet, and customer** each having a computer **connected through the Internet**; the method comprising: o receiving at the virtual outlet computer from the **customer computer** a request for a virtual outlet Web page, the virtual outlet Web page having an indication of the **product and a link associated with the product**, the link identifying a merchant Web page of the **merchant computer**, identifying the virtual outlet, and identifying a virtual outlet return Web page; o sending from the virtual outlet computer to the customer computer the virtual outlet Web page; o displaying at the customer computer the virtual outlet Web page o receiving from the customer at the customer computer a selection of the product;

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		○ sending from the customer computer to the **merchant computer** a request for the merchant Web page identified by the link associated with the selected product, the request including an indication of the virtual outlet; ○ receiving at the **merchant computer** the request for the merchant Web page; ○ upon receiving the request for the merchant Web page, **under control of the merchant computer, modifying the merchant Web page** to contain a return link based on the indication of the virtual outlet included in the request so that upon completion of the purchase, the customer computer displays the virtual outlet return Web page identified by the return link; ○ **sending from the merchant computer** to the customer computer the modified merchant Web page; ○ displaying at the customer computer the modified merchant Web page, wherein after the customer purchases the product from the merchant, the merchant credits the virtual outlet identified by the link; and ○ upon completion of the purchase, displaying at the customer computer the virtual outlet return Web page identified by the return link in the modified merchant Web page. • Claim 2 (emphasis added): ○ The method of claim 1 wherein the merchant computer maintains a database of information describing a desired layout of the merchant Web page when the merchant Web page is accessed through the virtual outlet Web page and **wherein the merchant computer customizes the merchant Web page in accordance with the information**. *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	The '504 patent discloses the process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website (VO). The Merchant web pages may be customized by the VO. Customizable elements include: • Design information (e.g., color scheme) of the VO Web site (Col. 6:21-22) • A page layout that is preferably a layout similar to that of the Web page for the [VO]. For example, the layout may indicate the contents of the banner, logo, and background color of the Web page. (Col. 7:58-62) • The VO's logo, the desired background color, and other such information. (Col. 9:19-20) • Colors and fonts. (Col. 9:49) • Logos, graphics, colors and text fonts. (Col. 12:64-65)
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	The '504 patent discloses the process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website (VO). The Merchant web pages may be customized by the VO. Customizable elements include: • Design information (e.g., color scheme) of the VO Web site (Col. 6:21-22) • A page layout that is preferably a layout similar to that of the Web page for the [VO]. For example, the layout may indicate the contents of the banner, logo, and background color of the Web page. (Col. 7:58-62)

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
		• The VO's logo, the desired background color, and other such information. (Col. 9:19-20) • Colors and fonts. (Col. 9:49) • Logos, graphics, colors and text fonts. (Col. 12:64-65)
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The '504 patent discloses the process of claim 17 wherein the look and feel description comprises data defining a set of navigational links (a Navigation Bar), used on at least some of the web pages of the first website (VO), each of which links link to specific web pages of the first website. Fignre 25 shows an example Web page from a virtual outlet containing a logo and a navigation bar. Fignre 26 shows a web page served by the Merchant containing the same logo and navigation bar.
21	The process of claim 17 wherein the look and feel description comprises data defining:	The '504 patent discloses the process of claim 17 wherein the look and feel description contains all of the elements listed in this claim. The Merchant web pages may be customized by the VO. Customizable elements include: • Design information (e.g., color scheme) of the VO Web site (Col. 6:21-22) • A page layout that is preferably a layout similar to that of the Web page for the [VO]. For example, the layout may indicate the contents of the banner, logo, and background color of the Web page. (Col. 7:58-62) • The VO's logo, the desired background color, and other such information. (Col. 9:19-20) • Colors and fonts. (Col. 9:49) • Logos, graphics, colors and text fonts. (Col. 12:64-65) Figure 16 lists additional elements, including a navigation bar.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	Customizable elements include: The VO's logo, the desired background color, and other such information. (Col. 9:19-20)
21(b)	a color scheme used on at least some of the web	Customizable elements include:

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	pages of the first website;	Design information (e.g., color scheme) of the VO Web site (Col. 6:21-22)
21(c)	a page layout used on at least some of the web pages of the first website; and	Customizable elements include: A page layout that is preferably a layout similar to that of the Web page for the [VO]. For example, the layout may indicate the contents of the banner, logo, and background color of the Web page. (Col. 7:58-62)
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	Customizable elements include: See Fignre 16, "navigation bar."
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	The '504 patent discloses the process of claim 17 wherein storing a look and feel description associated with a first website (VO) in a data store (Database) associated with a second website (Merchant) comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website. A virtual outlet owner is allowed to sign up to offer a merchant's products for sale through the virtual outlet. (*See* Col. 5:26-29) Upon sign up, the virtual outlet representative may supply the Merchant with design information of the VO Web site, as identified by the representative. (*See* Col. 6:19-22)
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	To the extent that the limitations of Claim 23 are not disclosed in the '504 patent, Claim 23 is invalid as obvious based on the '504 Arnold patent in view of, at least, the TravelNow.com prior art cited in Exhibit 4. The TravelNow.com prior art discloses accepting search parameters and using search parameters to search for specific products, such as hotels in a particular city on a particular date. Claim 23 of the '572 patent is also invalid as obvious based on the '504 Arnold patent in view of any other prior art reference cited in any part of Defendants' Joint Preliminary Invalidity Contentions that discloses accepting search parameters and using search parameters to search for specific products. The motivation to combine these references being, among other things, that each of the references is found in the affiliate marketing, e-commerce, and on-line retailing industries.

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24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	The '504 patent discloses the process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects (Products). A merchant may offer a plurality of products, storing product information, including price, corresponding to each. For example, the merchant web page depicted Figure 26 refers to a selection of greeting card choices. "The VO home page component of the merchant portion of the VO system provides one or more Web pages to VOs that may contain general information about the merchant and the merchant's products and services ...." Col. 11:36-39.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	The '504 patent discloses the process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website. The virtual outlet-merchant contractual relationships are formed through the sign-up process: "A virtual outlet relationship can be established and maintained with a merchant by accessing and interacting with the merchant VO set up Web page. This Web page contains links to additional Web pages that allow the prospective virtual outlet to conduct various transactions with the merchant. The prospective VO first establishes the relationship through a siguup procedure. The VO provides the merchant with various information such as the VO's name, street address, email address, and design information (e.g., color scheme) of the VO Web site. The merchant computer accepts the information, the merchant considers whether a VO relationship should be established, and, if the merchant decides to establish the relationship, the merchant computer sends a confirmation back to the prospective VO. " Col. 6:12-25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and	The '504 patent discloses the process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service. *See, e.g.,* Col. 14:7-61 and Fig. 24.

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	passing captured billing information to a merchant offering the indicated product or service.	The merchant Web page may allow the representative to browse through various other Web pages to collect information (e.g., delivery address or credit card number) relating to the purchase. Col. 7:67-8:3.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	The '504 patent discloses a commerce object that is a set of product categories, each comprising a plurality of products or services. "FIG. 25 displays an example display Web page from a VO, including a number of items that can be ordered by a customer." Col. 14:40-42. • The "items" listed on the Figure 25 are actually product categories, including, for example, greeting cards. • "If the customer chooses to order a greeting card, then the customer will link directly to the greeting card merchant, who prepares and sends to the customer the order Web page displayed in FIG. 26" Col. 14:42-43. The order Web page of Figure 26 corresponds to the "greeting cards" product category at the VO, and offers the customer a number of Card Choices to choose from. *See also* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	The '504 discloses the following claim limitations before serving the composite web page to the visitor computer.
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	The '504 discloses the following claim limitations after serving the composite web page to the visitor.
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of	*See* 26, *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in U.S. Patent No. 6,016,504 ("the '504 patent")
	the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	

[1] *Also see Cyber-Sex-Toys Main Menu ...*, http://web.archive.org/web/19970607065349/http://www.sextoy.com/ (June 7, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site*, http://web.archive.org/web/19970607065542/www.sextoy.com/yoursite/yoursite.html; and *The Agreement*, http://web.archive.org/web/19970607071136/www.sextoy.com/yoursite/agreemnt.html. *[DFNDT000952-000956]*

Cyber-Sex-Toys Main Menu ..., http://web.archive.org/web/19970711063329/http://www.sextoy.com/ (July 11, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site*, http://web.archive.org/web/19970711063513/www.sextoy.com/yoursite/yoursite.html; and *The Agreement*, http://web.archive.org/web/19970711072555/www.sextoy.com/yoursite/agreemnt.html. *[DFNDT000957-000961]*

Cyber-Sex-Toys ..., http://web.archive.org/web/19971019015131/http://www.sextoy.com/ (October 19, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site*, http://web.archive.org/web/19971019015325/www.sextoy.com/yoursite/yoursite.html; *Banners to Promote your own sextoy site*, http://web.archive.org/web/19971019020942/www.sextoy.com/yoursite/banner.html; and *The Agreement*, http://web.archive.org/web/19971019020936/www.sextoy.com/yoursite/agreemnt.html. *[DFNDT000962-000968]*

Cyber-Sex-Toys ..., http://web.archive.org/web/19971210191027/http://www.sextoy.com/ (December 10, 1997 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000968-000969]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19981203052736/http://sextoy.com/ (December 3, 1998 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000970-000971]*

Free business opportunity to make money from commission with xxx adult sextoys, http://web.archive.org/web/19981205014933/www.sextoyfun.com/ (December 5, 1998 version of instructions for creating your own sextoys site as archived by the Internet Archive (see note 4)). [DFNDT000972-000973]

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19981207071712/http://www.sextoy.com/ (December 7, 1998 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000974-000975]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19981212021024/http://sextoy.com/ (December 12, 1998 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Free business opportunity to make money from commission with xxx adult sextoys*, http://web.archive.org/web/19981212032701/www.sextoyfun.com/. *[DFNDT000976-000979]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990125091930/http://sextoy.com/ (January 25, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000980-000981]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990128003853/http://sextoy.com/ (January 28, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). *[DFNDT000982-000983]*

Promote your own sextoy site, http://web.archive.org/web/19990203092949/sextoy.com/cnv/cnv.html (February 3, 1999 version of instructions for creating your own sextoys site as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site- Form*, http://web.archive.org/web/19990203115316/sextoy.com/cnv/form.html; and *Banners to Promote your own sextoy site*, http://web.archive.org/web/19990203082648/sextoy.com/cnv/banner.html. *[DFNDT000984-000989]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990219233531/http://www.sextoy.com/ (February 19, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). [DFNDT000990-000991]

Promote your own sextoy site, http://web.archive.org/web/19990225131500/www.sextoy.com/cnv/cnv.html (February 25, 1999 version of instructions for creating your own sextoy site as archived by the Internet Archive (see note 4)) and related pages including: *Promote your own sextoy site- Form*, http://web.archive.org/web/19990225150316/www.sextoy.com/cnv/form.html. *[DFNDT000992-000994]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990420062959/http://www.sextoy.com/ (April 20, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)) and related pages including: *Since 1994 the largest, most user-friendly, and most popular sextoy site on the web*,

690038.5

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Sextoy.com Website at www.sextoys.com[2], (hereinafter "Sextoy") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
1	An e commerce outsourcing process comprising:	"Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, http://web.archive.org/web/19980517004530/sextoy.com/cnv/cnv.html (emphasis removed) (May 17, 1998 version of sextoy.com/cnv/cnv.html as archived by the Internet Archive[3]).[4,5] *[DFNDT000945-000946]* "We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, http://web.archive.org/web/19980517011212/sextoy.com/cnv/moreinfo.html (emphasis removed) (May 17, 1998 version of sextoy.com/cnv/moreinfo.html as archived by the Internet Archive[6]). *[DFNDT000947]*

http://web.archive.org/web/19990420215532/sextoy.com/about.html ("In 1996 we were the first sextoy site to offer webmasters the opportunity to customize their own sextoy site and receive commission from sales." (emphasis removed)). *[DFNDT000995-000997]*

Promote your own sextoy site, http://web.archive.org/web/19990421190131/sextoy.com/cnv/cnv.html (April 21, 1999 version of instructions for creating your own sextoys site as archived by the Internet Archive (see note 4)). *[DFNDT000998]*

Sextoys sex toys adult xxx ..., http://web.archive.org/web/19990429075920/http://www.sextoy.com/ (April 29, 1999 version of sextoy.com as archived by the Internet Archive (see note 4)). [DFNDT000999-0001000]

Promote your own sextoy site, http://web.archive.org/web/19990502170612/www.sextoy.com/cnv/cnv.html (May 2, 1999 version of instructions for creating your own sextoy as archived by the Internet Archive (see note 4)). *[DFNDT0001001-0001002]*

Banner.html, http://web.archive.org/web/19990910044933/http://www.sextoyfun.com/cgibin/convbrowse.cgi?102&cnv/banner.html (September 10, 1999 version of Banner.html as archived by the Internet Archive (see note 4)). *[DFNDT0001003]*

[2] *WHOIS Record for sextoy.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=11 (last visited August 8, 2006) (sextoy.com was first registered on May 2, 1995 and is owned by Convergence, Inc). *[DFNDT0001060-0001061]*

[3] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001048-0001059]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	Capture took place when the host website operator emailed to dml@sextoy.com or faxed to (617) 666-3421 the *Promote your own sextoy site page*.

[4] *Also see* Lewis Perdue, *EroticaBiz How Sex Shaped the Internet* 5-6 (IdeaWorx 2002), available at http://www.eroticabiz.com/ ("Actual profits from an affiliate system had to wait until David Levine built SexToyFun (www.sextoyfun.com) [sic] a substantial but decidedly quirky sex paraphernalia site. Levine said he launched his site in 1994 and began his first affiliate program in the spring of 1996. … Levine's affiliate program was actually a virtual store service which allowed adult webmasters to set up, customize and brand their own sex toy stores with Levine's operation handling all the billing, fulfillment, shipping and customer service. Then in early 1997, Levine set up a more conventionally structured affiliate system like that used by Amazon and CDNow so webmasters could get referral commissions from the sale of products from his store.

While Levine's conventional affiliate system was launched after SportSource and CDNow, his pioneering role was the invention of "v-commerce" an e-commerce business model halfway between traditional affiliate systems and outright etailing.

… [T]he v-commerce operation pioneered by Levine offers … [a] central e-supplier provid[ing] an online "catalog" from which the v-commerce affiliate can select. Each product selected by the affiliate goes into a cookie-cutter web page supplied by the mother site which offers a number of different pre-programmed and customizable styles from which to select.

When an order is placed in the affiliate's store, the mother site then works in the background, handling everything else from order taking and payments to shipping customer service and returns -- all within an e-commerce environment that looks just like the whole process is run by the affiliate.

Building upon the adult industry's experience, v-commerce was discovered by the non-adult market in 1998 when venture capitalists funded more than a dozen start-ups including vcommerce.com (born as Vstore) which backed by more than $54 million in venture capital, is the non-adult patriarch in this field. …

By early 2001, most other non-adult v-commerce operations had burned through their venture capital and were either out of business (Affinia.com, Nexchange), hanging on by a thread (Iconomy, Vitessa) or trying to re-invent themselves into another category that would attract more venture capital (esaler.com reborn as pop2it, a so-called "contextual commerce technology company.)

Thanks to the product affiliate sales system he invented, Levine has succeeded in making a profit from ecommerce on the Internet – something that has eluded hundreds of venture-financed etailers who have collectively poured billions of investment dollars down a very large and seemingly insatiable cyber-rathole. Significantly, Levine has been profitable from his first few months on the Web. Amazon and other are still scrambling to get out of the loss columns.") (this article is referring to sextoy.com, not sextoyfun.com; David Levine began an affiliate program on sextoy.com in 1996). [*DFNDT0001048-0001059*]; *also see WHOIS Record for sextoyfun.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=13 (last visited August 8, 2006) (sextoyfun.com was first registered on September 9, 1998) *[DFNDT0001065-0001068]*

[5] *Also see David Levine*, http://www.davelevine.com (last visited on August 11, 2006)("[O]ne idea was to take orders on the web and then forward the orders to companies who would drop ship the products to my customers. My goal was (and still is) to build a billion dollar company with no employees, no corporate office, and no inventory. I named my business Convergence, Inc. I started Wicked Cool Mall and opened stores selling lobsters, sneakers, watches, paintings, t-shirts, etc. Eventually I decided I could make more money focusing on one product niche rather than many different stores in a mall. Since SEXTOY.com had the most sales, highest profit margins, and biggest traffic I decided to become the king of sex toys.

In 1996, I started the first affiliate program for adult products. An affiliate program allows anyone to sign up and get their own sextoy site for free. They can make the site look like their own, but we handle the orders and fulfillment [sic] and then send the affiliate a commission check each month for the sales in their store.") *[DFNDT0001078-0001079]*

[6] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		"To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"2. We will send you a URL (web address) that you put in your web site. Your customers click on that link to get to your Sextoy site. 3. All orders that come from your link will be marked and commission of 15%-20% of gross sales paid to you monthly [sic]. (Gross sales include shipping cost which can be a significant portion of total revenue.)" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "If you are linking to our sextoy site, feel free to copy and use these banners. Also, as long as you are using images to promote our sextoy site you can borrow images from your toy site." *Banners to Promote your own sextoy site*, http://web.archive.org/web/19980517011218/sextoy.com/cnv/banner.html (May 17, 1998 version of sextoy.com/cnv/banner.html as archived by the Internet Archive[7]). *[DFNDT000948-000949]*

[7] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the sextoy website of the host website operator was the same as the host website. Specifically, the host website operator could customize the top, bottom and background of their sextoy website to correspond to the "look and feel" of the host website. "To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, http://web.archive.org/web/19980517011212/sextoy.com/cnv/moreinfo.html (emphasis removed) (May 17, 1998 version of sextoy.com/cnv/moreinfo.html as archived by the Internet Archive[8]). *[DFNDT000947]*

[8] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		It is well know to a person skilled in the art that drop shipping is a procedure where a manufacturer, supplier, or distributor ships the product (i.e., a sex toy) to a store's customer. One of the corporate philosophies of Covergence, Inc., the owner and operator of sextoy.com, is "[r]ather than make large investments in overhead or employees, we pay other companies to perform all jobs that are not our core business. … Outsourcing is not only more efficient but also keeps our organization more nimble. Rather than having large investments that need to be paid off, by outsourcing, more costs become variable. If we decide to make sudden changes in business direction, we don't have to worry about liquidating any previous investments, we can just terminate a relationship we had with a company we were outsourcing to." http://classic-web.archive.org/web/19980204025709/www.wcool.com/cnv/philo.html, February 4, 1998 version(emphasis removed). *[DFNDT0001080-0001081]* Accordingly, it is obvious to a person skilled in the art that Convergence, Inc. did not sell its own products or products it owned. Rather, Convergence, Inc. sold the products of a third party (i.e., the supplier, distributor, or manufacturer) at sextoy.com.
	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		Promote your own sextoy site, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
4	The process of claim 1, wherein the selected commerce object is a selected product.	The selected commerce object was a selected product. The visitor from the host website purchased sex toys and other selected products via the sextoy website of the host website operator, which was served by sextoy.com. "Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract. (Gross revenue includes shipping revenue)." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "If you are linking to our sextoy site, feel free to copy and use these banners. Also, as long as you are using images to promote our sextoy site you can borrow images from your toy site." *Banners to Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000948-000949]* "Webmasters - Earn commission for selling sextoys." *Sextoys sex toys adult xxx ...*, http://web.archive.org/web/19980517004202/http://sextoy.com/ (May 17, 1998 version of sextoy.com/cnv/moreinfo.html as archived by the Internet Archive[9]). *[DFNDT000950-000951]*

[9] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The selected commerce object was a selected product category. The visitor from the host website purchased sex toys and other selected products via the host website operator's sextoy website, which was served by sextoy.com. "Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "If you are linking to our sextoy site, feel free to copy and use these banners. Also, as long as you are using images to promote our sextoy site you can borrow images from your toy site." *Banners to Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000948-000949]* "Webmasters - Earn commission for selling sextoys." *Sextoys sex toys adult xxx ...*, May 17, 1998 version. *[DFNDT000950-000951]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
13	An e commerce outsourcing system:	"Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000947]*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	"To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421. " *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____ " *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a	"2. We will send you a URL (web address) that you put in your web site. Your customers click on that link to get to your Sextoy site. 3. All orders that come from your link will be marked and commission of 15%-20% of gross sales paid to you monthly [sic]. (Gross sales include shipping cost which can be a significant portion of total revenue.)"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
	composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "If you are linking to our sextoy site, feel free to copy and use these banners. Also, as long as you are using images to promote our sextoy site you can borrow images from your toy site." *Banners to Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000948-000949]* "Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the sextoy website of the host website operator was the same as the host website. Specifically, the host website operator could customize the top, bottom and background of their sextoy website to correspond to the "look and feel" of the host website. "To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421. " *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____ " *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		"We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, http://web.archive.org/web/19980517011212/sextoy.com/cnw/moreinfo.html (emphasis removed) (May 17, 1998 version of sextoy.com/cnw/moreinfo.html as archived by the Internet Archive[10]). *[DFNDT000947]* It is well know to a person skilled in the art that drop shipping is a procedure where a manufacturer, supplier, or distributor ships the product (i.e., a sex toy) to a store's customer. One of the corporate philosophies of Covergence, Inc., the owner and operator of sextoy.com, is "[r]ather than make large investments in overhead or employees, we pay other companies to perform all jobs that are not our core business. ... Outsourcing is not only more efficient but also keeps our organization more nimble. Rather than having large investments that need to be paid off, by outsourcing, more costs become variable. If we decide to make sudden changes in business direction, we don't have to worry about liquidating any previous investments, we can just terminate a relationship we had with a company we were outsourcing to." http://classic-web.archive.org/web/19980204025709/www.wcool.com/cnw/philo.html, February 4, 1998 version(emphasis removed). *[DFNDT000080-000081]* Accordingly, it is obvious to a person skilled in the art that Convergence, Inc. did not sell its own products or products it owned. Rather, Convergence, Inc. sold the products of a third party (i.e., the supplier, distributor, or manufacturer) at sextoy.com.

[10] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
17	An e-commerce outsourcing process comprising the steps of:	Sextoy.com provided an e-commerce outsourcing process for host website operators, which allowed host website operators to sell sex toys over the internet under their own name with the same look and feel as their own website. "Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*[11] "We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000947]*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	Sextoy.com stored a look and feel description associated with a first website in a data store associated with a second website. Elements needed to create the sextoy website of the host website operator with the look and feel of the host website were stored by sextoy.com in a data store. "To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421. " *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name)

[11] *Supra* notes 5 and 6.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		• Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	Sextoy.com included within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object. Sextoy.com provided the host website operator with a hyperlink to their sextoy website. The host website operator then placed the hyperlink on the host website. The link was correlated with a selected commerce object (sex toys). "2. We will send you a URL (web address) that you put in your web site. Your customers click on that link to get to your Sextoy site. 3. All orders that come from your link will be marked and commission of 15%-20% of gross sales paid to you monthly [sic]. (Gross sales include shipping cost which can be a significant portion of total revenue.)" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "If you are linking to our sextoy site, feel free to copy and use these banners. Also, as long as you are using images to promote our sextoy site you can borrow images from your toy site." *Banners to Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000948-000949]*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	Upon receiving an activation of the link from a visitor computer to which the web page has been served, sextoy.com served to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link. Once the hyperlink was activated, sextoy.com served to the visitor computer the sextoy website of the host website operator where the visitor was able to purchase the selected commerce objects (sex toys). As far as the scope of the claimed "look and feel" can be determined, the look and feel of the sextoy website of the host website operator was the same as the host website. Specifically, the host website operator could customize the top, bottom and background of their sextoy website to correspond to the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		"look and feel" of the host website. "To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421. " *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____(your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, http://web.archive.org/web/19980517011212/sextoy.com/cnv/moreinfo.html (emphasis removed) (May 17, 1998 version of sextoy.com/cnv/moreinfo.html as archived by the Internet Archive[12]). *[DFNDT000947]* It is well know to a person skilled in the art that drop shipping is a procedure where a manufacturer, supplier, or distributor ships the product (i.e., a sex toy) to a store's customer. One of the corporate philosophies of Covergence, Inc., the owner and operator of sextoy.com, is "[r]ather than make large

[12] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		investments in overhead or employees, we pay other companies to perform all jobs that are not our core business. … Outsourcing is not only more efficient but also keeps our organization more nimble. Rather than having large investments that need to be paid off, by outsourcing, more costs become variable. If we decide to make sudden changes in business direction, we don't have to worry about liquidating any previous investments, we can just terminate a relationship we had with a company we were outsourcing to." http://classic-web.archive.org/web/19980204025709/www.wcool.com/cnv/philo.html, February 4, 1998 version(emphasis removed). *[DFNDT0001080-0001081]* Accordingly, it is obvious to a person skilled in the art that Convergence, Inc. did not sell its own products or products it owned. Rather, Convergence, Inc. sold the products of a third party (i.e., the supplier, distributor, or manufacturer) at sextoy.com.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	The look and feel description comprised data defining the appearance of the top and left side of at least some of the web pages of the first website. The www.sextoy.com server served the sextoy website of the host website operator with the same layout (including the top and left side) as the host website. "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ … (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	The www.sextoy.com server served the sextoy website of the host website operator with the same layout (including the header and footer) as the host website. "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	The look and feel description comprises data defining: a logo associated with and displayed on at least some of the web pages of the first website. The sextoy website of the host website operator included the logo of the host website. "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
21(b)	a color scheme used on at least some of the web pages of the first website;	The look and feel description comprises data defining: a color scheme used on at least some of the web pages of the first website. The sextoy website of the host website operator included the color scheme of the host website. " If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
21(c)	a page layout used on at least some of the web pages of the first website; and	The look and feel description comprises data defining: a page layout used on at least some of the web pages of the first website. The sextoy website of the host website operator included the same layout as the host website. "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The look and feel description comprises data defining: navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website. The sextoy website of the host website operator had at least some of the same navigational links as the host website. "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000"; BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	The process of storing the look and feel description associated with host website comprised: (1) the host website operator designing a first website (the host website), (2) the host website operator identifying look and feel descriptions associated therewith, and (3) sextoy.com stored the identified look and feel descriptions on its servers (data store). "To get started as soon as possible: Please email the information below to us now dml@sextoy.com. Or you can fax it to (617) 666 3421." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "2. We will send you a URL (web address) that you put in your web site. Your customers click on that link to get to your Sextoy site. 3. All orders that come from your link will be marked and commission of 15%-20% of gross sales paid to you monthly [sic]. (Gross sales include shipping cost which can be a significant portion of total revenue.)" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "What would you like at the top of the front page of your sextoy site? (You can submit actual HTML if you like). If you want to serve a logo or image, either forward us the image or give us the URL where it is located. _____ What would you like to appear on the bottom of every page? (You probably will want to put in a link so that customers can go back to your main site.) Or if you are using frames, you may want to leave the bottom space blank. • Back To _____ (your site name) • Your site address http://web.archive.org/web/19980517004530/http://___/ (Optional) If you want to alter the front page background colors, please send the HTML codes. Otherwise, we will use our default colors. (body TEXT="#000000" BGCOLOR="#FFFFFF" LINK="#FF0000" VLINK="#FF00FF" ALINK="#FF0000") Also, if you want to insert an image for the background either forward the image to us or tell us the URL where the image is will be served from. _____ " *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	"Promote your own sextoy site! We will run the website, process the orders, ship the product, and handle customer service. Then we will pay you 15-20% of gross revenue from the sales you attract." *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "Also, as long as you are using images to promote our sextoy site (sic) you can borrow images from your toy site." *Banners to Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000948-000949]* "Webmasters - Earn commission for selling sextoys." *Sextoys sex toys adult xxx ...*, May 17, 1998 version. *[DFNDT000950-000951]* The visitor from the host website could search categories of products including vibrators, toys for men, bondage, pleasure kits, or lotions, creams, and oils. " • Vibrator and Stimulator World - Realistic Cocks, Massagers, Strap-Ons, Vibrating eggs, and more. • Toys For Men - Pumps, Vaginas, Cock Rings, Strap-On Penises, Blow job simulators, and more. • Bondage Fantasy - Restraints, Body jewelry, Swings, and more. • Butt . . . Of Course - a Variety of anal stimulators including Inflatable, Ejaculating, and Climax Beads. • Pleasure Kits - Special occasion gift kits and variety kits for stimulation. • Female , Male , and Animal - Love Dolls. The best selection in cyberspace. • Lotions, Creams, and Oils - For lubrication, flavor, massage, desensitization and more. • Edible Sex - Edible undies, edible condoms, penis pasta and more. • Erotic Garments - Latex and Lingerie for men and women. • Videos - Classics and/or Hot action videos. • Games for fun and intimacy and Books for fun and education." *Sextoys sex toys adult xxx ...*, May 17, 1998 version (emphasis and links removed).[13] *[DFNDT000950-000951]*

[13] The products and organization of the *Sextoys sex toys adult xxx ...* webpage at www.sextoy.com was an example of the products and the organization of the sextoy websites of the host website operator. *See e.g. Sex toys*, http://web.archive.org/web/20000419221609/http://www.bluetrouble.com/sextoys/index.html *[DFNDT0001072-0001074]* (April 19, 2000 version of www.bluetrouble.com/sextoys/index.html as archived by the Internet Archive (See note 4)) (bluetrouble.com was an affiliate of sextoy.com; the same products (in the same product categories) were also available at *Sextoys sex toys adult xxx ...*, http://web.archive.org/web/20000408212358/http://www.sextoy.com/ (April 8, 2000 version of www.sextoy.com as archived by the Internet Archive (see note 4))). *[DFNDT0001075-0001077]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	The visitor from the host website bought sex toys and sex-related products (e.g. lotions and creams) from the sextoy website of the host website operator. "Lotions, Creams, and Fun • Wet Lubricants - Number 1 water based formula in Europe, Australia, The Orient, South America, Canada, and the United States. • Astro Glide - Mimics the body's own lubricating fluids. • Tight Stuff Oriental Oil - Contracts and tightens vaginal walls. • Anal Eze and Sta-Hard Cream - Desensitizing cream for the anus and penis • Wet Fun Flavors - Rub it and it gets hot . . . blow on it and it gets hotter. • ID Lubes - Flavored and non Flavored with and without nonoxnoly-9. • Champagne Bubble Bath - 42oz Champagne bottle of bubble bath • K-Y Jelly - The ideal all around lubricant • Motion Lotion - Warms to the touch . . . heats up when blown on! • Joy Jelly - Exotic Flavored Lotions • Lure for Him or Her - Fragrance formulated with pheromone attractant. • Spanish Fly - Believed to ignite sexual passion in those who drink it. • Kama Sutra Oils of Love - These light, silky, edible oils are Kama Sutra's all time best sellers. • Kama Sutra Honey Dust - A sweet silky edible essence of honey in a velvety soft powder. • Edible Finger Paints - The art of love. • ForPlay Lubricants - Ensures long lasting lubricity, adding to fun, comfort, and sensual pleasures. • PeterButter and Nipple Rouge - add flavor to the penis or accentuate your nipples" *Lotions, Creams, and Flavors*, http://web.archive.org/web/19980517004452/sextoy.com/lotion/lotion.html (emphasis and links removed) (May 17, 1998 version of sextoy.com/lotion/lotion.html as archived by the Internet Archive"),[14,15] *[DFNDT0001069]*

[14] Internet Archive Frequently Asked Questions, *supra* note 4.

[15] *Supra* note 10.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	"3. All orders that come from your link will be marked and commission of 15%-20% of gross sales paid to you monthly [sic]. (Gross sales include shipping cost which can be a significant portion of total revenue.)" *Promote your own sextoy site*, May 17, 1998 version (emphasis removed). *[DFNDT000945-000946]* "More Info If you have further questions, email dml@sextoy.com or call (617) 666 3856 Sales will be totaled from the 16th of the previous month to the 15th of the current month and paid before the 28th of the current month. Only checks over $10 will be paid. We will total up to 3 months of sales to get a check over $10 to send. Customers that earn over $1000 in sales in any given month will receive 20% commission during that month. If you receive checks 6 months in a row from us, let us know and we will bump you to 20% commission permanently! We have been drop shipping sextoys from web-generated orders since February 1995. Thanks to our huge selection, user-friendly web site, great prices, quick customer service, reliable shipping, and easy secure payment options, we consistently out sell any other sextoy sites in cyberspace." *More information - Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000947]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	Responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, sextoy.com captured billing information from the visitor computer and passed captured billing information to a merchant offering the indicated product or service. The sextoy website of the host website operator included functionality that allowed the visitor to purchase sex toys and sex-related products by capturing billing information from the visitor and passing the billing information to the merchant (Convergence, Inc.). "All products are shipped discreetly in a nondescript cardboard box with a label from Convergence, Inc., and your credit card will be charged by Convergence, Inc." *Sex Toy Order Center*, http://web.archive.org/web/19980517004548/sextoy.com/order.html (emphasis removed) (May 17, 1998 version of sextoy.com/order.html as archived by the Internet Archive[16]). *[DFNDT0001070-0001071]* "Payment Options To Order through the Computer: Secure Credit Card Form - Submit your order securely through a Netscape secure server. Credit Card Form - If the secure form (above) does not appear in your browser, try this form. This form is not encrypted, but odds of someone seeing your card numbers are still quite small." *Sex Toy Order Center*, May 17, 1998 version (emphasis and links removed). *[DFNDT0001070-0001071]*

[16] Internet Archive Frequently Asked Questions, *supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	The commerce object is a set of product categories, each comprising a plurality of products or services. The product categories associated with the sextoy website of the host website operator included sex toys and sex-related products.
27(a)	before serving the composite web page to the visitor computer:	Before serving the composite web page to the visitor computer: Items (i) and (ii) below were carried out before serving the composite web page to the visitor computer:
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	The sextoy website of the host website operator contracted with a merchant (Convergence, Inc., owners of sextoy.com), who offering the products or services for sale, to include data concerning the commerce objects of said merchants at the second website. Convergence, Inc dropped shipped sex toys and sex-related products. "We [Convergence Inc] have been drop shipping sextoys from web-generated orders since February 1995." *More information - Promote your own sextoy site*, May 17, 1998 version. *[DFNDT000947]*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	Sextoy.com stored at the second website data concerning the plurality of products or services. The visitor from the host website bought t sex toys and sex-related products (e.g. lotions and creams) from the sextoy website of the host website operator. "Lotions, Creams, and Fun • Wet Lubricants - Number 1 water based formula in Europe, Australia, The Orient, South America, Canada, and the United States. • Astro Glide - Mimics the body's own lubricating fluids. • Tight Stuff Oriental Oil - Contracts and tightens vaginal walls. • Anal Eze and Sta-Hard Cream - Desensitizing cream for the anus and penis • Wet Fun Flavors - Rub it and it gets hot . . . blow on it and it gets hotter. • ID Lubes - Flavored and non Flavored with and without nonoxnoly-9. • Champagne Bubble Bath - 42oz Champagne bottle of bubble bath • K-Y Jelly - The ideal all around lubricant • Motion Lotion - Warms to the touch . . . heats up when blown on! • Joy Jelly - Exotic Flavored Lotions • Lure for Him or Her - Fragrance formulated with pheromone attractant. • Spanish Fly - Believed to ignite sexual passion in those who drink it. • Kama Sutra Oils of Love - These light, silky, edible oils are Kama Sutra's all time best sellers.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		• Kama Sutra Honey Dust - A sweet silky edible essence of honey in a velvety soft powder. • Edible Finger Paints - The art of love. • ForPlay Lubricants - Ensures long lasting lubricity, adding to fun, comfort, and sensual pleasures. • PeterButter and Nipple Rouge - add flavor to the penis or accentuate your nipples" *Lotions, Creams, and Flavors*, May 17, 1998 version (emphasis and links removed).[17] *[DFNDT0001069]*
27(b)	after serving the composite web page to the visitor computer:	Items (i) and (ii) below were carried out after serving the composite web page to the visitor computer:
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	Sextoy.com accepted search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories. The sextoy website of the host website operator included functionality that allowed the user to search for specific products. "Lotions, Creams, and Fun • Wet Lubricants - Number 1 water based formula in Europe, Australia, The Orient, South America, Canada, and the United States. • Astro Glide - Mimics the body's own lubricating fluids. • Tight Stuff Oriental Oil - Contracts and tightens vaginal walls. • Anal Eze and Sta-Hard Cream - Desensitizing cream for the anus and penis • Wet Fun Flavors - Rub it and it gets hot . . . blow on it and it gets hotter. • ID Lubes - Flavored and non Flavored with and without nonoxnoly-9. • Champagne Bubble Bath - 42oz Champagne bottle of bubble bath • K-Y Jelly - The ideal all around lubricant • Motion Lotion - Warms to the touch . . . heats up when blown on! • Joy Jelly - Exotic Flavored Lotions • Lure for Him or Her - Fragrance formulated with pheromone attractant. • Spanish Fly - Believed to ignite sexual passion in those who drink it. • Kama Sutra Oils of Love - These light, silky, edible oils are Kama Sutra's all time best sellers. • Kama Sutra Honey Dust - A sweet silky edible essence of honey in a velvety soft powder. • Edible Finger Paints - The art of love. • ForPlay Lubricants - Ensures long lasting lubricity, adding to fun, comfort, and sensual pleasures.

[17] *See* note 10.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Sextoy.com Prior Art
		• PeterButter and Nipple Rouge - add flavor to the penis or accentuate your nipples" *Lotions, Creams, and Flavors*, May 17, 1998 version (emphasis and links removed).[18] *[DFNDT0001069]*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	Responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, sextoy website of the associate captured billing information from the visitor computer and passed captured billing information to the merchant offering the indicated product or service. The sextoy website of the host website operator included functionality that allowed the user to purchase sex toys and sex-related products by capturing billing information from the visitor and passing the billing information to the merchant (Convergence, Inc.). "All products are shipped discreetly in a nondescript cardboard box with a label from Convergence Inc., and your credit card will be charged by Convergence Inc." *Sex Toy Order Center*, May 17, 1998 version (emphasis removed). *[DFNDT0001070-0001071]* "Payment Options To Order through the Computer: Secure Credit Card Form - Submit your order securely through a Netscape secure server. Credit Card Form - If the secure form (above) does not appear in your browser, try this form. This form is not encrypted, but odds of someone seeing your card numbers are still quite small." *Sex Toy Order Center*, May 17, 1998 version (emphasis and links removed). *[DFNDT0001070-0001071]*

[18] *See* note 10.

Comparison of U.S. Patent No. 6,993,572 and One & Only Articles Prior Art[1, 2]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, One & Only Internet Personals at www.one-and-only.com, anticipate and/or render obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
1	An e-commerce outsourcing process comprising:	One & Only Internet Personals at www.one-and-only.com, provided an e-commerce outsourcing process. "Consider, for instance, matchmaker site One & Only. The site, which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issues*, Internet World, April 13, 1998.[3, 4, 5] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch."

[1] *See also* the prior art identified in the invalidity contentions for the One & Only Network Prior Art.

[2] *WHOIS Record forone-and-only.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=0 (last visited August 14, 2006) (one-and-only.com was first registered on November 30, 1995). *[DFNDT0001707-0001711]*

[3] *Also see One & Only Internet Personals and Romance*, http://web.archive.org/web/19970609215214/http://www.one-and-only.com/menu1.htm (June 9, 1997 version of www.one-and-only.com/menu1.htm as archived by the Internet Archive. (see note 5)) ("Match you website to the world. One & Only brings your site revenue."). *[DFNDT0001702-0001703]*

[4] *Also see Welcome To One&Only Network*, http://web.archive.org/web/19990427193911/http://www.oneandonlynetwork.com/ (April 27, 1999 version of www.oneandonlynetwork.com/ as archived by the Internet Archive. (see note 5)) ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!"). *[DFNDT0001698-0001699]*

[5] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[Document DFNDT0001751-0001794]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[6, 7, 8] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?*, Web Marketing Today Issue 43, April 1, 1998. *[DFNDT0001693-0001697, DFNDT0001716-0001719]*
1(b)	providing the host website with a link for inclusion within a page on the host website for	"In an affiliate program, interested Web sites register with merchants to recommend items for sale. Then they establish lists of merchandise on their sites, and when users

[6] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We provide you with detailed stats, a customizable web site to integrate into your own web presence .... Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own."). *[DFNDT0001698-0001699]*

[7] *Also see Custom Features*, http://web.archive.org/web/19990422060034/http://www.oneandonlynetwork.com/customize.htm (April 22, 1999 version of www.oneandonlynetwork.com/customize.htm as archived by the Internet Archive. (see note 5)) ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.")("Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.
...
Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.
...
With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.
...
Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site."). *[DFNDT0001700-0001701]*

[8] *Also see* Mike Curtis, *Affiliate Programs: Why They're Going To LAST*, available at http://web.archive.org/web/19990915171254/www.oneandonlynetwork.com/Zcommerce1.htm?MID=0 (September 15, 1999 version of www.oneandonlynetwork.com/Zcommerce1.htm?MID=0 as archived by the Internet Archive. (see note 5)) ("the One & Only Romance Network (personal classified ads) assigns each associate a unique "associate site" that is theirs specifically. We use an ID number, with a database query string in the URL, to track sales and traffic for each associate."). *[DFNDT0001704-0001706]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	click through to buy, the referring Web site gets a cut of the sale." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[9, 10] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website	"In an affiliate program, interested Web sites register with merchants to recommend items for sale. Then they establish lists of merchandise on their sites, and when users click through to buy, the referring Web site gets a cut of the sale." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[11, 12] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

[9] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code
...
Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.
...
Can You Just Have a Link on Your Site ... Of course...")(emphasis and links removed). *[DFNDT0001700-0001701]*

[10] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Get Your HTML Link Code")(emphasis and link removed). *[DFNDT0001698-0001699]*

[11] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code
...
Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.
...

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	associated with the provided link and with content based on the-commerce object associated with the provided link;	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
	whereby the visitor receiving the served page at the visitor computer perceives the page as	"One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website."

With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.
...
Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.
...
Can You Just Have a Link on Your Site ... Of course
...
Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.
...
Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[12] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Get Your HTML Link Code ...We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT! ... Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	associated with the host website even though it is served from the second website.	James L. Marciano, *Are Affiliate Programs for You?*. [13,14] *[DFNDT0001693-0001697, DFNDT0001716-0001719]*
4	The process of claim 1, wherein the selected commerce object is a selected product.	"One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?*. [15, 16] *[DFNDT0001693-0001697, DFNDT0001716-0001719]*

[13] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.
...
With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.
...
Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.
...
Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.
...
Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[14] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!
...
Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

[15] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We provide you with detailed stats, a customizable web site to integrate into your own web presence ... Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.... Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ...") (emphasis and link removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		"Because subscriptions are for sale instead of products..." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue.* *[DFNDT0001690-0001692, DFNDT0001712-0001715]*
5	The process of claim 1, wherein the selected commerce object is a selected product category.	"One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?*. [17, 18] *[DFNDT0001693-0001697, DFNDT0001716-0001719]* "Because subscriptions are for sale instead of products..." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue.* *[DFNDT0001690-0001692, DFNDT0001712-0001715]*
13	An e-commerce outsourcing system comprising:	"Consider, for instance, matchmaker site One & Only. The site, which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue.* [19] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

[16] *Also see Custom Features*, April 22, 1999 version) ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and link removed). *[DFNDT0001700-0001701]*

[17] *Also see Custom Features*, April 22, 1999 version)("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and link removed). *[DFNDT0001700-0001701]*

[18] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..."). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.* [20, 21] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?*. *[DFNDT0001693-0001697, DFNDT0001716-0001719]*

[19] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!"). *[DFNDT0001698-0001699]*

[20] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code
...
Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.
...
With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.
...
Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.
...
Can You Just Have a Link on Your Site ... Of course
...
Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the-commerce object associated with the link.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.* [22, 23] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?*. *[DFNDT0001693-0001697, DFNDT0001716-0001719]* "Because subscriptions are for sale instead of products..." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue.* *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

...
Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[21] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Get Your HTML Link Code
...
We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!
...
Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

[22] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code
...
Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.
...

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
17	An e-commerce outsourcing process comprising the steps of:	One & Only was an e-commerce outsourcing solution for "associates, which allowed associates to have a personals and classified website under their own name with the same look and feel as their own website. [24, 25, 26]

With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

...

Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.

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Can You Just Have a Link on Your Site ... Of course

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Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[23] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Get Your HTML Link Code

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We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

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Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

[24] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!.") (emphasis and links removed). *[DFNDT0001698-0001699]*

[25] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code

...

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.* *[DFNDT0001690-0001692, DFNDT0001712-0001715]*
17(a)	storing a look and feel description associated with a first website in a data store associated	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the

Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

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With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

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Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexible [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.

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Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.

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Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[26] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

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Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	with a second website;	choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.* [27, 28] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697,*

[27] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

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[28] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

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		DFNDT0001716-0001719]
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	"In an affiliate program, interested Web sites register with merchants to recommend items for sale. Then they establish lists of merchandise on their sites, and when users click through to buy, the referring Web site gets a cut of the sale." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.* [29, 30] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

[29] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code

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Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[30] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Get Your HTML Link Code

...

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look	"In an affiliate program, interested Web sites register with merchants to recommend items for sale. Then they establish lists of merchandise on their sites, and when users click through to buy, the referring Web site gets a cut of the sale." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[31,32] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

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Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

[31] *Also see Custom Features*, April 22, 1999 version ("Get Your HTML Link Code

...

Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

...

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	and feel description of the first website and having content based on the-commerce object associated with thelink.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website."

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We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[33,34] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

[33] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

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With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

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[34] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.* [35,36] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

[35] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

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With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

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[36] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		"One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[37, 38] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

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Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
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21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[39] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*

[38] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!
...
Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

[39] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
21(b)	a color scheme used on at least some of the web pages of the first website;	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[40] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
21(c)	a page layout used on at least some of the web pages of the first website; and	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[41, 42]

...
Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar. ") (emphasis and links removed). *[DFNDT0001700-0001701]*

[40] *Also see Custom Features*, April 22, 1999 version ("With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.
...
Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		[DFNDT0001690-0001692, DFNDT0001712-0001715] "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And

[41] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.
...
With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.
...
Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.
...
Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.
...
Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[42] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!
...
Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	website.	One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[43,44] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*

[43] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

...

With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

...

Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.

...

Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.

...

Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[44] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

...

Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, Partners in *Affiliate Marketing Struggle With Branding Issue.*[45,46] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website." James L. Marciano, *Are Affiliate Programs for You?. [DFNDT0001693-0001697, DFNDT0001716-0001719]*

[45] *Also see Custom Features*, April 22, 1999 version ("Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page.

...

With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page.

...

Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.

...

Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar.

...

Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site.") (emphasis and links removed). *[DFNDT0001700-0001701]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
23	The process of claim 17 wherein the-commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[47,48] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "Because subscriptions are for sale instead of products..." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"Because subscriptions are for sale instead of products..." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[49,50] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*

[46] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!

...

Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own.") (emphasis and links removed). *[DFNDT0001698-0001699]*

[47] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[48] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ...") (emphasis and links removed). *[DFNDT0001698-0001699]*

[49] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the-commerce objects of said merchants at the second website.	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only ... And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[51] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "Because subscriptions are for sale instead of products..." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the-commerce object and served in the composite web page, capturing billing information from the visitor computer	"Because subscriptions are for sale instead of products..." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[52] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*

only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[50] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ...") (emphasis and links removed). *[DFNDT0001698-0001699]*

[51] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	and passing captured billing information to a merchant offering the indicated product or service.	*[DFNDT0001690-0001692, DFNDT0001712-0001715]*
27	The process of claim 17 wherein the-commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only … And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[53, 54] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "Because subscriptions are for sale instead of products…" Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
27(a)	before serving the composite web page to the visitor computer:	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only … And One and Only allows affiliates to customize navigational features, such as search

[52] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!") (emphasis and links removed). *[DFNDT0001698-0001699]*

[53] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[54] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …") (emphasis and links removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
		categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[55] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "Because subscriptions are for sale instead of products…" Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the-commerce objects of said merchants at the second website, and	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only … And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[56] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "Because subscriptions are for sale instead of products…" Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*
27(a)(ii)	storing at the second website data concerning	"Because subscriptions are for sale instead of products…"

[55] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[56] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	the plurality of products or services; and	Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[57, 58] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*
27(b)	after serving the composite web page to the visitor computer:	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only … And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[59, 60] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of	"The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only … And

[57] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.
…") (emphasis and links removed). *[DFNDT0001700-0001701]*

[58] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …") (emphasis and links removed). *[DFNDT0001698-0001699]*

[59] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[60] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …") (emphasis and links removed). *[DFNDT0001698-0001699]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Articles Prior Art ("One &Only")
	products or services within the product categories, and	One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[61, 62] *[DFNDT0001690-0001692, DFNDT0001712-0001715]*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	"Because subscriptions are for sale instead of products…" Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue.*[63] *[DFNDT0001690-0001692, DFNDT0001712-0001715]* "The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only." Whit Andrews, *Partners in Affiliate Marketing Struggle With Branding Issue. [DFNDT0001690-0001692, DFNDT0001712-0001715]*

[61] *Also see Custom Features*, April 22, 1999 version ("Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed.") (emphasis and links removed). *[DFNDT0001700-0001701]*

[62] *Also see Welcome To One&Only Network*, April 27, 1999 version ("Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …") (emphasis and links removed). *[DFNDT0001698-0001699]*

[63] *Also see Welcome To One&Only Network*, April 27, 1999 version ("We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!") (emphasis and links removed). *[DFNDT0001698-0001699]*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, One & Only Network Prior Art at www.oneandonlynetwork.com,[1] anticipate and/or render obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
1	An e-commerce outsourcing process comprising:	One & Only was an e-commerce outsourcing solution for other companies or individual website operators (hereinafter "associates"), which allowed associates to have a personals and classified website under their own name with the same look and

[1] *WHOIS Record foroneandonlynetwork.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=12 (last visited Augnst 8, 2006) (oneandonlynetwork.com was first registered on September 15, 1998) *[DFNDT0001723-0001727]*

[2] For more information about the Internet Archive and web pages archived therein, see Internet Archive Frequently Asked Questions, http://www.archive.org/about/faqs.php. *[DFNDT0001751-0001794]*

[3] Also see for more information on operation of the One & Only associate program:
Frequently Asked Questions for One & Only Associate Program,
http://web.archive.org/web/19990908153750/www.oneandonlynetwork.com/newsignup/faqtext1.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext1.htm?MID=0/ as archived by the Internet Archive (see note 2)); *[DFNDT0001728-0001731]*

Frequently Asked Questions for One & Only Associate Program,
http://web.archive.org/web/19990908163430/www.oneandonlynetwork.com/newsignup/faqtext3.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext3.htm?MID=0/ as archived by the Internet Archive (see note 2)); *[DFNDT0001732-0001733]*

Frequently Asked Questions for One & Only Associate Program,
http://web.archive.org/web/19990908165526/www.oneandonlynetwork.com/newsignup/faqtext4.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext4.htm?MID=0/ as archived by the Internet Archive (see note 2)); *[DFNDT0001734-0001736]*

Frequently Asked Questions for One & Only Associate Program,
http://web.archive.org/web/19990908171453/www.oneandonlynetwork.com/newsignup/faqtext5.htm?MID=0 (September 8, 1999 version of www.oneandonlynetwork.com/newsignup/faqtext5htm?MID=0/ as archived by the Internet Archive (see note 2)); *[DFNDT0001737-0001738]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		feel as their own website. "We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!" *Welcome To One&Only Network,* http://web.archive.org/web/19990427193911/http://www.oneandonlynetwork.com/ (April 27, 1999 version of www.oneandonlynetwork.com/ as archived by the Internet Archive.").[3, 4] *[DFNDT0001747-0001748]*
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the captured look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website.[5, 6, 7]

[4] *Also see Whit Andrews, Partners in Affiliate Marketing Struggle With Branding Issues*, Internet World, April 13, 1998 ("In an affiliate program, interested Web sites register with merchants to recommend items for sale. Then they establish lists of merchandise on their sites, and when users click through to buy, the referring Web site gets a cut of the sale.
...
The site [One & Only], which launched in 1996, makes half of its money from an affiliate network with more than 8,000 members. Each of these members has the choice of building a private-label site or a co-branded site with One & Only … And One and Only allows affiliates to customize navigational features, such as search categories, for their sites, which makes it harder to tell users they have to switch"). *[DFNDT0001739-0001742]*

[5] James L. Marciano, *Are Affiliate Programs for You?*, Web Marketing Today Issue 43, April 1, 1998, ("One & Only Internet Personals offers a customized version of their classifieds service that integrates seamlessly with the look and feel of the owner's website."). *[DFNDT0001743-0001746]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		"Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features,* http://web.archive.org/web/19990422060034/http://www.oneandonlynetwork.com/customize.htm as archived by the Internet Archive.[8]). *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence …" *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-*

[6] *Supra* note 4.

[7] *Supra* note 5.

[8] Internet Archive Frequently Asked Questions, *supra* note 2.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		0001750] "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The provided link correlates the host website with a selected commerce object (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed).[9, 10] *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site … Of course…" *Custom Features*, April

[9] *Supra* note 4.
[10] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the-commerce object associated with the provided link;	Upon receiving an activation of the provided link from the visitor computer, One & Only would serve to the visitor computer from a One & Only server, a webpage with content based on the commerce object associated with the provided link (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed). [11, 12] *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site ... Of course..." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*

[11] *Supra* note 4.
[12] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		The look and feel of the One & Only website of the associate was the same as the captured look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website. "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		0001750] "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* The owner of the host website is the affiliate, the second website owner is One & Only and the merchant is person placing the classified or personal ad.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. [13, 14] *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and

[13] *Supra* note 4.
[14] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
4	The process of claim 1, wherein the selected commerce object is a selected product.	The selected commerce object was a selected product (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade)).[15, 16] "Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..." *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed). *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The selected commerce object was a selected product category (e.g. antiques from Pennsylvania).[17, 18]

[15] *Supra* note 4.

[16] *Supra* note 5.

[17] *Supra* note 4.

[18] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..." *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed). *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
13	An e-commerce outsourcing system comprising:	One & Only provided an e-commerce outsourcing system for associates, which allowed associates to have a personals and classified website under their own name with the same look and feel as their own website. "We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!" *Welcome To One&Only Network*, April 27, 1999 version.[19,20,21] *[DFNDT0001747-0001748]*

[19] *Supra* note 4.

[20] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	The link is correlated a selected commerce object (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed).[22,23] *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site ... Of course..." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate, stored in the data server, was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website. "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version.

[21] *Supra* note 4.

[22] *Supra* note 4.

[23] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		[DFNDT0001749-0001750] "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the-commerce object associated with the link.	A One & Only server served a composite web page to the visitor computer with content based on the-commerce object associated with the link (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed).[24, 25] *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site … Of course…" *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* The look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website. "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy

[24] *Supra* note 4.

[25] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence …" *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* The owner of the host web page is the affiliate, the composite web page owner is One & Only and the merchant is person placing the classified or personal ad.
17	An e-commerce outsourcing process comprising the steps of:	One & Only was an e-commerce outsourcing solution for associates, which allowed associates to have a personals and classified website under their own name with the same look and feel as their own website.[26, 27] "We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!" *Welcome To One&Only Network*, April 27, 1999 version.[28] *[DFNDT0001747-0001748]*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate, stored in the data server, was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as

[26] *Supra* note 4.

[27] *Supra* note 5.

[28] *Supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		geography and category to create a customized service that corresponds to the associate's existing website.[29, 30] "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence …" *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web

[29] *Supra* note 4.

[30] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	The link is correlated a commerce object (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed).[31,32] *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed).[33, 34] *[DFNDT0001747-0001748]*

[31] *Supra* note 4.

[32] *Supra* note 5.

[33] *Supra* note 4.

[34] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		"Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site ... Of course..." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate, stored in the data server, was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website. "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and	Upon receiving an activation of the provided link from the visitor computer, One & Only would serve to the visitor computer from a One & Only server, a composite web page having content based on the commerce object associated with the provided link (e.g. a subscription to a personals site (One-and-Only.com or AlternativeConnections.com) or a product in the auction classifieds (UTrade) or a

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	having content based on the-commerce object associated with the link.	selected product category (e.g. antiques from Pennsylvania)). "Get Your HTML Link Code" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and link removed).[35, 36] *[DFNDT0001747-0001748]* "Get Your HTML Link Code" *Custom Features*, April 22, 1999 version (emphasis and link removed). *[DFNDT0001749-0001750]* "Can You Just Have a Link on Your Site ... Of course..." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate, stored in the data server, was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website. "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your

[35] *Supra* note 4.

[36] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* The owner of the first website is the affiliate, the second website owner is One & Only and the merchant is person placing the classified or personal ad.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website.[37, 38] "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add

[37] *Supra* note 4.

[38] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography

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		and category to create a customized service that corresponds to the associate's existing website.[39, 40] "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*

[39] *Supra* note 4.

[40] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		"Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website.[41, 42] "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page."

[41] *Supra* note 4.

[42] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		Custom Features, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website.[43, 44] "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with

[43] *Supra* note 4.

[44] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
21(b)	a color scheme used on at least some of the web pages of the first website;	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website.[45, 46] "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say

[45] *Supra* note 4.

[46] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
21(c)	a page layout used on at least some of the web pages of the first website; and	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website. "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		"With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		existing website.[47, 48] "Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Don't worry about losing visitors either because a link back to your main home page

[47] *Supra* note 4.

[48] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence ..." *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]*
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the One & Only website of the associate was the same as the look and feel description of the existing website of the associate. Specifically, the associate could add or control the following on the One & Only website: add their logo, specify a background color or gif, design their own menu bar, add a link back to their existing website, and filter the classifieds databases using search criteria such as geography and category to create a customized service that corresponds to the associate's existing website.[49, 50] "Our unmatched leading-edge co-branding technology gives you the ability to customize and integrate our content into your site seamlessly. All content appears to be your own because we match the look and feel to your home page." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]*

[49] *Supra* note 4.

[50] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		"Customizing makes it easy to maintain your sites [sic] look and feel. With our easy customization features, we become part of your site. You can add your logo and design your own menu bar." *Custom Features*, April 22, 1999 version. *[DFNDT0001749-0001750]* "We provide you with detailed stats, a customizable web site to integrate into your own web presence …" *Welcome To One&Only Network*, April 27, 1999 version. *[DFNDT0001747-0001748]* "Let us put you on the fast track to E-Commerce success with our proven content that you can customize and market as your own." *Welcome To One&Only Network*, April 27, 1999 version (emphasis removed). *[DFNDT0001747-0001748]* "With our easy customization features, we become part of your site. You can add your logo, specify a background color or gif, design your own menu bar [sic]. You can even filter the database on search criteria such as geography and category. All our products are set up so you can create a customized service that caters to your existing audience and blends seamlessly with your own web site. No other associate program gives you the tools to tailor your content to fit your current home page." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		[DFNDT0001749-0001750] "Don't worry about losing visitors either because a link back to your main home page is prominently displayed at all times within your associate site." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
23	The process of claim 17 wherein the-commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed).[51, 52] *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed).[53, 54] *[DFNDT0001747-0001748]*

[51] *Supra* note 4.

[52] *Supra* note 5.

[53] *Supra* note 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		"Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the-commerce objects of said merchants at the second website.	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed).[55, 56] *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to

[54] *Supra* note 5.

[55] *Supra* note 4.

[56] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the-commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com …" *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed). *[DFNDT0001747-0001748]* "We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		Welcome To One&Only Network, April 27, 1999 version. *[DFNDT0001747-0001748]*
27	The process of claim 17 wherein the-commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..." *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed).[57, 58] *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the-commerce objects of said merchants at the second website, and	"Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say

[57] *Supra* note 4.

[58] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed).[59] *[DFNDT0001749-0001750]*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..." *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed).[60, 61] *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..."

[59] *Supra* note 4.

[60] *Supra* note 4.

[61] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
	to search for specific ones of the plurality of products or services within the product categories, and	*Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed).[62, 63] *[DFNDT0001747-0001748]* "Our UTrade product has tremendous flexibility. Let's say you have an antique web site, and you want to join our program to make some cash and get some auction content. BUT...you want to maintain your antique theme. With our unique customization technology you can build your associate site to only show antique listings. On top of that, let's say you already have you're own logo and brand name you'd like to use and you've got a great background color you like. Oh, and let's say your from Pennsylvania and you want to add a "local feel to your site". Well, with UTrade, you can set up an associate site that will have your name, logo, background color, only listing antiques from Pennsylvania! Our system is flexbile [sic] enough to handle your every whim! Again, we want to provide you with the tools you need to succeed." *Custom Features*, April 22, 1999 version (emphasis removed). *[DFNDT0001749-0001750]*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	"Check out our Product Choices: Utrade.com One-and-Only.com AlternativeConnections.com ..." *Welcome To One&Only Network*, April 27, 1999 version (emphasis and links removed).[64, 65] *[DFNDT0001747-0001748]* "We [One & Only] provide you with the tools that free you [associates] from the limitations and distractions associated with making money online. You focus on the creative and marketing end while we maintain the hardware, programming and customer support, including credit card approval and billing. We provide you with detailed stats, a customizable web site to integrate into your own web presence, tips on how to succeed, and most importantly the CONTENT!"

[62] *Supra* note 4.

[63] *Supra* note 5.

[64] *Supra* note 4.

[65] *Supra* note 5.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in One & Only Network Prior Art ("One & Only")
		Welcome To One&Only Network, April 27, 1999 version. *[DFNDT0001747-0001748]*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the IBM Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
1.	An e commerce outsourcing process comprising:	IBM Credit Corporation provided a host website entitled, *Leasing & Financing Welcome to IBM Customer Leasing and Financing* at www.financing.hosting.ibm.com,[1] (hereinafter "*Leasing & Financing* website")[2] with a link to a website of IBM Corporation with the same look and feel, entitled, *IBM planetwide ordering information* at www.ibm.com/Orders (hereinafter "*IBM Ordering* website").[3] The merchant for the commerce object is one of IBM's business partners.

[1] *WHOIS Record ibm.com*, http://www.networksolutions.com/whois/results.jsp?whoistoken=1 (last visited August 8, 2006) (ibm.com was first registered on March 19, 1986); *[DFNDT0001821-0001824]*

[2] Other examples of IBM web pages that were "host websites" in relation to the *IBM Ordering* website included: *The IBM Direct Planetwide home page*, http://web.archive.org/web/19961219004723/http://direct.boulder.ibm.com (December 19, 1996 version of http://direct.boulder.ibm.com as archived by the Internet Archive. (see note 4)); *[DFNDT0001802-0001807]*; *IBM Planetwide help*, http://web.archive.org/web/19961026164521/www.ibm.com/Finding (October 26, 1996 version of www.ibm.com/Finding as archived by the Internet Archive. (see note 4)); *[DFNDT0001795-0001797]*; and *IBM Worldwide Customer Financing*, http://web.archive.org/web/19961104165233/www.financing.hosting.ibm.com/CFWWINTR.HTM (November 4, 1996 version of www.financing.hosting.ibm.com/CFWWINTR.HTM as archived by the Internet Archive. (see note 4)); *[DFNDT0001808-0001812]*.

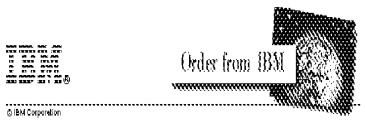
[3] In another example of IBM prior art, the *IBM Ordering* website (www.ibm.com/Orders) *[DFNDT0001798]* was the "host website" and *The IBM Direct Planetwide home page*, December 19, 1996 version (http://direct.boulder.ibm.com) *[DFNDT0001802-0001807]* was the "second website."

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		Leasing & Financing website, http://web.archive.org/web/19961227153901/www.financing.hosting.ibm.com (December 27, 1996 version of www.financing.hosting.ibm.com as archived by the Internet Archive.[4]); *[DFNDT0001799-0001801]*. *IBM Ordering* website, http://web.archive.org/web/19961220005843/www.ibm.com/Orders (December 20, 1996 version of www.ibm.com/Orders as archived by the Internet Archive.[5]). *[DFNDT0001798]*. *1995 Annual Report Highlights*, http://web.archive.org/19961104164231/www.financing.hosting.ibm.com/AR95CL.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/AR95CL.HTM as archived by the Internet Archive.[6] (hereiafter "*1995 Annual Report of IBM Credit Corp.*")). *[DFNDT0001879-0001882]* "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	Capture took place when the script to dynamically generate the *IBM Ordering* website was written or when the *IBM Ordering* website was dynamically generated by the script on December 20, 1996 with the look and feel of the *Leasing & Financing* website.

[4] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001825-0001868]*

[5] *Supra* note 4.

[6] *Supra* note 4.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		"HTML generated at Fri, 20 Dec 1996 00:58:45 GMT by /cgi-bin/Orders/nph-index" Source code for *IBM Ordering* website, http://web.archive.org/web/19961220005843/www.ibm.com/Orders (December 20, 1996 version of www.ibm.com/Orders as archived by the Internet Archive.[7]). *[DFNDT0001813-0001815]* "  " *IBM Ordering* website, December 20, 1996 version (header for *IBM Ordering* website). *[DFNDT0001798]* "<BODY bgcolor="#ffffff"> <A NAME=top><IMG SRC="/images/mastheads/masthead_order.gif" WIDTH=600 HEIGHT=72 ALT="IBM planetwide ordering information"></A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for header). *[DFNDT0001813-0001815]* Footer from *IBM Ordering* website: " [IBM home page | Order | Contact IBM | Legal]" *IBM Ordering* website, December 20, 1996 version (footer for *IBM Ordering* website). *[DFNDT0001798]* "<HR> [<A HREF="http://www.ibm.com/">IBM home page</A> |

[7] *Supra* note 4.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		<A HREF="http://www.ibm.com/Orders/">Order</A> | <A HREF="http://www.ibm.com/Assist/">Contact IBM</A> | <A HREF="http://www.ibm.com/Legal/">Legal</A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for footer). *[DFNDT0001813-0001815]*
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* website, http://web.archive.org/web/19961227153901/www.financing.hosting.ibm.com (December 27, 1996 version of www.financing.hosting.ibm.com as archived by the Internet Archive.[8]). *[DFNDT0001816-0001820]* "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* As far as the scope of the claimed "look and feel" can be determined, the look and

[8] *Supra* note 4.

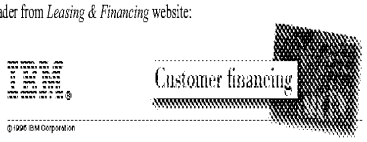
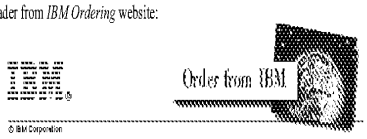
Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		feel of the *IBM Ordering* website was the same as the look and feel of the *Leasing & Financing* website.[9] Specifically, both the *IBM Ordering* website and the *Leasing & Financing* website used a single column format with text in the same font, size, and black color on a white background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[10] As described below, the look and feel also include using similar headers and footers.[11] Additionally, both web pages had headers with a similar look and feel. Both headers had the same Blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the Blue IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular

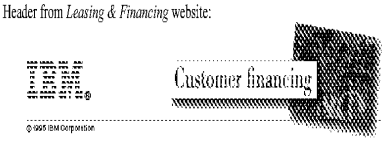
[9] IBM used this same look and feel on many web pages on many different IBM websites. *See e.g. IBM Planetwide help*, October 26, 1996 version; *[DFNDT0001795-0001797]*; *The IBM Direct Planetwide home page*, December 19, 1996 version; *[DFNDT0001802-0001807]* and *IBM Worldwide Customer Financing*, November 4, 1996; *[DFNDT0001808-0001812]*

[10] Both the *IBM Ordering* website and the *Leasing & Financing* website used the default colors of the web browser of the visitor computer for text colors. In the web browser that was used to print these pages, the default colors are blue, red and black for unused text links, visited text links, and regular text respectively. The actual colors of the links and text would have varied based on the default settings of the web browser of the visitor computer.

[11] Also see: *IBM PC ThinkPad* website, http://web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www. pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website, http://web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]*; *1995 Annual Report of IBM Credit Corp.*, December 19, 1996 version; *[DFNDT0001879-0001882]*.

[12] Both pages used the default text link colors of the visitor computer; *supra* note 9.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		box superposed over a portion of the picture. Both rectangular boxes included text in the same font, size, and color. The text in both boxes was a short title or description of the web page. Header from *Leasing & Financing* website:  Header from *IBM Ordering* website:  Both web pages also had similar footers. The footers on both pages were separated from the rest of the web page by a grey line that extended the length of the web page. Both footers were enclosed in square brackets and comprised underlined text links in a similar font, size and blue color[12] separated by "|." Footer from *Leasing & Financing* website: [**IBM home page**	**Order**	**Search**	**Contact IBM**	**Help**	**(C)**	**(TM)**] Footer from *IBM Ordering* website: [IBM home page	Order	Contact IBM	Legal] *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		[DFNDT0001798]
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* Both the *IBM Ordering* website and the *Leasing & Financing* website used a single column format with text in the same font, size, and black color on a white background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[13] Additionally, both web pages had headers with a similar look and feel. Both headers had the same Blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the Blue IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular box superposed over a portion of the picture. Both rectangular boxes included text in the same font, size, and color. The text in both boxes was a short title or description of the web page. Header from *Leasing & Financing* website:  Header from *IBM Ordering* website:

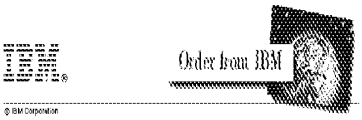
[13] Both pages used the default text link colors of the visitor computer; *supra* note 10.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		  Both web pages also had similar footers. The footers on both pages were separated from the rest of the web page by a grey line that extended the length of the web page. Both footers were enclosed in square brackets and comprised underlined text links in a similar font, size and blue color[14] separated by "|." Footer from *Leasing & Financing* website: [**IBM home page**	**Order**	**Search**	**Contact IBM**	**Help**	**(C)**	**(TM)**] Footer from *IBM Ordering* website: [IBM home page	Order	Contact IBM	Legal] *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
4.	The process of claim 1, wherein the selected commerce object is a selected product.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*

[14] Both pages used the default text link colors of the visitor computer; *supra* note 10.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		"Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
5.	The process of claim 1, wherein the selected commerce object is a selected product category.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
13.	An e commerce outsourcing system comprising:	IBM Credit Corporation provided a host website (e.g., *Leasing & Financing website*")[15] with a link to a website of IBM Corporation with the same look and feel

[15] Other examples of IBM web pages that were "host websites" in relation to the *IBM Ordering* website included: *The IBM Direct Planetwide home page*, http://web.archive.org/web/19961219004723/http://direct.boulder.ibm.com (December 19, 1996 version of http://direct.boulder.ibm.com as archived by the Internet Archive. (see note 4)); *[DFNDT0001802-0001807]*
IBM Planetwide help, http://web.archive.org/web/19961026164521/www.ibm.com/Finding (October 26, 1996 version of www.ibm.com/Finding as archived by the Internet Archive. (see note 4)); *[DFNDT0001795-0001797]*; and
IBM Worldwide Customer Financing, http://web.archive.org/web/19961104165233/www.financing.hosting.ibm.com/CFWWINTR.HTM

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		(e.g., *IBM Ordering website*").[16] The merchant for the commerce object is one of IBM's business partners. *Leasing & Financing* website, http://web.archive.org/web/19961227153901/www.financing.hosting.ibm.com "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	Elements needed to create the *IBM Ordering* website with the look and feel of the *Leasing & Financing* website were stored in a data store on the *IBM Ordering* website server. "HTML generated at Fri, 20 Dec 1996 00:58:45 GMT by /cgi-bin/Orders/nph-index" Source code for *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001813-0001815]* " 

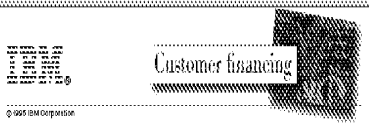
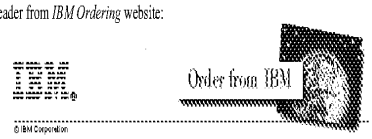
(November 4, 1996 version of www.financing.hosting.ibm.com/CFWWINTR.HTM as archived by the Internet Archive. (see note 4)); *[DFNDT0001808-0001812]*.

[16] In another example of IBM prior art, the *IBM Ordering* website (www.ibm.com/Orders) *[DFNDT0001798]* was the "host website" and *The IBM Direct Planetwide home page*, December 19, 1996 version (http://direct.boulder.ibm.com) *[DFNDT0001802-0001807]* was the "second website."

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		" *IBM Ordering* website, December 20, 1996 version (header for *IBM Ordering* website). *[DFNDT0001798]* "<BODY bgcolor="#ffffff"> <A NAME=top><IMG SRC="/images/mastheads/masthead_order.gif" WIDTH=600 HEIGHT=72 ALT="IBM planetwide ordering information"></A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for header). *[DFNDT0001813-0001815]* Footer from *IBM Ordering* website: " [IBM home page | Order | Contact IBM | Legal]" *IBM Ordering* website, December 20, 1996 version (footer for *IBM Ordering* website). *[DFNDT0001798]* "<HR> [<A HREF="http://www.ibm.com/">IBM home page</A> | <A HREF="http://www.ibm.com/Orders/">Order</A> | <A HREF="http://www.ibm.com/Assist/">Contact IBM</A> | <A HREF="http://www.ibm.com/Legal/">Legal</A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for footer). *[DFNDT0001813-0001815]*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* A link to the *IBM Ordering* website was included in the source code for the *Leasing & Financing* website. From the *IBM Ordering* website, a visitor ordered products and services from IBM and its business partners. "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link

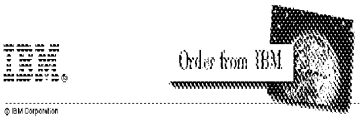
Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
	with the link.	removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* website, December 27, 1996 version. *[DFNDT0001816-0001820]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *IBM Ordering* website was the same as the look and feel of the *Leasing & Financing* website. Specifically, both the *IBM Ordering* website and the *Leasing & Financing* website used a single column format with text in the same font, size, and black color on a white background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[17] As described below, the look and feel also include using similar headers and footers.[18] Additionally, both web pages had headers with a similar look and feel. Both headers had the same Blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the Blue IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular box superposed over a portion of the picture. Both rectangular boxes included text in the same font, size, and color. The text in both boxes was a short title or description of the web page. Header from *Leasing & Financing* website:

[17] Both pages used the default text link colors of the visitor computer; *supra* note 10.
[18] Also see: *IBM PC ThinkPad* website, http://replay.web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www. pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://replay.web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website, http://replay.web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]*; *1995 Annual Report of IBM Credit Corp.*, December 19, 1996 version; *[DFNDT0001879-0001882]*

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		 Header from *IBM Ordering* website:  Both web pages also had similar footers. The footers on both pages were separated from the rest of the web page by a grey line that extended the length of the web page. Both footers were enclosed in square brackets and comprised underlined text links in a similar font, size and blue color[19] separated by "|." Footer from *Leasing & Financing* website: [IBM home page | Order | Search | Contact IBM | Help | (C) | (TM)] Footer from *IBM Ordering* website: [IBM home page | Order | Contact IBM | Legal] *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
17.	An e commerce outsourcing process comprising the steps of:	IBM Credit Corporation provided a host website (e.g., *Leasing & Financing* website)[20] with a link to a website of IBM Corporation with the same look and feel, (e.g., *IBM Ordering* website). The merchant for

[19] Both pages used the default text link colors of the visitor computer; *supra* note 10.

[20] Other examples of IBM web pages that were "host websites" in relation to the *IBM Ordering* website included: *The IBM Direct Planetwide home page*, http://web.archive.org/web/19961219004723/http://direct.boulder.ibm.com (December 19, 1996 version of http://direct.boulder.ibm.com as

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		the commerce object is one of IBM's business partners. "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	Elements needed to create the *IBM Ordering* website with the look and feel of the *Leasing & Financing* website were stored in a data store on the *IBM Ordering* website server. "HTML generated at Fri, 20 Dec 1996 00:58:45 GMT by /cgi-bin/Orders/nph-index" Source code for *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001813-0001815]* "  " *IBM Ordering* website, December 20, 1996 version (header for IBM Ordering

archived by the Internet Archive. (see note 4)); *[DFNDT0001802-0001807]*
IBM Planetwide help, http://web.archive.org/web/19961026164521/www.ibm.com/Finding (October 26, 1996 version of www.ibm.com/Finding as archived by the Internet Archive. (see note 4)); *[DFNDT0001795-0001797]*; and
IBM Worldwide Customer Financing, http://web.archive.org/web/19961104165233/www.financing.hosting.ibm.com/CFWWINTR.HTM (November 4, 1996 version of www.financing.hosting.ibm.com/CFWWINTR.HTM as archived by the Internet Archive. (see note 4)); *[DFNDT0001808-0001812]*.

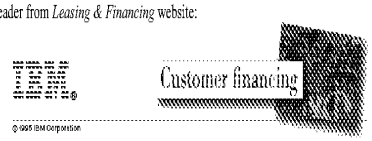
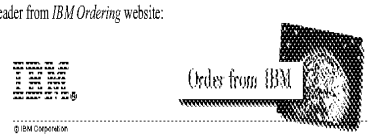
Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		website). [DFNDT0001798] "<BODY bgcolor="#ffffff"> <A NAME=top><IMG SRC="/images/mastheads/masthead_order.gif" WIDTH=600 HEIGHT=72 ALT="IBM planetwide ordering information"></A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for header). *[DFNDT0001813-0001815]* Footer from *IBM Ordering* website: " [IBM home page | Order | Contact IBM | Legal]" *IBM Ordering* website, December 20, 1996 version (footer for *IBM Ordering* website). *[DFNDT0001798]* "<HR> [<A HREF="http://www.ibm.com/">IBM home page</A> | <A HREF="http://www.ibm.com/Orders/">Order</A> | <A HREF="http://www.ibm.com/Assist/">Contact IBM</A> | <A HREF="http://www.ibm.com/Legal/">Legal</A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for footer). *[DFNDT0001813-0001815]*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	A link to the *IBM Ordering* website was included in the source code for the *Leasing & Financing* website. From the *IBM Ordering* website, a visitor ordered products and services from IBM and its business partners. "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* website, December 27, 1996 version.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		[DFNDT0001816-0001820] "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *IBM Ordering* website was the same as the look and feel of the *Leasing & Financing* website.[21] Specifically, both the *IBM Ordering* website and the *Leasing & Financing* website used a single column format with text in the same font, size, and black color on a white background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[22] As described below, the look and feel also include using similar headers and footers.[23]

[21] Both pages used the default text link colors of the visitor computer; *supra* note 10.

[22] Both pages used the default text link colors of the visitor computer; *supra* note 10.

[23] Also see: *IBM PC ThinkPad* website, http://replay.web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www. pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://replay.web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website,

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		Additionally, both web pages had headers with a similar look and feel. Both headers had the same Blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the Blue IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular box superposed over a portion of the picture. Both rectangular boxes included text in the same font, size, and color. The text in both boxes was a short title or description of the web page. Header from *Leasing & Financing* website:  Header from *IBM Ordering* website:  Both web pages also had similar footers. The footers on both pages were separated from the rest of the web page by a grey line that extended the length of the web page. Both footers were enclosed in square brackets and comprised underlined text links in a similar font, size and blue color[24] separated by "|."

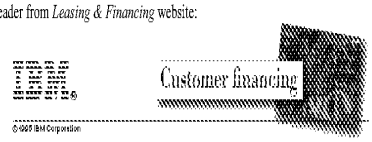
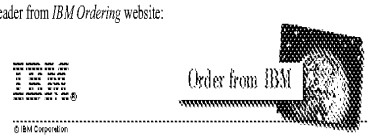
http://replay.web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]; 1995 Annual Report of IBM Credit Corp.,* December 19, 1996 version; *[DFNDT0001879-0001882].*

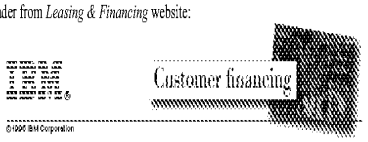
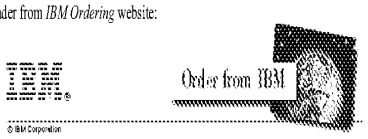
[24] Both pages used the default text link colors of the visitor computer; *supra* note 10.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		Footer from *Leasing & Financing* website: [IBM home page | Order | Search | Contact IBM | Help | (C) | (TM)] Footer from *IBM Ordering* website: [IBM home page | Order | Contact IBM | Legal] *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
18.	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	Both the *IBM Ordering* website and the *Leasing & Financing* website used a single column format with text in the same font, size, and black color on a white background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[25] As described below, the look and feel also include using similar headers and footers.[26] Additionally, both web pages had headers with a similar look and feel. Both headers had the same Blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the Blue IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular box superposed over a portion of the picture. Both rectangular boxes

[25] Both pages used the default text link colors of the visitor computer; *supra* note 10.

[26] Also see: *IBM PC ThinkPad* website, http://replay.web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www. pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://replay.web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website, http://replay.web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]; 1995 Annual Report of IBM Credit Corp.,* December 19, 1996 version; *[DFNDT0001879-0001882].*

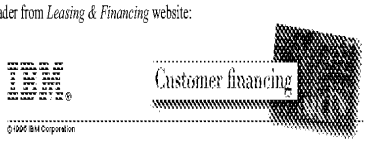
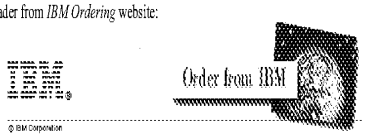
Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		included text in the same font, size, and color. The text in both boxes was a short title or description of the web page. Header from *Leasing & Financing* website:  Header from *IBM Ordering* website:  *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
19.	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	Both web pages had headers with a similar look and feel. Both headers had the same Blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the Blue IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular box superposed over a portion of the picture. Both rectangular boxes included text in the same font, size, and color. The text in both boxes was a short title or

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		description of the web page. As described below, the look and feel also include using similar headers and footers.[27] Header from *Leasing & Financing* website:  Header from *IBM Ordering* website:  Both web pages also had similar footers. The footers on both pages were separated from the rest of the web page by a grey line that extended the length of the web

[27] Also see: *IBM PC ThinkPad* website, http://replay.web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www. pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://replay.web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website, http://replay.web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]; 1995 Annual Report of IBM Credit Corp.,* December 19, 1996 version; *[DFNDT0001879-0001882].*

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		page. Both footers were enclosed in square brackets and comprised underlined text links in a similar font, size and blue color[28] separated by "|." Footer from *Leasing & Financing* website: [IBM home page | Order | Search | Contact IBM | Help | (C) | (TM)] Footer from *IBM Ordering* website: [IBM home page | Order | Contact IBM | Legal] *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
20.	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	Footer from *Leasing & Financing* website: [IBM home page | Order | Search | Contact IBM | Help | (C) | (TM)] *Leasing & Financing* website, December 27, 1996 version. *[DFNDT0001799-0001801]*
21.	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	Both the *IBM Ordering* website and the *Leasing & Financing* website had headers with a similar look and feel. Both headers had the same Blue IBM® logo in the top left corner with a copyright notice below the logo. The copyright notice was separated from the Blue IBM® logo by a pink line that extended the length of the header. On the right side, both headers had a rectangular picture superposed over a portion of the pink line and a rectangular box superposed over a portion of the

[28] Both pages used the default text link colors of the visitor computer; *supra* note 10.

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		picture.[29] Header from *Leasing & Financing* website:  Header from *IBM Ordering* website:  *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
21(b)	a color scheme used on at least some of the web	Both the *IBM Ordering* website and the *Leasing & Financing* website used a single column format with text in the same font, size, and black color on a white

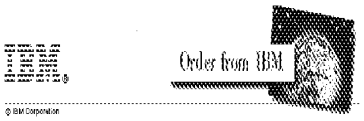
[29] Also see: *IBM PC ThinkPad* website, http://replay.web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www. pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://replay.web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website, http://replay.web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]; 1995 Annual Report of IBM Credit Corp.*, December 19, 1996 version; *[DFNDT0001879-0001882].*

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
	pages of the first website;	background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[30] *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
21(c)	a page layout used on at least some of the web pages of the first website; and	Both the *IBM Ordering* website and the *Leasing & Financing* website used a single column format with text in the same font, size, and black color on a white background. Unused text links were shown in blue underlined text and visited text links were shown in red underlined text on both web pages.[31] *Leasing & Financing* website, December 27, 1996 version; *[DFNDT0001799-0001801]* and *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	Footer from *Leasing & Financing* website: [IBM home page | Order | Search | Contact IBM | Help | (C) | (TM)] *Leasing & Financing* website, December 27, 1996 version. *[DFNDT0001799-0001801]*[32]

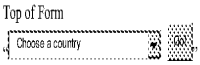
[30] Both pages used the default text link colors of the visitor computer; *supra* note 10.

[31] Both pages used the default text link colors of the visitor computer; *supra* note 10.

[32] Also see: *IBM PC ThinkPad* website, http://replay.web.archive.org/web/19961219011414/http://www.pc.ibm.com/thinkpad/ (December 19, 1996 version of www. pc.ibm.com/thinkpad/ as archived by the Internet Archive; see note 4)) *[DFNDT0001893-0001904]*; *End-user Customer Financing* website, http://replay.web.archive.org/web/19961104164326/http://www.financing.hosting.ibm.com/CFCALLIE.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/CFCALLIE.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001905-0001917]*; *Remarketer Financing* website,

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises desiguing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	"HTML generated at Fri, 20 Dec 1996 00:58:45 GMT by /cgi-bin/Orders/nph-index" Source code for *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001813-0001815]* "  " *IBM Ordering* website, December 20, 1996 version (header for *IBM Ordering* website). *[DFNDT0001798]* "<BODY bgcolor="#ffffff"> <A NAME=top><IMG SRC="/images/mastheads/masthead_order.gif" WIDTH=600 HEIGHT=72 ALT="IBM planetwide ordering information"></A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for header). *[DFNDT0001813-0001815]* Footer from *IBM Ordering* website: " [IBM home page | Order | Contact IBM | Legal]" *IBM Ordering* website, December 20, 1996 version (footer for *IBM Ordering* website). *[DFNDT0001798]*

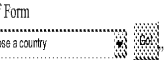
http://replay.web.archive.org/web/19961104164859/http://www.financing.hosting.ibm.com/CFTALBOT.HTM (November 11, 1996 version of www.financing.hosting.ibm.com/ CFTALBOT.HTM as archived by the Internet Archive; see note 4)); *[DFNDT0001918-0001927]; 1995 Annual Report of IBM Credit Corp.*, December 19, 1996 version; *[DFNDT0001879-0001882].*

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		"<HR> [<A HREF="http://www.ibm.com/">IBM home page</A> | <A HREF="http://www.ibm.com/Orders/">Order</A> | <A HREF="http://www.ibm.com/Assist/">Contact IBM</A> | <A HREF="http://www.ibm.com/Legal/">Legal</A>" Source code for *IBM Ordering* website, December 20, 1996 version (source code for footer). *[DFNDT0001813-0001815]*
23.	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	The *IBM Ordering* website allowed a visitor to enter a search parameter (a country) and IBM used the country to search for products and the ordering information. "Direct ordering any way you prefer... To buy from IBM in your country, please select from the list below.... Planetwide ordering information: Top of Form  Bottom of Form *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		"Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
24.	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
25.	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "Order"

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		Leasing & Financing web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
26.	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
27.	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]*

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		"Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	The *IBM Ordering* website allowed a visitor to order a plurality of products and services and stored information therein about the products and services. "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	The *IBM Ordering* website allowed a visitor to enter a search parameter (a country) and IBM used the country to search for products and the ordering information. "Direct ordering any way you prefer...

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
		To buy from IBM in your country, please select from the list below…. Planetwide ordering information: Top of Form  Bottom of Form *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing	"IBM Direct: Your source for products and services from IBM and our business partners… planetwide." *IBM Ordering* website, December 20, 1996 version. *[DFNDT0001798]* "[I]n some countries you can even order online." *IBM Ordering* website, December

Claim No.	Claim Language of U.S. Patent N. 6,993,572	Relevant Disclosure in IBM Prior Art
	information to the merchant offering the indicated product or service.	20, 1996 version. *[DFNDT0001798]* "Order" *Leasing & Financing* web page, December 27, 1996 version (emphasis and link removed)(hyperlink to http://www.Ibm.Com/Orders/). *[DFNDT0001799-0001801]* "Order" Source code for *Leasing & Financing* web page, December 27, 1996 version. *[DFNDT0001816-0001820]*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Lycos Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
1	An e commerce outsourcing process comprising:	Lycos, Inc provided a host web page entitled, Lycos Money Guide, at www.lycos.com/money,[1] (hereinafter "*Lycos* website") with a link to web page of News Alert, Inc. entitled, *News Alert* at www.stockfind.newsalert.com/ [2] (hereinafter "*News Alert* website"). *Lycos* website, http://web.archive.org/web/19971211191234/http://www.lycos.com/money/ (December 11, 1997 version of www.lycos.com/money as archived by the Internet Archive.[3]); *[DFNDT0001928-0001929]* *News Alert* website, http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/ (December 11, 1997 version of www.stockfind.newsalert.com as archived by the Internet Archive.[4]); *[DFNDT0001930-0001931]*
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	The look and feel of the *Lycos* website was captured by the News Alert, Inc. when News Alert, Inc. created the *News Alert* website. "MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14" HREF="http://web.archive.org/web/19971211094712/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS= "57,0, 115,14" HREF="http://web.archive.org/web/19971211094712/http://cityguide.lycos.com/">

[1] *WHOIS Record lycos.com*, http://reports.internic.net/cgi/whois?whois_nic=lycos.com&type=domain (last visited May 27, 2011) (lycos.com was first registered on April 13, 1995); *[DFNDT0001962-0001963]*

[2] *WHOIS Record newsalert.com*, http://reports.internic.net/cgi/whois?whois_nic=newsalert.com&type=domain (last visited May 27, 2011) (newsalert.com was first registered on August 4, 1994); *[DFNDT0001964-0001965]*

[3] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0001966-0002009]*

[4] *Supra* note 3

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<AREA SHAPE=rect COORDS= "119,0, 181,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS= "184,0, 243,14" HREF="http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS= "249,0, 307,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS= "311,0, 386,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/cgi-bin/tph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS= "391,0, 467,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"> </MAP>" Source Code for Header of the *New Alert* website. *[DFNDT0001932-0001943]* "</TABLE> <TABLE VALIGN=TOP WIDTH=600 CELLSPACING=0 CELLPADDING=4 border=0> <TR VALIGN=TOP> <TD WIDTH=125 BGCOLOR="#000000" VALIGN=TOP> <A HREF= "http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/redirect/dlj"> <IMG SRC="http://web.archive.org/web/19971211094712im_/http://gif.newsalert.com/gifs/lycos/dlj.gif" WIDTH=92 HEIGHT=55 BORDER=0></A> <TABLE WIDTH=125 BORDER=0 CELLSPACING=5 CELLPADDING=0 VALIGN=TOP BGCOLOR="#000000"> <TR VALIGN=TOP> <TD WIDTH=10 ROWSPAN=5> </TD> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Lycos Home</B></FONT></A></TD></TR>

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail"> <FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR> </TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]*
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to	*See also* 4-5, *infra.* The commerce object is the stock quotes of PC Quote, Inc.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
	a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	"StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	"StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback."

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text. Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]* Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		"MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14" HREF="http://web.archive.org/web/19971211094712/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS= "57,0, 115,14" HREF="http://web.archive.org/web/19971211094712/http://cityguide.lycos.com/"> <AREA SHAPE=rect COORDS= "119,0, 181,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS= "184,0, 243,14" HREF="http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS= "249,0, 307,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS= "311,0, 386,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/cgi-bin/nph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS= "391,0, 467,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"> </MAP>" Source Code for Header of the *New Alert* website. *[DFNDT0001932-0001943]* "</TABLE> <TABLE VALIGN=TOP WIDTH=600 CELLSPACING=0 CELLPADDING=4 border=0> <TR VALIGN=TOP> <TD WIDTH=125 BGCOLOR="#000000" VALIGN=TOP> <A HREF= "http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/redirect/dlj"> <IMG SRC="http://web.archive.org/web/19971211094712im_/http://gif.newsalert.com/gifs/lycos/dlj.gif" WIDTH=92 HEIGHT=55 BORDER=0></A> <TABLE WIDTH=125 BORDER=0 CELLSPACING=5 CELLPADDING=0 VALIGN=TOP BGCOLOR="#000000">

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<TR VALIGN=TOP> <TD WIDTH=10 ROWSPAN=5> </TD> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Lycos Home</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/ http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B> Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="- 1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="- 1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail"> <FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR> </TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		"<TD BGCOLOR="#6699FF" VALIGN=BOTTOM> <MAP NAME=service> <AREA SHAPE=rect COORDS="6,0, 54,14" HREF="http://web.archive.org/web/19971211191234/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS="57,0, 115,14" HREF="http://web.archive.org/web/19971211191234/http://cityguide.lycos.com/"> <AREA SHAPE=rect COORDS="119,0, 181,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS="184,0, 243,14" HREF="http://web.archive.org/web/19971211191234/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS="249,0, 307,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS="311,0, 386,14" HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/cgi-bin/nph-bounce?gtehome- button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS="391,0, 467,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/index.html"> </MAP> <A HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/assist/maps/service.map"><IMG SRC="http://web.archive.org/web/19971211191234im_/ http://www.lycos.com/assist/graphics/servicebar.gif" HEIGHT=18 WIDTH=473 alt="Lycos Services" BORDER=0 usemap="#service" ISMAP></A> </TD> </TR>" Source Code for Header of the *Lycos* website. *[DFNDT0001944-0001961]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<!-- Navigation for Web Guide --> <TABLE BORDER="0" CELLPADDING="2" CELLSPACING="0" WIDTH="100%"> <TR> <TD BGCOLOR="#FFCC33" VALIGN="top"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/autos/"><FONT FACE="helvetica, arial, ms sans serif, sans-serif" COLOR="#000000" SIZE="- 1"><B>Autos</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/business/">Business <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/careers/">Careers</A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/computers/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Computers</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/education/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Education</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/entertainment/"><FONT

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Entertainment</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/fashion/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Fashion</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/games/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Games</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/government/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Government</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/health/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Health</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/homegarden"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Home/Garden</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/internet/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="- 1"><B>Internet</B></FONT></A>

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/kids/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Kids</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/money/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Money</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/news/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>News</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/people/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>People</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/realestate/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Real Estate</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/commerce/shopnet/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Shopping</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/space/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Space/Sci-Fi</B></FONT></A>

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		   <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/sports/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Sports</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/techtoys/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Tech Toys</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/travel/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Travel</B></FONT></A> </TD> </TR> </TABLE> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/search.html"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/help/"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		1"><B>Help</B></FONT></A> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211191234/http://echomail.lycos.com/echomail"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A> </TD> <TD WIDTH=2> </TD> </TR>" Source Code for Left side column of the *Lycos* website. *[DFNDT0001944-0001961]*
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*See also* 18-21, *infra.* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*
4	The process of claim 1, wherein the selected commerce object is a selected product.	The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]*
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		"DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]*
13	An e commerce outsourcing system comprising:	*See* 1, *supra.* Lycos, Inc provided a host web page entitled, Lycos Money Guide, at www.lycos.com/money, (i.e., the *Lycos* website) with a link to web page of News Alert, Inc. entitled, *News Alert* at www.stockfind.newsalert.com/ (i.e., the *News Alert* website). *Lycos* website, December 11, 1997 version. *[DFNDT0001928-0001929].* *News Alert* website, December 11, 1997 version.*[DFNDT0001930-0001931]*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra.* Elements needed to create the *New Alert* website with the look and feel of the *Lycos* website were stored in a data store on the News Alert, In. website server. The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		News Alert website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14" HREF="http://web.archive.org/web/19971211094712/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS= "57,0, 115,14" HREF="http://web.archive.org/web/19971211094712/http://cityguide.lycos.com/"> <AREA SHAPE=rect COORDS= "119,0, 181,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS= "184,0, 243,14" HREF="http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS= "249,0, 307,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS= "311,0, 386,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/cgi-bin/tph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS= "391,0, 467,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"> </MAP>" Source Code for Header of the *New Alert* website. *[DFNDT0001932-0001943]* "</TABLE> <TABLE VALIGN=TOP WIDTH=600 CELLSPACING=0 CELLPADDING=4 border=0> <TR VALIGN=TOP> <TD WIDTH=125 BGCOLOR="#000000" VALIGN=TOP> <A HREF= "http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/redirect/dlj">

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<IMG SRC="http://web.archive.org/web/19971211094712im_/http://gif.newsalert.com/gifs/lycos/dlj.gif" WIDTH=92 HEIGHT=55 BORDER=0></A> <TABLE WIDTH=125 BORDER=0 CELLSPACING=5 CELLPADDING=0 VALIGN=TOP BGCOLOR="#000000"> <TR VALIGN=TOP> <TD WIDTH=10 ROWSPAN=5> </TD> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Lycos Home</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/ http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B> Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="- 1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="- 1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail!"> <FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR>

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		</TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra.* The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text. Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]* Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* "MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14" HREF="http://web.archive.org/web/19971211094712/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS= "57,0, 115,14" HREF="http://web.archive.org/web/19971211094712/http://cityguide.lycos.com/">

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/ http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B> Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="- 1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="- 1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail"> <FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR> </TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]* "<TD BGCOLOR="#6699FF" VALIGN=BOTTOM> <MAP NAME=service> <AREA SHAPE=rect COORDS="6,0, 54,14"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*. Lycos, Inc provided a host web page entitled, Lycos Money Guide, at www.lycos.com/money, (i.e., the *Lycos* website) with a link to web page of News Alert, Inc., entitled, *News Alert* at www.stockfind.newsalert.com/ (i.e., the *News Alert* website). *Lycos* website, December 11, 1997 version. *[DFNDT0001928-0001929]*. *News Alert* website, December 11, 1997 version. *[DFNDT0001930-0001931]*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*. Elements needed to create the *New Alert* website with the look and feel of the *Lycos* website were stored in a data store on the News Alert, In. website server. The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14" HREF="http://web.archive.org/web/19971211094712/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS= "57,0, 115,14" HREF="http://web.archive.org/web/19971211094712/http://cityguide.lycos.com/"> <AREA SHAPE=rect COORDS= "119,0, 181,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS= "184,0, 243,14" HREF="http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS= "249,0, 307,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS= "311,0, 386,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/cgi-bin/nph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS= "391,0, 467,14" HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"> </MAP>" Source Code for Header of the *New Alert* website. *[DFNDT0001932-0001943]* "</TABLE> <TABLE VALIGN=TOP WIDTH=600 CELLSPACING=0 CELLPADDING=4 border=0> <TR VALIGN=TOP>

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<TD WIDTH=125 BGCOLOR="#000000" VALIGN=TOP> <A HREF= "http://web.archive.org/web/19971211094712/http://www.stockfind.newsalert.com/redirect/dlj"> <IMG SRC="http://web.archive.org/web/19971211094712im_/http://gif.newsalert.com/gifs/lycos/dlj.gif" WIDTH=92 HEIGHT=55 BORDER=0></A> <TABLE WIDTH=125 BORDER=0 CELLSPACING=5 CELLPADDING=0 VALIGN=TOP BGCOLOR="#000000"> <TR VALIGN=TOP> <TD WIDTH=10 ROWSPAN=5> </TD> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Lycos Home</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/ http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B> Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail">

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR> </TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*. The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text. Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]* Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* "MAP NAME=service> <AREA SHAPE=rect COORDS= "6,0, 54,14"

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Lycos Home</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/ http://www.lycos.com/webguides/webguides.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B> Web Guides</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/search.html"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211094712/http://www.lycos.com/help"><FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Help</B></FONT></A></TD></TR> <TR> <TD VALIGN=TOP WIDTH=113 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211094712/http://echomail.lycos.com/echomail"> <FONT FACE="ARIAL,HELVETICA,MS SANS SERIF,SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A></TD> <TD WIDTH=2 BGCOLOR="#000000" VALIGN=TOP ROWSPAN=5> </TD> </TR> </TABLE> </TD> <TD VALIGN=TOP> <!---- END GUIDEBAR---->" Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]* "<TD BGCOLOR="#6699FF" VALIGN=BOTTOM>

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*. The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black

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		underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text. Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]* Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]*

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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
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Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		Source Code for Left side column of the *New Alert* website. *[DFNDT0001932-0001943]* "<TD BGCOLOR="#6699FF" VALIGN=BOTTOM> <MAP NAME=service> <AREA SHAPE=rect COORDS="6,0, 54,14" HREF="http://web.archive.org/web/19971211191234/http://point.lycos.com/categories/"> <AREA SHAPE=rect COORDS="57,0, 115,14" HREF="http://web.archive.org/web/19971211191234/http://cityguide.lycos.com/"> <AREA SHAPE=rect COORDS="119,0, 181,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/peoplefind/"> <AREA SHAPE=rect COORDS="184,0, 243,14" HREF="http://web.archive.org/web/19971211191234/http://www.stockfind.newsalert.com/"> <AREA SHAPE=rect COORDS="249,0, 307,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/roadmap.html"> <AREA SHAPE=rect COORDS="311,0, 386,14" HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/cgi-bin/nph-bounce?gtehome-button|http://yp.gte.net/ypform.phtml_QUES_SRC=lycos"> <AREA SHAPE=rect COORDS="391,0, 467,14" HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/ups/bridge.html"> <AREA SHAPE=default HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/index.html"> </MAP> <A HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/assist/maps/service.map"><IMG SRC="http://web.archive.org/web/19971211191234im_/ http://www.lycos.com/assist/graphics/servicebar.gif" HEIGHT=18 WIDTH=473 alt="Lycos Services" BORDER=0 usemap="#service" ISMAP></A> </TD> </TR>" Source Code for Header of the *Lycos* website. *[DFNDT0001944-0001961]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		<!-- Navigation for Web Guide --> <TABLE BORDER="0" CELLPADDING="2" CELLSPACING="0" WIDTH="100%"> <TR> <TD BGCOLOR="#FFCC33" VALIGN="top"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/autos/"><FONT FACE="helvetica, arial, ms sans serif, sans-serif" COLOR="#000000" SIZE="-1"><B>Autos</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/business/">Business <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/careers/">Careers</A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/computers/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Computers</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/education/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Education</B></FONT></A> <A

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/entertainment/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Entertainment</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/fashion/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Fashion</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/games/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Games</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/government/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Government</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/health/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Health</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/homegarden"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Home/Garden</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/internet/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Internet</B></FONT></A>

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		   <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/kids/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Kids</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/money/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Money</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/news/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>News</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/people/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>People</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/realestate/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Real Estate</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/ http://www.lycos.com/commerce/shopnet/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Shopping</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/space/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Space/Sci-

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		Fi</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/sports/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Sports</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/techtoys/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Tech Toys</B></FONT></A> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/travel/"><FONT FACE="Helvetica, Ariel, MS Sans Serif, Sans Serif" color="#000000" SIZE="-1"><B>Travel</B></FONT></A> </TD> </TR> </TABLE> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/search.html"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Search</B></FONT></A> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33"> <A HREF="http://web.archive.org/web/19971211191234/http://www.lycos.com/help/"><FONT

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Help</B></FONT></A> </TD> </TR> <TR> <TD VALIGN=TOP WIDTH=110 BGCOLOR="#FFCC33" VALIGN=TOP> <A HREF="http://web.archive.org/web/19971211191234/http://echomail.lycos.com/echomail"><FONT FACE="HELVETICA, ARIAL, MS SANS SERIF, SANS-SERIF" COLOR="#000000" SIZE="-1"><B>Feedback</B></FONT></A> </TD> <TD WIDTH=2> </TD> </TR>" Source Code for Left side column of the *Lycos* website. *[DFNDT0001944-0001961]*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		text. Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*
20	The process of claim 17 wherein the look and feel description comprises data defining a set of	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website. The left side navigation bar on both websites had a black background with separate yellow boxes for

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links to the *Lycos* website. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*
21	The process of claim 17 wherein the look and feel description comprises data defining:	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Lycos* website was the same as the look and feel of the *News Alert* website.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	The *Lycos* website and the *News Alert* website used a Lycos logo in the upper left corner. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*
21(b)	a color scheme used on at least some of the web pages of the first website;	Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
21(c)	a page layout used on at least some of the web pages of the first website; and	Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	Specifically, both websites used a Lycos logo in the upper left corner. Each site included a similar navigation bar on the left side. The left side navigation bar on both websites had a black background with separate yellow boxes for each category of links. Unused text links were shown in black underlined text inside of the yellow boxes. The first link on each left side navigation bar is a link to "Lycos Home." Both left side navigation bars include links to "Search," "Help," and "Feedback." Both the *Lycos* website and the *Newsalert* website used a similar page format. The text in the main section of the website was the same size with a black color on a white background. Most unused text links were shown in blue underlined text. Additionally, both websites included a search box that had a blue background with a white box where the user typed the search terms. Both the *Lycos* website and the *Newsalert* website used a similar color scheme. Both websites had left side navigation bar with a black background, yellow boxes, and black text. Both website had a header with a light blue background with yellow boxes with black text. The background of the main part of the page was white with mostly black and blue text. Both websites included a search box with a light blue background. The footers of each page include a white background with black and blue text. Additionally, both web pages had headers with a similar look and feel. Both headers had a Lycos logo in the top left corner. On the right side of the Lycos logo, both headers had a rectangular light blue box with seven smaller yellow boxes inside rectangular light blue box. The text inside of the smaller yellow boxes and the links of the yellow were the same in the *Lycos* website and the *Newsalert* website. Both the *Lycos* website and the *Newsalert* website include similar footers. Both footers included the the text "Copyright© 1997 Lycos,Inc. All Rights Reserved. Lycos® is a registered trademark of Carnegie Mellon University Questions & Comments Terms and conditions." The text in both footer is the same black font and all unused links are shown in the same light blue font. The phrases "Copyright," "Questions & Comments" and "Terms and conditions" on both website were in the same light blue font and included identical links. *News Alert* website, December 11, 1997 version. *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-*

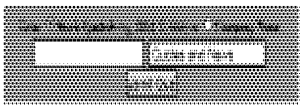
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		0001961]
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* 1(a), *supra.* The storing includes designing, identifying, and storing, as stated in the claim.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* The *News Alert* website provided a search box that allowed a user to search of quotes for specific companies by the company's stock symbol or company name.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		  News Alert website, December 11, 1997 version. *[DFNDT0001930-0001931]*
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* The *News Alert* website provided a search box that allowed a user to search of quotes for specific companies by the company's stock symbol or company name. Accordingly, the *News Alert* website servers had to store data concerning the stock quotes for various companies. *News Alert* website, December 11, 1997 version. *[DFNDT0001930-0001931]* *See also* 1(c), *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	Lycos contracts with merchants to offer products or services for sale to include data concerning the commerce objects of the merchants at the second website. *News Alert* website, December 11, 1997 version *[DFNDT0001928-0001943]* *Lycos* website, December 11, 1997 version. *[DFNDT0001930-000191931, DFNDT0001944-0001961]*
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.* The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* The *News Alert* website provided a search box that allowed a user to search of quotes for specific companies by the company's stock symbol or company name. *News Alert* website, December 11, 1997 version. *[DFNDT0001930-0001931]*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*. The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc." *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* The *News Alert* website provided a search box that allowed a user to search of quotes for specific companies by the company's stock symbol or company name. Accordingly, the *News Alert* website servers had to store data concerning the stock quotes for various companies. *News Alert* website, December 11, 1997 version. *[DFNDT0001930-0001931]*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*. The commerce object is the stock quotes of PC Quote, Inc. "StockFind Free Quotes" *Lycos* website, December 11, 1997 version (emphasis and link removed)(hyperlink to http://www.stockfind.newsalert.com). *[DFNDT0001928-0001929]* "DJIA 7978.79 NYSE 507.70 NASDAQ 1596.61 Russell 2000 432.81 S&P 500 969 25/32 AMEX MMI 836.57" *News Alert* website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* "Delayed quotes powered by PC Quotes, Inc."

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Lycos Prior Art
		News Alert website, December 11, 1997 version (emphasis removed). *[DFNDT0001930-0001931]* The *News Alert* website provided a search box that allowed a user to search of quotes for specific companies by the company's stock symbol or company name.  *News Alert* website, December 11, 1997 version. *[DFNDT0001930-0001931]*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra*.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the REI Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

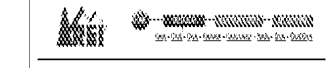
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
1	An e commerce outsourcing process comprising:	
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	
4	The process of claim 1, wherein the selected commerce object is a selected product.	
5	The process of claim 1, wherein the selected commerce object is a selected product category.	
13	An e commerce outsourcing system comprising:	REI Corporation provided a host webpage entitled, REI Product Comparison website, at rei.com/shopping/store3/CLIMBING/ROPES_CORDS/DYNAMIC_ROPE/

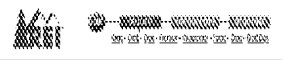
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		leaf/product1.html,[1] (hereinafter "*REI Product Comparison* website") with a link to another webpage at with the same look and feel, entitled, *REI- Mammut Flex Nondry Rope* Page at rei.com/shopping/store3/CLIMBING/ROPES_CORDS/DYNAMIC_ROPE/bud/472021.html (hereinafter "*Mammut Rope* website"). *REI Product Comparison* website, http://classic-web.archive.org/web/19970222120110/http://rei.com/shopping/store3/CLIMBING/ROPES_CORDS/DYNAMIC_ROPE/leaf/product1.html (February 22, 1997 version of rei.com/shopping/store3/CLIMBING/ROPES_CORDS/DYNAMIC_ROPE/leaf/product1.htm as archived by the Interuet Archive.[2]); *[DFNDT0002010-0002011]* *Mammut Rope* website, http://classic-web.archive.org/web/19970222143138/rei.com/shopping/store3/CLIMBING/ROPES_CORDS/DYNAMIC_ROPE/bud/472021.html (February 22, 1997 version of rei.com/shopping/store3/CLIMBING/ROPES_CORDS/DYNAMIC_ROPE/bud/472021.html as archived by the Interuet Archive.[3]); *[DFNDT0002012-0002013]* "Our 100% guarantee ensures that every item you purchase at REI meets your high standards—or you can returu it for a replacement or refund." *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002011]*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	Elements needed to create the *Mammut Rope* website with the look and feel of the *REI Products Comparison* website were stored in a data store on the REI Corporation website server.

[1] *WHOIS Record rei.com*, http:// http://reports.interuic.net/cgi/whois?whois_nic=rei.com&type=domain (last visited May 16, 2011) (rei.com was first registered on March 13, 1996); *[DFNDT0002014-0002015]*

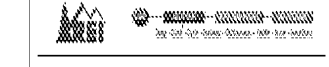
[2] For more information about the Internet Archive and web pages archived therein, *see Internet Archive Frequently Asked Questions*, http://www.archive.org/about/faqs.php. *[DFNDT0002016-0002059]*

[3] *Supra* note 2.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		 *Mammut Rope* website, February 22, 1997 version (header for Mammut Rope website). *[DFNDT0002012-0002013]* Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved *Mammut Rope* website, February 22, 1997 version (footer for Mammut Rope website). *[DFNDT0002012-0002013]* "Home | Shopping Basket | Help | Product Search | Feedback Copyright &#169 REI - All rights reserved" Source code for *Mammut Rope* website, February 22, 1997 version (header for Mammut Rope website). *[DFNDT0002061-0002064]*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Interuet communication with the host web page, to serve	"Our 100% guarantee ensures that every item you purchase at REI meets your high standards—or you can returu it for a replacement or refund." *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002011]* "Shop online, visit a store, or call (800)426-4840, interuational (206)891-2500" *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013]*

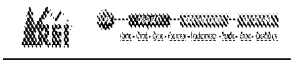
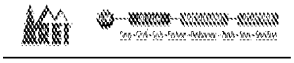
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
	a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	A link to the *Mammut Rope* website was included in the source code for the *REI Product Comparison* website. From the *Mammut Rope* website, a visitor ordered a Mammut Flex nondry Rope.[4] ""> Mammut Flex Nondry Rope $ 145.00 A workhorse of a rope--excellent for most climbs " Source code for *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002065-0002068]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Mammut Rope* website was the same as the look and feel of the *REI Product Comparison* website. Specifically, both the *Mammut Rope* website and the *REI Product Comparison* website used text in the same font, size, and black color on a white background. Unused text links were shown in green underlined text and visited text links were shown in purple underlined text on both web pages. Additionally, both web pages had headers with the same look and feel. Both headers had the same green tree REI logo in the top left coruer with the identical top menu bar next to the green tree REI logo. Header on both pages was separated the rest of the webpage by a black line that extended the length of the header. Header from *Mammut Rope* website: Header from *REI Product Comparison* website: 

[4] Mammut Flex Nondry Rope is a product of Arova-Mammut AG of Seon, Switzerland. *See* January 29, 2001 version of Flex Product Page http://classic-web.archive.org/web/20010129062100/http://www.mammut.ch/english/products/flex.htm, as archived by the Internet Archive; see note 3) *[DFNDT0002060]*

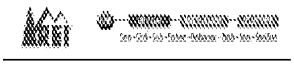
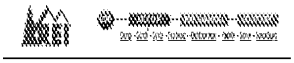
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		Both web pages also had identical footers. Both footers comprised underlined text links for the phrases Home, Shopping Basket, Help, Product Search, and Feedback on a top row and separated by a "|". A bottom row of each of the footers comprised an underlined text link for the phrases Copyright © REI – All rights reserved. Footer from *Mammut Rope* website: Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved Footer from *REI Product Comparison* website: Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
17	An e commerce outsourcing process comprising the steps of:	REI Corporation provided a host webpage (i.e., the *REI Product Comparison* website) with a link to another webpage at with the same look and feel (i.e., the "*Mammut Rope* website). "Our 100% guarantee ensures that every item you purchase at REI meets your high standards—or you can returu it for a replacement or refund." *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002011]*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	Elements needed to create the *Mammut Rope* website with the look and feel of the *REI Products Comparison* website were stored in a data store on the REI Corporation website server.  *Mammut Rope* website, February 22, 1997 version (header for Mammut Rope website). *[DFNDT0002012-0002013]*

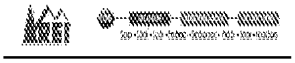
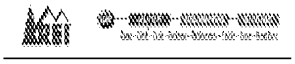
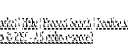
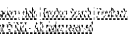
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved
		Mammut Rope website, February 22, 1997 version (footer for Mammut Rope website). *[DFNDT0002012-0002013]*
		"Home | Shopping Basket | Help | Product Search | Feedback Copyright &#169 REI - All rights reserved" Source code for *Mammut Rope* website, February 22, 1997 version (header for Mammut Rope website). *[DFNDT0002061-0002064]*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	"Our 100% guarantee ensures that every item you purchase at REI meets your high standards—or you can returu it for a replacement or refund." *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002011]* "Shop online, visit a store, or call (800)426-4840, interuational (206)891-2500" Mammut *Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013]* A link to the *Mammut Rope* website was included in the source code for the *REI Product Comparison* website. From the *Mammut Rope* website, a visitor ordered a Mammut Flex nondry Rope. [5] " Mammut Flex Nondry Rope $ 145.00 A workhorse of a rope--excellent for most climbs "

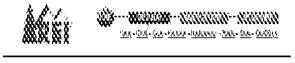
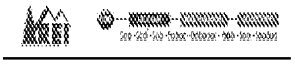
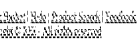
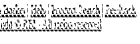
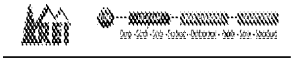
[5] *Supra* note 4.

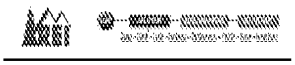
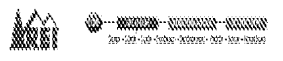
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		Source code for *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002065-0002068]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Mammut Rope* website was the same as the look and feel of the *REI Product Comparison* website. Specifically, both the *Mammut Rope* website and the *REI Product Comparison* website used text in the same font, size, and black color on a white background. Unused text links were shown in green underlined text and visited text links were shown in purple underlined text on both web pages. Additionally, both web pages had headers with the same look and feel. Both headers had the same green tree REI logo in the top left corner with the identical top menu bar next to the green tree REI logo. Header on both pages was separated the rest of the webpage by a black line that extended the length of the header. Header from *Mammut Rope* website:  Header from *REI Product Comparison* website:  Both web pages also had identical footers. Both footers comprised underlined text links for the phrases Home, Shopping Basket, Help, Product Search, and Feedback on a top row and separated by a "|". A bottom row of each of the footers comprised an underlined text link for the phrases Copyright © REI – All rights reserved. Footer from *Mammut Rope* website: Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved Footer from *REI Product Comparison* website:

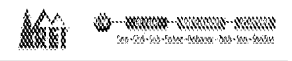
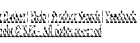
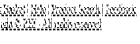
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	"Our 100% guarantee ensures that every item you purchase at REI meets your high standards—or you can returu it for a replacement or refund." *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002011]* "Shop online, visit a store, or call (800)426-4840, interuational (206)891-2500" Mammut *Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013]* A link to the *Mammut Rope* website was included in the source code for the *REI Product Comparison* website. From the *Mammut Rope* website, a visitor ordered a Mammut Flex nondry Rope. " Mammut Flex Nondry Rope $ 145.00 A workhorse of a rope--excellent for most climbs " Source code for *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002065-0002068]* As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Mammut Rope* website was the same as the look and feel of the *REI Product Comparison* website. Specifically, both the *Mammut Rope* website and the *REI Product Comparison* website used text in the same font, size, and black color on a white background. Unused text links were shown in green underlined text and visited text links were shown in purple underlined text on both web pages. Additionally, both web pages had headers with the same look and feel. Both headers had the same green tree REI logo in the top left corner with the identical top menu bar next to the green tree REI logo. Header on both pages was separated the rest of the webpage by a black line that extended the length of the header. Header from *Mammut Rope* website:

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		 Header from *REI Product Comparison* website:  Both web pages also had identical footers. Both footers comprised underlined text links for the phrases Home, Shopping Basket, Help, Product Search, and Feedback on a top row and separated by a "|". A bottom row of each of the footers comprised an underlined text link for the phrases Copyright © REI – All rights reserved. Footer from *Mammut Rope* website: Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved Footer from *REI Product Comparison* website: Home | Shopping Basket | Help | Product Search | Feedback Copyright © REI - All rights reserved *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	As far as the scope of the claimed "look and feel" can be determined, the look and feel of the *Mammut Rope* website was the same as the look and feel of the *REI Product Comparison* website. Both web pages had identical headers. Both headers had the same green tree REI logo in the top left corner with the identical top menu bar next to the green tree REI logo.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		Header on both pages was separated the rest of the webpage by a black line that extended the length of the header. Header from *Mammut Rope* website:  Header from *REI Product Comparison* website:  Both web pages also had identical footers. Both footers comprised underlined text links for the phrases Home, Shopping Basket, Help, Product Search, and Feedback on a top row and separated by a "|". A bottom row of each of the footers comprised an underlined text link for the phrases Copyright © REI – All rights reserved. Footer from *Mammut Rope* website:  Footer from *REI Product Comparison* website:  *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first	Both web pages had identical headers. Both headers had the same green tree REI logo in the top left corner with the identical top menu bar next to the green tree REI logo. Header on both pages was separated the rest of the webpage by a black line that extended the length of the header. Header from *Mammut Rope* website:

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
	website.	 Header from *REI Product Comparison* website:  Both web pages also had identical footers. Both footers comprised underlined text links for the phrases Home, Shopping Basket, Help, Product Search, and Feedback on a top row and separated by a "|". A bottom row of each of the footers comprised an underlined text link for the phrases Copyright © REI – All rights reserved. Footer from *Mammut Rope* website:  Footer from *REI Product Comparison* website:  *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
21	The process of claim 17 wherein the look and feel description comprises data defining:	
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	Both web pages had identical logos. Header from *Mammut Rope* website: 

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		Header from *REI Product Comparison* website:  *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
21(b)	a color scheme used on at least some of the web pages of the first website;	Both the *Mammut Rope* website and the *REI Product Comparison* website used text in the same font, size, and black color on a white background. Unused text links were shown in green underlined text and visited text links were shown in purple underlined text on both web pages. *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
21(c)	a page layout used on at least some of the web pages of the first website; and	Both the *Mammut Rope* website and the *REI Product Comparison* website used a page layout with identical headers and footers and text sections separated by black bars.
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	Both web pages had identical headers with identical links. Both headers had the same green tree REI logo in the top left coruer with the identical top menu bar next to the green tree REI logo. Header on both pages was separated the rest of the webpage by a black line that extended the length of the header. Header from *Mammut Rope* website:  Header from *REI Product Comparison* website:

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		 Both web pages also had identical footers. Both footers comprised underlined text links for the phrases Home, Shopping Basket, Help, Product Search, and Feedback on a top row and separated by a "|". A bottom row of each of the footers comprised an underlined text link for the phrases Copyright © REI – All rights reserved. Footer from *Mammut Rope* website:  Footer from *REI Product Comparison* website:  *Mammut Rope* website, February 22, 1997 version. *[DFNDT0002012-0002013; DFNDT0002061-0002064]* and *REI Product Comparison* website, dated February 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	Elements needed to create the *Mammut Rope* website with the look and feel of the *REI Products Comparison* website were stored in a data store on the REI Corporation website server. *See*. 17(a) and 17(c), *supra*. The storing would have included the designing, identifying, and storing.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	The *REI Product Comparison* website showed a commerce object that was a set of product categories and provided searching. Footer from *REI Product Comparison* website:

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
		Home | Shopping Guides | Help | Products Search | Feedback Copyright © REI, All rights reserved *REI Product Comparison* website, dated Febrnary 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	The *REI Corporation* website lists different products from different merchants. *REI Product Comparison* website, dated Febrnary 22, 1997 version. *[DFNDT0002010-0002012; DFNDT0002065-0002068]*
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	"Shop online, visit a store, or call (800)426-4840, international (206)891-2500" Mammut *Rope* website, Febrnary 22, 1997 version. *[DFNDT0002012-0002013]*
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in REI Prior Art
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

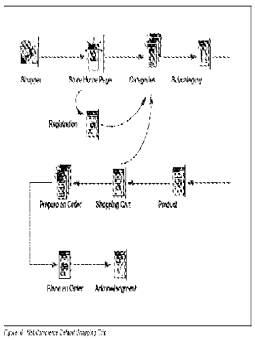
Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Net.Commerce for OS/390 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

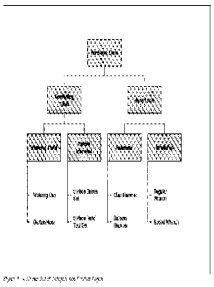
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
1	An e commerce outsourcing process comprising:	"Electronic commerce is one of the answers. One benefit that we can get from the Internet is to make it a primary profit source by creating a marketplace where companies will want to invest. The time has come to turn the Internet into a major business center for your company. In this book we cover Net.Commerce, a product that finally makes it possible to engage millions of users, anytime, anywhere in the age-old process of buying and selling goods, thus making the Internet truly the world's biggest marketplace." Pg. 1. "Companies that sell products or services to wholesalers and manufacturers need strong customer relationships, which often means secure communications as well as secure transactions. After all, there is no need to let the competition know what you and your partners are up to. On the other hand, companies selling directly to consumers may be more concerned with a Web presence that is more open and inviting, thus making customers feel as though they are receiving more personal attention. Some companies will achieve this by duplicating the shopping experience that consumers are already familiar with, for example, by creating an online virtual mall. Yet, although the virtual mall must be openly accessible to all, the customer must ultimately have enough confidence in the retailer to engage in electronic commerce. This paradox of accessibility and security must be overcome if the Internet is to realize its full business potential. IBM has different products and services for each aspect/sector of electronic commerce, but there is one that can fit all of them, namely, Net.Commerce.

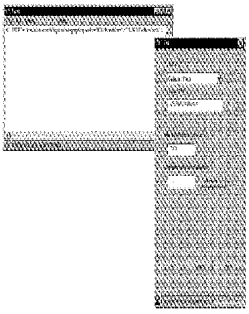
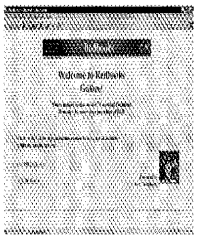
[1] Unless noted, all citations in this chart are to Net.Commerce for OS/390 by Rich Conway, Simon Armiger, Nils Bergquist, Kevin Curley, and Jarmo Lepinen, published by International Business Machines Corporation ("IBM") in July 1998. *[DFNT0001082-0001301]*

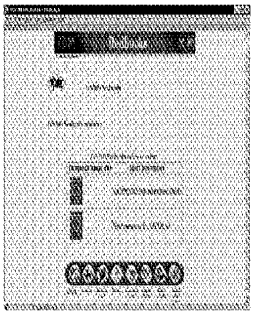
[2] The Net.Commerce book is a user guide and technical manual for the IBM Net.Commerce product for OS/390. The Net.Commerce book provides an "introduction to electronic commerce [in 1998] and the [Net.Commerce] product itself … [and] also provides examples of Net Commerce implementations." Pg. vii.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Net.Commerce is easy-to-use software that allows you to have online stores with dynamic pages. It works with the highest standards of Internet security including the Secure Socket Layer (SSL) and Secure Electronic Transaction (SET) protocols, and works with DB2 in order to integrate existing systems. It is both flexible and scalable. It can be used for business-to-business transactions, as well as for direct consumer sales, in both cases providing state of the art transaction security. Net.Commerce allows you to be part of the electronic business world, from store setup or mall home page, and to secure transactions with the newest methods and techniques of security on the Internet. You can access gateways that work with companies internal systems, or gateways that work directly with financial institutions for payment methods." Pg. 2.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	See pgs. 111-122 for a description of creating a self-contained store.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See also* 4-5, *infra.* The host website can be the home page of the store and the second website can be the categories page (i.e., the selected commerce object is the product categories). In different example, the categories page can be the host website and the second website can be the subcategories page (i.e., the selected commerce object is the product subcategories). In a third example, the subcategories page can be the host website and the second website can be the product page (i.e., the selected commerce object is the product). "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.

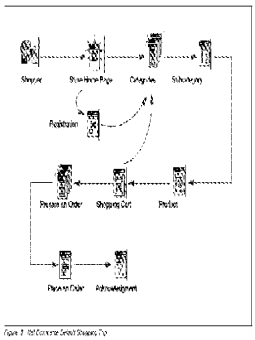
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18.

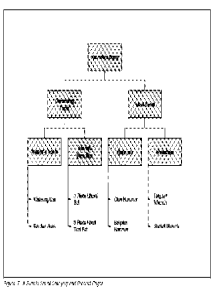
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		"If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.  Pg. 21.

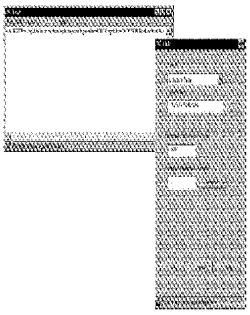
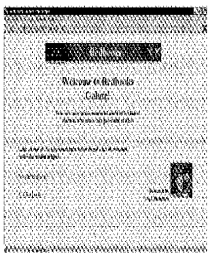
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 119. Examples of a host website with provided link correlates the host website with a selected commerce object (i.e., an OS/390 Redbook and AIX Redbook).  Pg. 121.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 130. *Also* see pgs. 124-130.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	The host website can be the home page of the store and the second website can be the categories page (i.e., the selected commerce object is the product categories). In different example, the categories page can be the host website and the second website can be the subcategories page (i.e., the selected commerce object is the product subcategories). In a third example, the subcategories page can be the host website and the second website can be the product page (i.e., the selected commerce object is the product). The Net.Commerce book teaches the home pages, categories pages, and the product pages are all designed using templates. Furthermore, the Net.Commerce book teaches using a consistent layout for all web pages in a Store. Accordingly, as far as the scope of the claimed "look and feel" can be determined, the home page, categories pages, and the product pages in a Store would have a "look and feel corresponding to the captured look and feel description of the host website associated with the provided link."

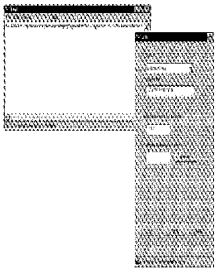
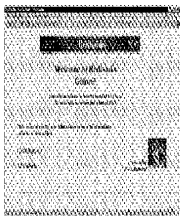
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		"Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Fignre 8. Depending on the store you are building, you may have to modify it." Pg. 24.

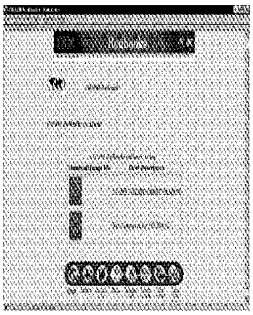
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		"If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.  Pg. 21.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 119. An example of a host website and a second website.  Pg. 121.

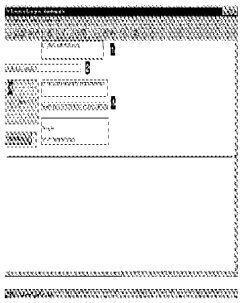
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*See also* 18-21, *infra*. The Net.Commerce book teaches the home pages, categories pages, and the product pages are all designed using templates. Furthermore, the Net.Commerce book teaches using a consistent layout for all web pages in a Store. Accordingly, as far as the scope of the claimed "look and feel" can be determined, the home page, categories pages, and the product pages in a Store would have a "look and feel corresponding to the captured look and feel description of the host website associated with the provided link." "Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80.

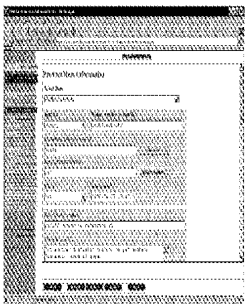
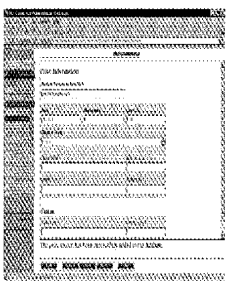
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		"Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18.  Pg. 119. An example of a host website and a second website.  Pg. 121.

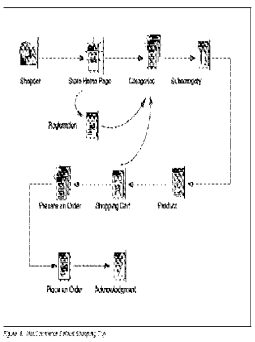
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 130. *Also* see pgs. 124-130. "6.1.13.1 Category Template Assignment Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assign a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assignment form which appears. Fignre 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140. "6.1.13.2 Product Template Assignment Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Fignre 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141.
4	The process of claim 1, wherein the selected commerce object is a selected product.	In one example, the subcategories page can be the host website and the e commerce supported page can be the product page (i.e., the selected commerce object is the product). "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21. *See* Section 2.1 "Products and Their Classification" and section 2.1.1 "Choosing the Right Products" pgs. 21-2 "6.1.12.1 Create a Product Template Start the Template Designer as before. Select File, New, Product Template. As

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		with the Category Template, the following pages show our Product Template with the elements of interest numbered. Figure 79 on page 139 shows the Product Template, rbprdtmp.d2w, we created. · 1is a text box with MErchant STore NAME Database tag. · 2 is a text box with the PRoduct Short DESCription tag. · 3 is an image box which has a database tag for the Product Full Sized Image. · 4 is a text box with two database field tags. The first pulls the product attribute names from the database, the second pulls the corresponding values. Figure 80 on page 140 shows a screen shot of the Product Template with the Forms Palette and Form dialog box visible. These are used in the creation of an Add to Shopping Cart type button. First you click the Form Palette icon to get the Form Palette box. Next click the Insert Form Box icon. Draw out a box where you want your button. Make it slightly bigger than the actual button size you want. Double click the box and the Form dialog box appears. In here select the Add To Shopping Cart radio button and the Display Store Shopping Cart radio button. Close the dialog box. Click the Insert Submit Button icon on the Form Palette. Draw a box within the form box you have already created. This creates a submit button that will add the product information you have selected to the Shopping Cart. You can change the SUBMIT to something else within the submit button by double clicking it and the name in the subsequent dialog box." Pg. 138-9

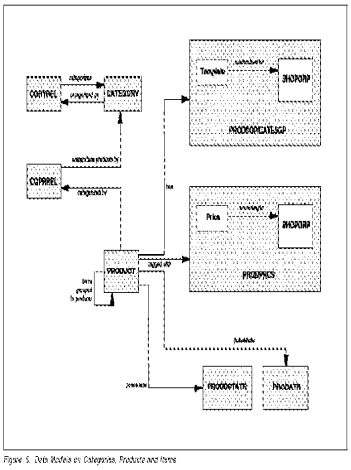
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 139. "6.1.13.2 Product Template Assigument Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Figure 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141.

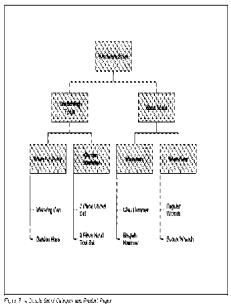
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 135.  Pg. 137.

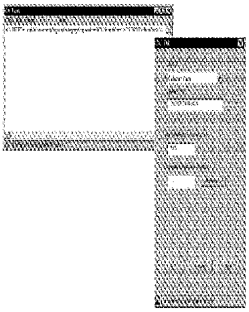
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		"6.1.11.3 Enter Product Attributes Go to Store Manager, then to Product Information, select product, and then go to Attributes. The Product Attributes form is shown. First you must create an attribute for a product, then you may define the value for the attribute. For example, attribute is size, and the values might be small, medium, and large. In our case we chose attributes of Hardcopy and Softcopy for the format of the Redbook. Figure 78 on page 138 shows the form as we completed it." Pg. 137.\ "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.  Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
5	The process of claim 1, wherein the selected commerce object is a selected product category.	"2.1.2 Product Categories To create a shopping environment where customers can easily feel at home, you should make sure they can find the products they need in the places they expect them. But, contrary to a real-life store, you can put products electronically in more than one place without using expensive shelf space. Use multiple "parents" if you want to include the product in multiple categories. For example, you could include milk in the cold drinks category as well as in the dairy products category. That way, you can make sure that a product (in this case milk) will be found by customers who take different paths while browsing through your online store. Most experienced users know what they want, and they want to get to it fast. Therefore, be sure to include a fast path for them to get to the products they have bought before, and to related products. Especially on slow connections, having to browse multiple categories is not a good idea. Depending on the products you are selling, customers accept differing shopping and order processes. For example, when shopping for groceries, customers do not want to browse two categories and one product page for every product they want to buy. They may just need a "grocery list" in which they can check items and specify the amount they need. However, for more expensive products, people are willing to invest time and effort in the process of finding the right product. In these cases, offer all information the shopper needs to make a decision, and build an easy but logical navigation structure around it. Net.Commerce provides you with great flexibility to find and implement the appropriate design for products and categories and also for multiple variations of the same product (also referred to as attributes or items). Figure 5 illustrates

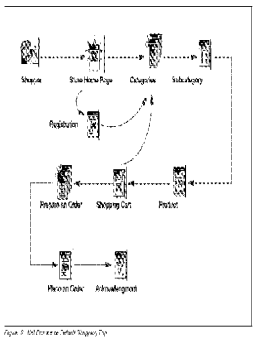
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		how such structures and relations are reflected in the Net.Commerce database:" pg. 12-3  Figure 5. Data Models on Categories, Products and Items Pg. 13. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.  Pg. 21.

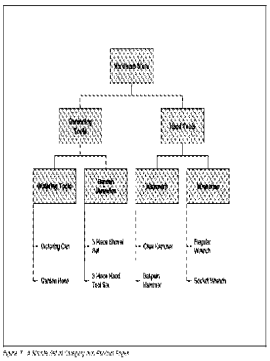
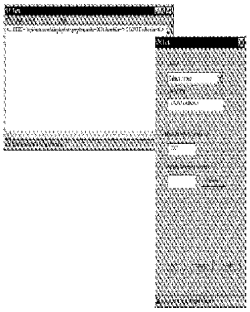
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Figure 37. Text and Link Dialog Box Pg. 119. "6.1.9.1 Create a Category Template Open Template Designer as described before. This time select File, New, and Category Template from the list. As with the home page creation Web page description earlier in this chapter, we will go through the individual elements. Figure 65 shows the Template Designer Category Template os390rbk.d2w that we created for the OS/390 Redbooks category. 1 shows a Text Box with a Category Name Database tag. This corresponds to the text dialog box shown in Figure 66 on page 127. One difference in Template Designer between the HTML files and template files is the addition of a database pull-down menu in the menu bar of the text dialog box. This menu has a list of database entry names that correspond to entries that are made in the Net.Commerce administrator pages. By selecting one of these, a database tag is placed in the text box which is translated into an SQL command in the macro. In the case of the sample text box displayed in Figure 66 on page 127, the Category Name will be pulled from the database and

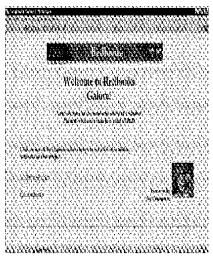
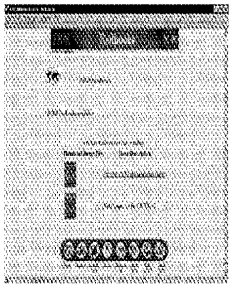
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		displayed in the text box. This makes the template dynamic, in that it could be used with many different categories. The elements in the database specific to that category will be pulled out by the database tag. This Category Template Macro will be associated with a particular category in a form later on in the building process." Pg. 126. *Also see* pg. 127-131
13	An e commerce outsourcing system comprising:	*See* 1, *supra*. "Electronic commerce is one of the answers. One benefit that we can get from the Internet is to make it a primary profit source by creating a marketplace where companies will want to invest. The time has come to turn the Internet into a major business center for your company. In this book we cover Net.Commerce, a product that finally makes it possible to engage millions of users, anytime, anywhere in the age-old process of buying and selling goods, thus making the Internet trnly the world's biggest marketplace." Pg. 1. "Companies that sell products or services to wholesalers and manufacturers need strong customer relationships, which often means secure communications as well as secure transactions. After all, there is no need to let the competition know what you and your partners are up to. On the other hand, companies selling directly to consumers may be more concerned with a Web presence that is more open and inviting, thus making customers feel as though they are receiving more personal attention. Some companies will achieve this by duplicating the shopping experience that consumers are already familiar with, for example, by creating an online virtual mall. Yet, although the virtual mall must be openly accessible to all, the customer must ultimately have enough confidence in the retailer to engage in electronic commerce. This paradox of accessibility and security must be overcome if the Internet is to realize its full business potential. IBM has different products and services for each aspect/sector of electronic commerce, but there is one that can fit all of them, namely, Net.Commerce.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		Net.Commerce is easy-to-use software that allows you to have online stores with dynamic pages. It works with the highest standards of Internet security including the Secure Socket Layer (SSL) and Secure Electronic Transaction (SET) protocols, and works with DB2 in order to integrate existing systems. It is both flexible and scalable. It can be used for business-to-business transactions, as well as for direct consumer sales, in both cases providing state of the art transaction security. Net.Commerce allows you to be part of the electronic business world, from store setup or mall home page, and to secure transactions with the newest methods and techniques of security on the Internet. You can access gateways that work with companies internal systems, or gateways that work directly with financial institutions for payment methods." Pg. 2.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*. The host web page can be the home page of the store and composite web page can be the categories page (i.e., the selected commerce object is the product categories). In different example, the categories page can be the host web page and the composite web page can be the subcategories page (i.e., the selected commerce object is the product subcategories). In a third example, the subcategories page can be the host web page and the composite web page can be the product page (i.e., the selected commerce object is the product). "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.

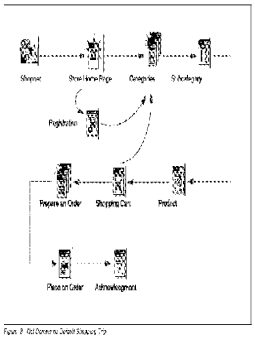
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Figure 8. Mall Entrance Default Shopping Trip Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		"If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.

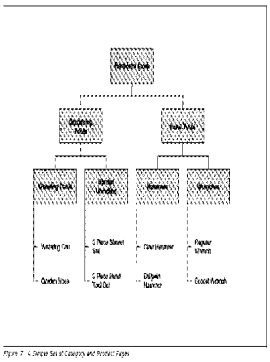
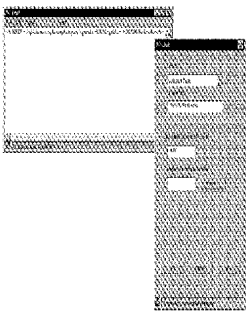
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 21. 

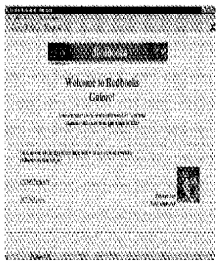
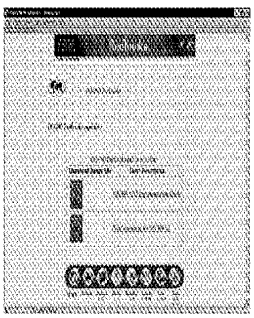
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		Pg. 119. Example of a host web page with provided link correlates the host web page with a selected commerce object (i.e., an OS/390 Redbook and AIX Redbook).  Pg. 121. 

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Pg. 130. *Also* see pgs. 124-130.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra*. The host web page can be the home page of the store and composite web page can be the categories page (i.e., the selected commerce object is the product categories). In different example, the categories page can be the host web page and the composite web page can be the subcategories page (i.e., the selected commerce object is the product subcategories). In a third example, the subcategories page can be the host web page and the composite web page can be the product page (i.e., the selected commerce object is the product). The Net.Commerce book teaches the home pages, categories pages, and the product pages are all designed using templates. Furthermore, the Net.Commerce book teaches using a consistent layout for all web pages in a Store. Accordingly, as far as the scope of the claimed "look and feel" can be determined, the home page, categories pages, and the product pages in a Store would have a "a look and feel based on the look and feel description in the data store." "Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.  Figure 8. Net.Commerce Default Shopping Trip Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		"When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Figure 7. A Sample Set of Category and Product Pages Pg. 21.  Figure 32. Remote Link Dialog Boxes

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Pg. 119. An example of a host web page and a composite web page.  Figure 20. Redbooks Sample Home Page As Seen from Browser Pg. 121. 

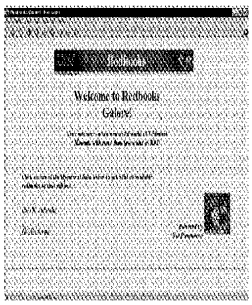
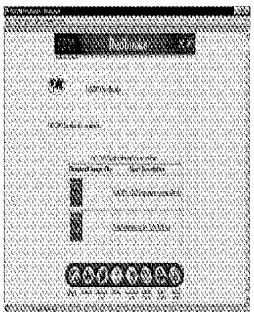
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		Pg. 130. *Also* see pgs. 124-130. "6.1.13.1 Category Template Assignment Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assign a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assignment form which appears. Fignre 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140. "6.1.13.2 Product Template Assignment Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Fignre 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141. "6.1.13.3 Accessing Your Store From A Web Browser Finally, there is one last but very important link that we need to finish creating so that someone accessing your Internet shop can access the category and product template macros you have built. The link to a Category Page is an extremely important link, as it allows you to move from your home page in HTML that any browser can access by typing in a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		simple URL (for example http://www.itsoshop.com/rbgalore.html) to a macro that is not a simple URL. If you have a Self-Contained Store and you do not wish your customers to pass through an intermediate Mall frontpage, you will need a link like this in your home page. Go to Store Manager and open the Template Designer. Select your store (in our case it is Redbooks Galore) and hit Load. Select File, Open, then select your saved HTML image. Double-click on the box that reads OS/390 Redbooks and a text dialog box will appear. This is the same text dialog box that was built in Fignre 57 on page 119. We are going to replace the HTML link logic in this text dialog box, so go ahead and erase all the text in the dialog box. After all the HTML link logic text is erased, do the following: · Select Insert, then Link. A Link dialog box will appear. · Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. · Next, fill in the Category Reference number that was created in 6.1.11.1, "Enter Basic Product Information" on page 134. In our example it is 501. If you do not know what your Category Reference number is you can click on Browse and a Web browser window will display all the defined product categories. · Click OK and the text dialog box will be filled in with some HTML link text, as shown in Fignre 83. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link. From Template Designer you can see what the page will look like by selecting File, then View in Browser. By clicking the link we have just created you should be taken to a page similar to that in Fignre 69 on page 130. With this final link in place, you can now access your entire Internet shop from a Web browser. The footer file that we copied into the page allows you to access the shopping cart and other Net.Commerce functions.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		You can make the home page of your new Web site the default welcome page for your Web server by editing the Web server confignration file httpd.conf and changing the Welcome Directive to match the name of your home page. Alternatively, you can simply specify the full name for the home page in your Web browser URL. To access the site we have just created you would specify http://www.itsoshop.com/rbgalore.html." Pgs. 142-4.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*. "Electronic commerce is one of the answers. One benefit that we can get from the Internet is to make it a primary profit source by creating a marketplace where companies will want to invest. The time has come to turn the Internet into a major business center for your company. In this book we cover Net.Commerce, a product that finally makes it possible to engage millions of users, anytime, anywhere in the age-old process of buying and selling goods, thus making the Internet trnly the world's biggest marketplace." Pg. 1. "Companies that sell products or services to wholesalers and manufacturers need strong customer relationships, which often means secure communications as well as secure transactions. After all, there is no need to let the competition know what you and your partners are up to. On the other hand, companies selling directly to consumers may be more concerned with a Web presence that is more open and inviting, thus making customers feel as though they are receiving more personal attention. Some companies will achieve this by duplicating the shopping experience that consumers are already familiar with, for example, by creating an online virtual mall. Yet, although the virtual mall must be openly accessible to all, the customer must ultimately have enough confidence in the retailer to engage in electronic commerce. This paradox of accessibility and security must be overcome if the Internet is to realize its full business potential. IBM has different products and services for each aspect/sector of electronic commerce, but there is one that can fit all of them, namely, Net.Commerce.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Net.Commerce is easy-to-use software that allows you to have online stores with dynamic pages. It works with the highest standards of Internet security including the Secure Socket Layer (SSL) and Secure Electronic Transaction (SET) protocols, and works with DB2 in order to integrate existing systems. It is both flexible and scalable. It can be used for business-to-business transactions, as well as for direct consumer sales, in both cases providing state of the art transaction security. Net.Commerce allows you to be part of the electronic business world, from store setup or mall home page, and to secure transactions with the newest methods and techniques of security on the Internet. You can access gateways that work with companies internal systems, or gateways that work directly with financial institutions for payment methods." Pg. 2.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*. The Net.Commerce book teaches the home pages, categories pages, and the product pages are all designed using templates. Furthermore, the Net.Commerce book teaches using a consistent layout for all web pages in a Store. Accordingly, as far as the scope of the claimed "look and feel" can be determined, the home page, categories pages, and the product pages in a Store would have a "storing a look and feel description associated with a first website in a data store associated with a second website." "Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized

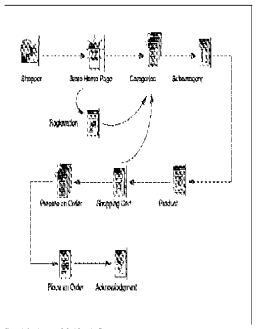
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. An example of a web page of the first website and composite web page.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 121. 

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		Pg. 130. *Also* see pgs. 124-130. "6.1.13.1 Category Template Assignment Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assign a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assignment form which appears. Fignre 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140. "6.1.13.2 Product Template Assignment Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Fignre 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141. "6.1.13.3 Accessing Your Store From A Web Browser Finally, there is one last but very important link that we need to finish creating so that someone accessing your Internet shop can access the category and product template macros you have built. The link to a Category Page is an extremely important link, as it allows you to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		move from your home page in HTML that any browser can access by typing in a simple URL (for example http://www.itsoshop.com/rbgalore.html) to a macro that is not a simple URL. If you have a Self-Contained Store and you do not wish your customers to pass through an intermediate Mall frontpage, you will need a link like this in your home page. Go to Store Manager and open the Template Designer. Select your store (in our case it is Redbooks Galore) and hit Load. Select File, Open, then select your saved HTML image. Double-click on the box that reads OS/390 Redbooks and a text dialog box will appear. This is the same text dialog box that was built in Fignre 57 on page 119. We are going to replace the HTML link logic in this text dialog box, so go ahead and erase all the text in the dialog box. After all the HTML link logic text is erased, do the following: · Select Insert, then Link. A Link dialog box will appear. · Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. · Next, fill in the Category Reference number that was created in 6.1.11.1, "Enter Basic Product Information" on page 134. In our example it is 501. If you do not know what your Category Reference number is you can click on Browse and a Web browser window will display all the defined product categories. · Click OK and the text dialog box will be filled in with some HTML link text, as shown in Fignre 83. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link. From Template Designer you can see what the page will look like by selecting File, then View in Browser. By clicking the link we have just created you should be taken to a page similar to that in Fignre 69 on page 130. With this final link in place, you can now access your entire Internet shop from a Web browser. The footer file that we copied into the page allows you to access the shopping cart and other Net.Commerce functions.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		You can make the home page of your new Web site the default welcome page for your Web server by editing the Web server confignration file httpd.conf and changing the Welcome Directive to match the name of your home page. Alternatively, you can simply specify the full name for the home page in your Web browser URL. To access the site we have just created you would specify http://www.itsoshop.com/rbgalore.html." Pgs. 142-4.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*. The Net.Commerce book teaches the home pages, categories pages, and the product pages are all designed using templates. Furthermore, the Net.Commerce book teaches using a consistent layout for all web pages in a Store. Accordingly, as far as the scope of the claimed "look and feel" can be determined, the home page, categories pages, and the product pages in a Store would have "a look and feel substantially corresponding to the stored look and feel description." "Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.  Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently

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		changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.

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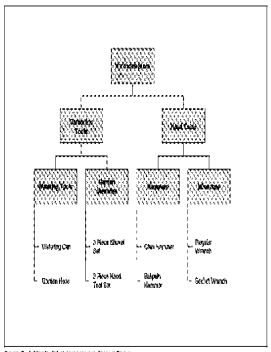
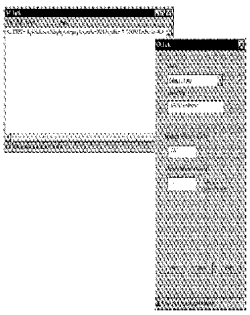
		 Pg. 21. 

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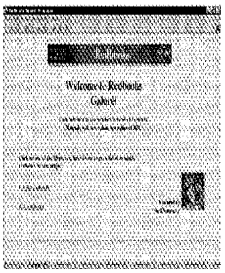
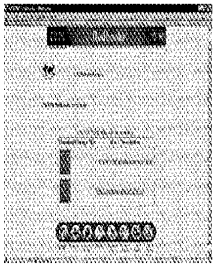
		Pg. 119. An example of a web page of the first website and composite web page.  Pg. 121. 

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		Pg. 130. *Also* see pgs. 124-130. "6.1.13.1 Category Template Assignment Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assign a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assignment form which appears. Fignre 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140. "6.1.13.2 Product Template Assignment Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Fignre 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141. "6.1.13.3 Accessing Your Store From A Web Browser Finally, there is one last but very important link that we need to finish creating so that someone accessing your Internet shop can access the category and product template macros you have built. The link to a Category Page is an extremely important link, as it allows you to move from your home page in HTML that any browser can access by typing in a

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		simple URL (for example http://www.itsoshop.com/rbgalore.html) to a macro that is not a simple URL. If you have a Self-Contained Store and you do not wish your customers to pass through an intermediate Mall frontpage, you will need a link like this in your home page. Go to Store Manager and open the Template Designer. Select your store (in our case it is Redbooks Galore) and hit Load. Select File, Open, then select your saved HTML image. Double-click on the box that reads OS/390 Redbooks and a text dialog box will appear. This is the same text dialog box that was built in Fignre 57 on page 119. We are going to replace the HTML link logic in this text dialog box, so go ahead and erase all the text in the dialog box. After all the HTML link logic text is erased, do the following: · Select Insert, then Link. A Link dialog box will appear. · Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. · Next, fill in the Category Reference number that was created in 6.1.11.1, "Enter Basic Product Information" on page 134. In our example it is 501. If you do not know what your Category Reference number is you can click on Browse and a Web browser window will display all the defined product categories. · Click OK and the text dialog box will be filled in with some HTML link text, as shown in Fignre 83. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link. From Template Designer you can see what the page will look like by selecting File, then View in Browser. By clicking the link we have just created you should be taken to a page similar to that in Fignre 69 on page 130. With this final link in place, you can now access your entire Internet shop from a Web browser. The footer file that we copied into the page allows you to access the shopping cart and other Net.Commerce functions.

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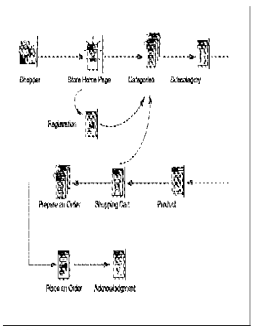
		You can make the home page of your new Web site the default welcome page for your Web server by editing the Web server confignration file httpd.conf and changing the Welcome Directive to match the name of your home page. Alternatively, you can simply specify the full name for the home page in your Web browser URL. To access the site we have just created you would specify http://www.itsoshop.com/rbgalore.html." Pgs. 142-4.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*. The Net.Commerce book teaches the home pages, categories pages, and the product pages are all designed using templates. Furthermore, the Net.Commerce book teaches using a consistent layout for all web pages in a Store. Accordingly, as far as the scope of the claimed "look and feel" can be determined, the home page, categories pages, and the product pages in a Store would have "a look and feel substantially corresponding to the stored look and feel description." "Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following:

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		· Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "2.4.8 Default Shopping Trip The shopping trip that is provided by Net.Commerce in the demonstration shopping mall is outlined in Figure 8. Depending on the store you are building, you may have to modify it." Pg. 24.  Pg. 24. "In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20. "When you click on one of the boxes in 4, a text dialog box will appear.

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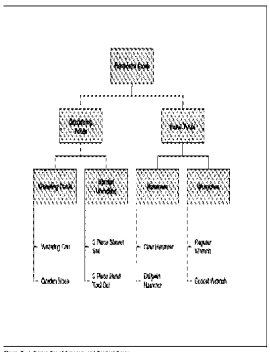
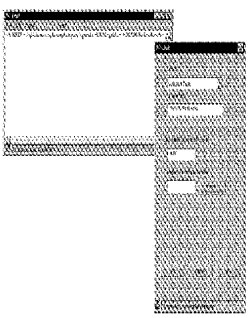
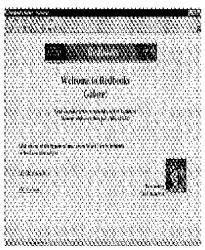
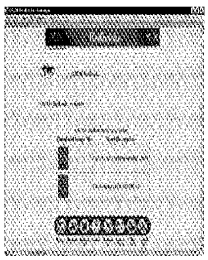
		From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18. "This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page." Pg. 20. "The category pages link shoppers to the groups of products or services available in the store. You can compare them to a table of contents in a paper catalog or signs in a real store. They have to include category titles and images, descriptions, and of course hyperlinks to subcategories or product pages." Pg. 21. "The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart. Pg. 21.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 21. 

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Pg. 119. An example of a web page of the first website and composite web page.  Pg. 121.  Pg. 130. *Also* see pgs. 124-130. "6.1.13.1 Category Template Assignment

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assigu a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assigument form which appears. Figure 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140. "6.1.13.2 Product Template Assigument Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Figure 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141. "6.1.13.3 Accessing Your Store From A Web Browser Finally, there is one last but very important link that we need to finish creating so that someone accessing your Internet shop can access the category and product template macros you have built. The link to a Category Page is an extremely important link, as it allows you to move from your home page in HTML that any browser can access by typing in a simple URL (for example http://www.itsoshop.com/rbgalore.html) to a macro that is not a simple URL. If you have a Self-Contained Store and you do not wish

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		your customers to pass through an intermediate Mall frontpage, you will need a link like this in your home page. Go to Store Manager and open the Template Designer. Select your store (in our case it is Redbooks Galore) and hit Load. Select File, Open, then select your saved HTML image. Double-click on the box that reads OS/390 Redbooks and a text dialog box will appear. This is the same text dialog box that was built in Figure 57 on page 119. We are going to replace the HTML link logic in this text dialog box, so go ahead and erase all the text in the dialog box. After all the HTML link logic text is erased, do the following: · Select Insert, then Link. A Link dialog box will appear. · Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. · Next, fill in the Category Reference number that was created in 6.1.11.1, "Enter Basic Product Information" on page 134. In our example it is 501. If you do not know what your Category Reference number is you can click on Browse and a Web browser window will display all the defined product categories. · Click OK and the text dialog box will be filled in with some HTML link text, as shown in Figure 83. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link. From Template Desiguer you can see what the page will look like by selecting File, then View in Browser. By clicking the link we have just created you should be taken to a page similar to that in Figure 69 on page 130. With this final link in place, you can now access your entire Internet shop from a Web browser. The footer file that we copied into the page allows you to access the shopping cart and other Net.Commerce functions. You can make the home page of your new Web site the default welcome page for your Web server by editing the Web server configuration file httpd.conf and

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		changing the Welcome Directive to match the name of your home page. Alternatively, you can simply specify the full name for the home page in your Web browser URL. To access the site we have just created you would specify http://www.itsoshop.com/rbgalore.html." Pgs. 142-4.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	"6.1.4 Create Template Headers and Footers Use Template Desiguer to create headers and/or footers for your website. Open the file as HTML and save it with the Save as Header or Save as Footer checkbox marked. We created a header that consisted simply of an image--the Redbooks image that we used in the home page. However, it is very useful to have a footer that has links to other pages. We copied the footer file from /usr/lpp/NetCommerce/html/en_US/ncsample/footer2.htm and also the footer2.gif from the same directory into the /usr/lpp/NetCommerce/instance/itsoinst/teditor/te_html directory and renamed them to redfoot.html and redfoot.gif, respectively. Figure 61 on page 122 shows the HTML file with the changes we had to make so it pointed to redfoot.gif and to the rbgalore.html home page." Pg. 121.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 122.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	"6.1.4 Create Template Headers and Footers Use Template Desiguer to create headers and/or footers for your website. Open the file as HTML and save it with the Save as Header or Save as Footer checkbox marked. We created a header that consisted simply of an image--the Redbooks image that we used in the home page. However, it is very useful to have a footer that has links to other pages. We copied the footer file from /usr/lpp/NetCommerce/html/en_US/ncsample/footer2.htm and also the footer2.gif from the same directory into the /usr/lpp/NetCommerce/instance/itsoinst/teditor/te_html directory and renamed them to redfoot.html and redfoot.gif, respectively. Figure 61 on page 122 shows the HTML file with the changes we had to make so it pointed to redfoot.gif and to the rbgalore.html home page." Pg. 121.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 122.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18.
21	The process of claim 17 wherein the look and feel description comprises data defining:	"Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	"Create headers that include your logo, colors and slogans that you also use in other media in order to let shoppers know which store they are in at all times. You can use the footer to offer links to the shopping cart, the order pages, and

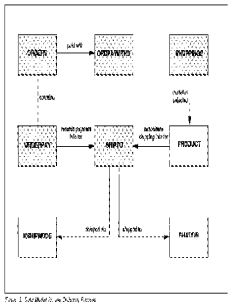
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		back to the product and category pages. You can also use the footer line to add links to sales offerings or to general product categories that might be interesting for all shoppers (for example, candies or fancy mousepads)." Pg. 14 "Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14
21(b)	a color scheme used on at least some of the web pages of the first website;	"Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14
21(c)	a page layout used on at least some of the web pages of the first website; and	"Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	"Try to use a basic and consistent layout on all your pages, one that is unique for your company. This includes headers and footers, colors, fonts, location of images, and so on. If you decide to design your site yourself, you can design most macros (dynamic

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		HTML pages that interact with the Net.Commerce database) using the Template Designer, provided by Net.Commerce." Pg. 14 "Whether the store will look like a single store or like a mall is a marketing decision. Some big stores might prefer looking like many smaller, specialized companies." Pg. 25. "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." pg. 80. "When you click on one of the boxes in 4, a text dialog box will appear. From the text dialog box, click on Insert, then Link. Select Category Page from the Link to item and type OS/390 Redbooks in the Linked Text field. The Merchant Reference number should already be filled in. Leave the Category Reference number blank for now. Click OK and the text dialog box will be filled in with some HTML link text. Hit File and Close - Save Changes. If using our example, you will need to repeat this step for the AIX Redbooks link." Pg. 119. "Take into account the dynamic nature of the Internet and of Net.Commerce. Think about putting specials and sales offerings directly on your home page or in your html page footer." Pg. 18. "If most customers do not need the information you are displaying on the product page, you may even offer a shortcut button on the category page." Pg. 18.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	"2.4.1 Home Page This is the first thing a shopper sees when surfing to your shopping site. Besides using graphical elements to lure the shopper into your store, you may consider putting special sales offerings on this page. Do not make your home page too busy and crowded. You must make it simple for your customer to get into your store. Let the shoppers into your store without having to register in advance. A registration process might be a barrier for shoppers and might cause them to leave without even having seen your products. Place the registration process toward the end of the shopping trip. Of course, if you do not know who your shoppers are, you will not be able to present special offers to them, so give registered shoppers the opportunity to log on, right up front. In the default shopping process, this home page is a flat HTML file. For easier maintenance, a dynamic page would be preferable for stores with frequently changing products that still want to make offers from the home page." Pg. 20 "The Template Designer is a Java applet-based, graphical object-oriented editing tool that allows you to create Web pages for an online mall or store, and to design and modify templates with a graphical HTML editor. You can use it to do the following: · Create and update home pages, product pages, category pages, and Product Advisor pages. · Design headers and footers for the pages. · Modify the supplied sample category, product, and Product Advisor templates (if you save them with a new file name)." Pg. 80
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within	"Otherwise the shopper could use the search macro. In order to really make use of the search capabilities of Net.Commerce you may want to include additional information in the custom fields of the database or in the product attributes." Pg. 16

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
	the product categories.	"The Product Advisor organizes and presents your catalog data in different ways, so that shoppers can search for products in the manner that is best for them." Pg. 82 "Disallow searches that cause full database scans. When coding macros that go against the database, do not allow searches that will cause a full database scan (for example, searches of single characters or words like "the")." Pg. 147
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"6.1.13.1 Category Template Assignment Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assign a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assignment form which appears. Fignre 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140. "6.1.13.2 Product Template Assignment Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Fignre 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	"2.3.1 Offering a Shopping Cart Facility The shopping cart contains products that the shopper bought before, or at least found interesting. Otherwise the shopper could use the search macro. In order to really make use of the search capabilities of Net.Commerce you may want to include additional information in the custom fields of the database or in the product attributes. A gift shop could include the target group so you can just specify buying something for your grandmother and the system will come up with ideas, or you could add some extra keywords on the use of a product, or the problems it solves." Pg. 16 "If typical shoppers of your store buy several products during one shopping trip, or if they usually want their orders shipped to more than one address, then make this easy for them. If they buy more than one product from the same category then link the "add to shopcart/shipto" button straight back to the category page. To do so, pass the category number into the product macro, and use it in the URL section of the HTML form around the "add" button. If a product uses accessories, then route the shopper to a page where these are offered. To shorten the order process, critically examine the "database" strncture and table relationships for the ordering process. An example strncture is shown in Fignre 6 on page 19." Pg. 18

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 19 "When a shopper puts a product in his or her shopping cart, a record for this will be created in the SHOPPINGS table. When the shopper issues a SHIPTO command, an entry in the SHIPTO table will be made. At the moment of ordering, a shipto address (SHADDR table), a shipmode (MSHIPMODE table) and an amount must be added. When a customer is placing an order, a row in the ORDPAYMTHD table will be made with the credit card details; a row in the ORDERPAY table will contain the tax data; and a row in the ORDERS table will be made containing the totals. The ORDERS table also contains the ORLOCK column to lock orders. In general, a Net.Commerce shopping process consists of seven tasks: · Looking at mall and store home pages · Catalog browsing · Adding products to the shopping cart · Registration · Filling out an address book entry · Providing shipping information · Ordering and payment" pg. 10

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		"The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart." Pg. 21 "2.4.3 Shopping Cart The shopping cart or basket displays the items that the shopper potentially wants to order. You should regard it as a tool for shoppers to gather interesting products with, not as a necessary step in the shopping process. It should be there for the shoppers that need it, and optional for people that do not need it. It should not be in the typical order process. Items remain in the cart until they are removed by the shopper. For registered users, the shopping basket is not only valid for the current session, but also for all subsequent sessions. Anonymous or guest shoppers lose their shopping cart information after leaving the store. However customers can select products and register later during their session without losing their products. You also have to decide on the scope of the shopping cart. The shopping cart may be made valid for the whole mall, or for only one store in the mall." Pg. 22 "Figure 80 on page 140 shows a screen shot of the Product Template with the Forms Palette and Form dialog box visible. These are used in the creation of an Add to Shopping Cart type button. First you click the Form Palette icon to get the Form Palette box. Next click the Insert Form Box icon. Draw out a box where you want your button. Make it slightly bigger than the actual button size you want. Double click the box and the Form dialog box appears. In here select the Add To Shopping Cart radio button and the Display Store Shopping Cart radio button. Close the dialog box. Click the Insert Submit Button icon on the Form Palette. Draw a box within the form box you have already created. This creates a submit button that will add the product information you have selected to the Shopping Cart. You can change the SUBMIT to something else within the submit button by double clicking it and the name in the subsequent dialog box." Pg. 139

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevaut Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*. "Otherwise the shopper could use the search macro. In order to really make use of the search capabilities of Net.Commerce you may want to include additional information in the custom fields of the database or in the product attributes." Pg. 16 "The Product Advisor organizes and presents your catalog data in different ways, so that shoppers can search for products in the manner that is best for them." Pg. 82 "Disallow searches that cause full database scans. When coding macros that go against the database, do not allow searches that will cause a full database scan (for example, searches of single characters or words like "the")." Pg. 147
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*. "6.1.13.1 Category Template Assigument Go to Store Manager, then Product Categories. Select your store, then click the arrow beside the store name that appears below the selection list. This lists the Categories available in your store. Click the category you wish to assigu a template to, then click the Template button at the bottom of the page. Enter the template name in the Category Template Assigument form which appears. Figure 81 on page 141 shows the form as we completed it. Save the form and ensure you get a confirmation message. You can view the Template after you have saved it by clicking the View Template button." Pg. 140.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure iu Net.Commerce for OS/390 ("Net.Commerce book")
		"6.1.13.2 Product Template Assignment Go to Store Manager, then Product Information. Select your store and product; the Search button at the bottom of the page will search your store database for all products if you cannot remember the product SKU. The results of the search are displayed in a window at the bottom of the page. You can select one of these and it will fill the entries in the product form for you. Next click the Templates button on the task bar on the left side of the administrator page, under Product Information. You will see a form similar to that in Figure 82 on page 142. Enter the product template macro name you created in the Product Template section earlier in this chapter, in the Template form. Save the form, and check for the confirmation message. Fill in the template name (file name with *.d2w ending), save the form and click on View Template This should show you how the product template actually looks on the browser." Pg. 141.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*. "Otherwise the shopper could use the search macro. In order to really make use of the search capabilities of Net.Commerce you may want to include additional information in the custom fields of the database or in the product attributes." Pg. 16 "The Product Advisor organizes and presents your catalog data in different ways, so that shoppers can search for products in the manner that is best for them." Pg. 82 "Disallow searches that cause full database scans. When coding macros that go against the database, do not allow searches that will cause a full database scan (for example, searches of single characters or words like "the")." Pg. 147
27(b)(ii)	responsive to an indication received from the	*See* 26, *supra*.

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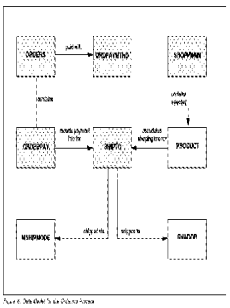
	visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	"2.3.1 Offering a Shopping Cart Facility The shopping cart contains products that the shopper bought before, or at least found interesting. Otherwise the shopper could use the search macro. In order to really make use of the search capabilities of Net.Commerce you may want to include additional information in the custom fields of the database or in the product attributes. A gift shop could include the target group so you can just specify buying something for your grandmother and the system will come up with ideas, or you could add some extra keywords on the use of a product, or the problems it solves." Pg. 16 "If typical shoppers of your store buy several products during one shopping trip, or if they usually want their orders shipped to more than one address, then make this easy for them. If they buy more than one product from the same category then link the "add to shopcart/shipto" button straight back to the category page. To do so, pass the category number into the product macro, and use it in the URL section of the HTML form around the "add" button. If a product uses accessories, then route the shopper to a page where these are offered. To shorten the order process, critically examine the "database" structure and table relationships for the ordering process. An example structure is shown in Figure 6 on page 19." Pg. 18

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		 Pg. 19 "When a shopper puts a product in his or her shopping cart, a record for this will be created in the SHOPPINGS table. When the shopper issues a SHIPTO command, an entry in the SHIPTO table will be made. At the moment of ordering, a shipto address (SHADDR table), a shipmode (MSHIPMODE table) and an amount must be added. When a customer is placing an order, a row in the ORDPAYMTHD table will be made with the credit card details; a row in the ORDERPAY table will contain the tax data; and a row in the ORDERS table will be made containing the totals. The ORDERS table also contains the ORLOCK column to lock orders. In general, a Net.Commerce shopping process consists of seven tasks: · Looking at mall and store home pages · Catalog browsing · Adding products to the shopping cart · Registration · Filling out an address book entry · Providing shipping information · Ordering and payment" pg. 10

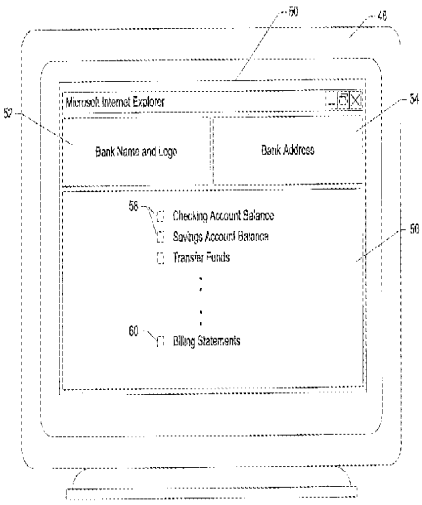
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in Net.Commerce for OS/390 ("Net.Commerce book")
		"The product pages include descriptions, attributes, images and price of the products. They might also contain a link to related products or to detailed product evaluations. Additionally, the product pages should include a link for adding the product to the shopping cart." Pg. 21 "2.4.3 Shopping Cart The shopping cart or basket displays the items that the shopper potentially wants to order. You should regard it as a tool for shoppers to gather interesting products with, not as a necessary step in the shopping process. It should be there for the shoppers that need it, and optional for people that do not need it. It should not be in the typical order process. Items remain in the cart until they are removed by the shopper. For registered users, the shopping basket is not only valid for the current session, but also for all subsequent sessions. Anonymous or guest shoppers lose their shopping cart information after leaving the store. However customers can select products and register later during their session without losing their products. You also have to decide on the scope of the shopping cart. The shopping cart may be made valid for the whole mall, or for only one store in the mall." Pg. 22 "Figure 80 on page 140 shows a screen shot of the Product Template with the Forms Palette and Form dialog box visible. These are used in the creation of an Add to Shopping Cart type button. First you click the Form Palette icon to get the Form Palette box. Next click the Insert Form Box icon. Draw out a box where you want your button. Make it slightly bigger than the actual button size you want. Double click the box and the Form dialog box appears. In here select the Add To Shopping Cart radio button and the Display Store Shopping Cart radio button. Close the dialog box. Click the Insert Submit Button icon on the Form Palette. Draw a box within the form box you have already created. This creates a submit button that will add the product information you have selected to the Shopping Cart. You can change the SUBMIT to something else within the submit button by double clicking it and the name in the subsequent dialog box." Pg. 139

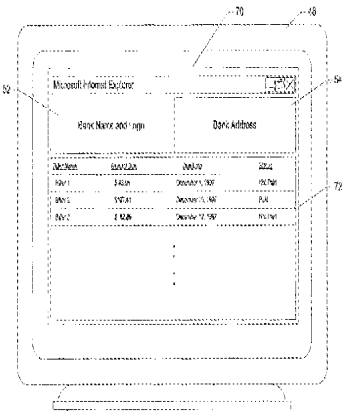
Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent Application 09/995,278 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

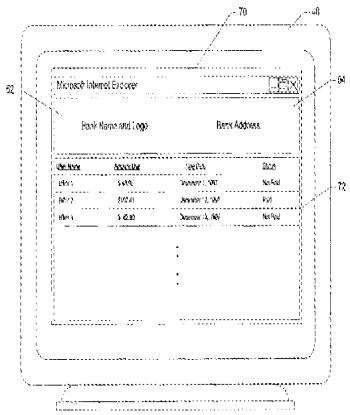
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
1	An e commerce outsourcing process comprising:	"This invention relates to electronic financial systems for the Internet. More particularly, this invention relates to systems and methods for presenting electronic bills to customers of a financial institution, such as a bank." Saliba '278 ¶ 0002. According to one aspect of this invention, the financial institution has a Web server to support its Web site. The server presents a home page that allows its customers to select different services, such as examining a checking or savings account balance, or conducting a funds transfer. These services are supported locally at the financial institution's Web site. The home page also offers, however, an option to view customer-specific data, such as the customer's personal billing statements that are collected from a variety of different billers (e.g., phone bill, gas bill, cable TV bill, etc.). Saliba '278 ¶ 0009. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.
1(a)	capturing a look and feel description	"The home page 50 includes various branding indicia, such as the bank's name and logo

[1] Unless noted, all citations in this chart are to United States Patent Application 09/995,278 by Bassam A. Saliba, et al. (filed November 26, 2001). [DFNDT0000295-0000314]

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
	associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	52 and the bank's address 54. In addition, the branding indicia might comprise a particular format or stylistic schema, background color or texture, slogans, and so forth." Saliba '278 ¶ 0038. The service center's server 110 runs a branding software module 126, which are stored in program memory 118. The branding module 126 runs atop the operating system 124 during execution in the processing unit 112. The branding module 126 extracts the branding indicia passed from the bank and uses it to create a Web page that appears like the bank's own Web pages. It is noted that the branding module 126 may be integrated as part of the Web server software, rather than executed as a standalone application. Saliba '278 ¶ 0051. As one example, the service center server 110 has an HTML document that contains data fields for holding billing data retrieved locally from the bills database 40 and indicia fields for holding the branding indicia received remotely from the bank. The HTML document is rendered by the customer's browser program to present a UI that appears as though the bank itself presented the billing statements. This is shown in FIG. 3, for example, where the service center server 110 provides an HTML Web page 70 that contains a billing statement list 72 with data from the bills database 40, along with branding indicia 52, 54 received from the bank. Saliba '278 ¶ 0064.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	 Fig. 2 "Upon activating the 'Billing Statements' option 60, the bank's Web server links to the service center's server without exposing this transfer to the customer. The customer still believes that he/she is connected to and communicating with the bank's Web site 44. A new Web page that incorporates the customer's bills is then presented to the customer." Saliba '278 ¶ 0040. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular

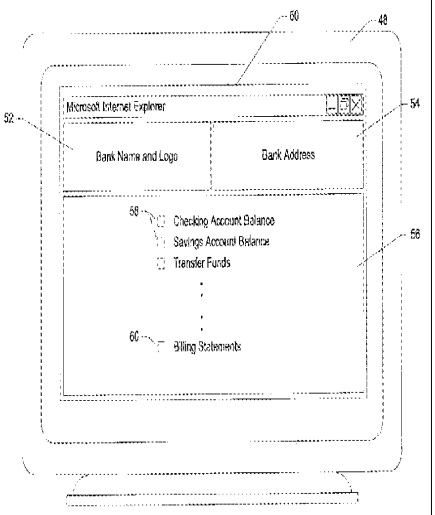
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	 Fig. 3 FIG. 3 shows an exemplary new Web page 70, which displays the billing data as it is rendered on a customer's home computer monitor 48. The Web page 70 presents a list 72 of the customer's bills. The page 70 also includes the bank's branding indicia, such as the bank's name and logo 52, bank's address 54, format or stylistic schema, background color or texture, slogans, and so forth. In this manner, the new Web page 70 appears to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		have been provided by the bank's Web site 44, while the identity of the service center 24 is veiled, to lead the customer to believe that the billing data is provided by the financial institution rather than the service center. At this point, the customer may open any particular bill, review the itemized purchases, the amount due, and due date. Saliba '278 ¶ 0041.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	 Fig. 3 FIG. 3 shows an exemplary new Web page 70, which displays the billing data as it is rendered on a customer's home computer monitor 48. The Web page 70 presents a list 72 of the customer's bills. The page 70 also includes the bank's branding indicia, such as the bank's name and logo 52, bank's address 54, format or stylistic schema, background color or texture, slogans, and so forth. In this manner, the new Web page 70 appears to

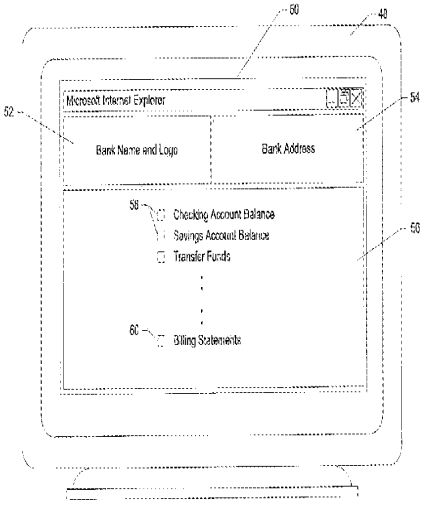
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		have been provided by the bank's Web site 44, while the identity of the service center 24 is veiled, to lead the customer to believe that the billing data is provided by the financial institution rather than the service center. At this point, the customer may open any particular bill, review the itemized purchases, the amount due, and due date. Saliba '278 ¶ 0041.
4	The process of claim 1, wherein the selected commerce object is a selected product.	According to one aspect of this invention, the financial institution has a Web server to support its Web site. The server presents a home page that allows its customers to select different services, such as examining a checking or savings account balance, or conducting a funds transfer. These services are supported locally at the financial institution's Web site. The home page also offers, however, an option to view customer-specific data, such as the customer's personal billing statements that are collected from a variety of different billers (e.g., phone bill, gas bill, cable TV bill, etc.). The customer-specific data is located at the third party provider, which is independent from the financial institution. Saliba '278 ¶ 0009. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	According to one aspect of this invention, the financial institution has a Web server to support its Web site. The server presents a home page that allows its customers to select different services, such as examining a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		checking or savings account balance, or conducting a funds transfer. These services are supported locally at the financial institution's Web site. The home page also offers, however, an option to view customer-specific data, such as the customer's personal billing statements that are collected from a variety of different billers (e.g., phone bill, gas bill, cable TV bill, etc.). The customer-specific data is located at the third party provider, which is independent from the financial institution. Saliba '278 ¶ 0009. At step 148 in FIG. 6, the service center server 110 offers a set of bill management and payment options to the customer. The customer may elect to examine the billing statements in detail by clicking on a particular bill in the list. The server 110 provides a new HTML page showing the billing statement framed within the bank's branding indicia, as shown in FIG. 4. The customer may further elect to pay all of the bill, part of it, or none of it. The customer may challenge part, or enter into a dialog with customer service. Saliba '278 ¶ 0065.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor	*See also* 1(c)-1(d), *supra*.

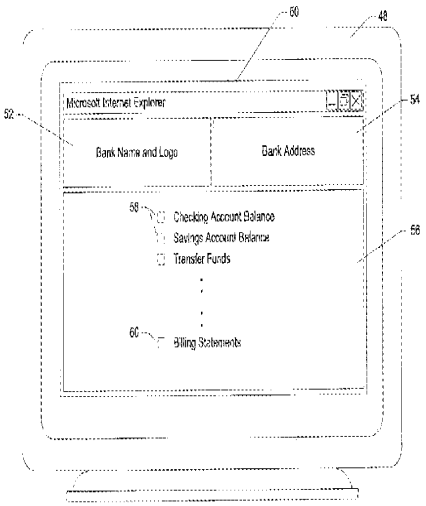
Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
	computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	 Fig. 2 "The home page 50 includes various branding indicia, such as the bank's name and logo 52 and the bank's address 54. In addition, the branding indicia might comprise a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		particular format or stylistic schema, background color or texture, slogans, and so forth." Saliba '278 ¶ 0038. FIG. 3 shows an exemplary new Web page 70, which displays the billing data as it is rendered on a customer's home computer monitor 48. The Web page 70 presents a list 72 of the customer's bills. The page 70 also includes the bank's branding indicia, such as the bank's name and logo 52, bank's address 54, format or stylistic schema, background color or texture, slogans, and so forth. In this manner, the new Web page 70 appears to have been provided by the bank's Web site 44, while the identity of the service center 24 is veiled, to lead the customer to believe that the billing data is provided by the financial institution rather than the service center. At this point, the customer may open any particular bill, review the itemized purchases, the amount due, and due date. Saliba '278 ¶ 0041.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	 Fig. 2 "The home page 50 includes various branding indicia, such as the bank's name and logo 52 and the bank's address 54. In addition, the branding indicia might comprise a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		particular format or stylistic schema, background color or texture, slogans, and so forth." Saliba '278 ¶ 0038. FIG. 3 shows an exemplary new Web page 70, which displays the billing data as it is rendered on a customer's home computer monitor 48. The Web page 70 presents a list 72 of the customer's bills. The page 70 also includes the bank's branding indicia, such as the bank's name and logo 52, bank's address 54, format or stylistic schema, background color or texture, slogans, and so forth. In this manner, the new Web page 70 appears to have been provided by the bank's Web site 44, while the identity of the service center 24 is veiled, to lead the customer to believe that the billing data is provided by the financial institution rather than the service center. At this point, the customer may open any particular bill, review the itemized purchases, the amount due, and due date. Saliba '278 ¶ 0041.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The billing statement 80 has multiple softkeys or buttons 84 that form tabbed navigation points to facilitate quick movement from one section of the bill to another. In this example, there is a "Summary" tab that references the billing page shown in the figure. Activation of a "Details" tab (via a mouse pointer, for example) changes the screen from the summary page to one or more pages itemizing the billing transactions. A "Customer Service" tab switches to a page giving instructions on how to access customer service. Saliba '278 ¶ 0043.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	 Fig. 2 "The home page 50 includes various branding indicia, such as the bank's name and logo 52 and the bank's address 54. In addition, the branding indicia might comprise a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
		particular format or stylistic schema, background color or texture, slogans, and so forth." Saliba '278 ¶ 0038. FIG. 3 shows an exemplary new Web page 70, which displays the billing data as it is rendered on a customer's home computer monitor 48. The Web page 70 presents a list 72 of the customer's bills. The page 70 also includes the bank's branding indicia, such as the bank's name and logo 52, bank's address 54, format or stylistic schema, background color or texture, slogans, and so forth. In this manner, the new Web page 70 appears to have been provided by the bank's Web site 44, while the identity of the service center 24 is veiled, to lead the customer to believe that the billing data is provided by the financial institution rather than the service center. At this point, the customer may open any particular bill, review the itemized purchases, the amount due, and due date. Saliba '278 ¶ 0041. The billing statement 80 has multiple softkeys or buttons 84 that form tabbed navigation points to facilitate quick movement from one section of the bill to another. In this example, there is a "Summary" tab that references the billing page shown in the figure. Activation of a "Details" tab (via a mouse pointer, for example) changes the screen from the summary page to one or more pages itemizing the billing transactions. A "Customer Service" tab switches to a page giving instructions on how to access customer service. Saliba '278 ¶ 0043.
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified	"The home page 50 includes various branding indicia, such as the bank's name and logo 52 and the bank's address 54. In addition, the branding indicia might comprise a particular format or stylistic schema, background color or texture, slogans, and so forth." Saliba '278 ¶ 0038. The service center's server 110 runs a branding software module 126,

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in United States Patent Application 09/995,278 by Saliba ("Saliba '278")
	look and feel descriptions in the data store associated with the second website.	which are stored in program memory 118. The branding module 126 runs atop the operating system 124 during execution in the processing unit 112. The branding module 126 extracts the branding indicia passed from the bank and uses it to create a Web page that appears like the bank's own Web pages. It is noted that the branding module 126 may be integrated as part of the Web server software, rather than executed as a standalone application. Saliba '278 ¶ 0051. As one example, the service center server 110 has an HTML document that contains data fields for holding billing data retrieved locally from the bills database 40 and indicia fields for holding the branding indicia received remotely from the bank. The HTML document is rendered by the customer's browser program to present a UI that appears as though the bank itself presented the billing statements. This is shown in FIG. 3, for example, where the service center server 110 provides an HTML Web page 70 that contains a billing statement list 72 with data from the bills database 40, along with branding indicia 52, 54 received from the bank. Saliba '278 ¶ 0064.

23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	"The home page also offers an option to view personal billing statements from the billers, which are stored at the service center." Saliba '278, Abstract. The third party also has a server that supports its own Web site. The server stores the customer-specific data offered by the financial institution and can provide that data to a customer of the financial institution any time the customer accesses the third party's Web site. The same data is also made available to the customer through the financial institution's Web site. When the customer is logged onto the financial institution's Web site, the financial institution would like to offer this same data without having the customer feel like he/she has left the financial institution's Web site to access the third party's Web site. Accordingly, when the customer activates the option on the financial institution's home page for viewing the customer-specific data, the financial institution's Web server links to the third party's server to access the customer-specific data without exposing this transfer to the customer. Saliba '278 ¶ 0010. The service center system 24 has an electronic bill distribution system that electronically distributes the billing statements on behalf of the billers 22. The service center 24 receives the standardized files from the billers 22 and unpackages the statement template, rules, and resources. The service center 24 then generates the customized billing statements for each biller 22 from the statement template and the billing information received from that biller. The billing statements are stored in a bills database 40 and electronically distributed to the customers over the Internet 32 (or other data network).

		Saliba '278 ¶ 0031. According to an aspect of this invention, the banks 26 and the third party service center 24 cooperate to allow the bank's customers to view, on demand, their personal bills which are stored in the database 40 at the service center 24. The joint cooperation is masked to lead the customers to believe that they are accessing all of their financial information, including billing data, on the bank's Web site. When the service center serves billing data to the customers on behalf of the banks, the service center cloaks the billing data in the bank's branding indicia while veiling its own identity. This process is referred to in this disclosure as the "branding process". Saliba '278 ¶ 0035. The server center's server 110 has a processing unit 112, a volatile memory 114 (e.g., RAM), a non-volatile data memory 116 (e.g., disk drive, etc.), a non-volatile program memory 118 (e.g., ROM, disk drive, CD-ROM, etc.), a network port 120 (e.g., modem, network card, ISDN connection, etc.), and a non-volatile bills database 40. The bills database 40 stores the billing statements data 122 Saliba '278 ¶ 0049.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	This invention concerns a system and method for enabling a financial institution, such as a bank, to present a group of financial services to its customers via a Web site, even though the financial institution may not in fact host some of the financial data that it represents on its Web site to its customers. In providing the services, including those supported by a third party provider, the financial institution would like to offer the data as if it alone were serving the data to the customer. Accordingly, the financial institution contracts with the third party to integrate its resources with the financial institution's Web site offerings. Saliba '278 ¶ 0008.

		This invention is directed to a system and method for enabling a financial institution, such as a bank, to present a variety of financial services to its customers, even though the financial institution may not in fact host some of the financial data that it represents to its customers. As an example, the financial institution may sponsor for its customers a Web site that offers a broad selection of financial services and data. As part of this offering, the Web site might reference certain customer-specific data that is actually located at a third party independent from the financial institution. Yet, in providing the services, the financial institution would like to offer the data as if it alone were the full service provider of the customer. Accordingly, the financial institution contracts with the third party to integrate the resources of the third party with those offered by the financial institution. Saliba '278 ¶ 0021.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	According to another implementation that involves a higher level of integration, the financial institution's server establishes a secure connection with the third party's server and employs the OFX (Open Financial Exchange) protocol, and extensions to this protocol, to retrieve information from the third party's server. The OFX extensions enable the financial institution's server to request such information as billing summaries, status and type of bills, customer enrollment and logon information, and payment information. The information retrieved from the third party's server can then be presented in new Web page at the financial institution's Web site that contains the financial institution's name and branding indicia. Through integration, the third party provides extended services for the financial institution that are branded as belonging to the financial institution. From the customer's perspective, he/she only visits one location--the financial institution's Web site--to examine his/her financial records Saliba '278 ¶ 0012.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the	

	visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, The CompuServe Information Service ("CIS") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in CIS
1	An e commerce outsourcing process comprising:	CIS is built on a multi-level client-server architecture model wherein CIS performs, in different scenarios, as a Host Site and an Outsource Provider as described in the '135 patent. In a first scenario, CIS incorporates links to e-commerce outsource providers into CIS content pages. For instance, CIS incorporates links to EasySabre, Travelshopper and other gateway service providers, each of which performs the role of Outsource Provider as described in the '135 patent. EasySabre, Travelshopper and other gateway services providers provide a platform for e-commerce support for a plurality of sites in a customer-transparent manner. In this scenario, visitors accessing sites operated by EasySabre, Travelshopper and other gateway service providers are presented with a look and feel similar to CIS. In a second (alternative) scenario, CIS provides e-commerce services to a plurality of merchants and other third parties in a customer-transparent manner wherein look and feel is adapted for each merchant site. *See, e.g.*, Charles Bowen & David Peyton, *How to Get the Most Out of CompuServe* (5th ed. 1993) ("Bowen & Peyton"); Jill H. Ellsworth & Matthew V. Ellsworth, *Using CompuServe* (1994) ("Ellsworth & Ellsworth").
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	In the First Scenario, EasySabre, Travelshopper and other gateway service providers capture the look and feel of CompuServe (for instance, page layouts and standard navigation means) in a manner such that visitors accessing those services have the impression that the site is hosted by CIS, when in fact the content is hosted by the gateway service provider. The IQUEST gateway is another example, where CIS users connect to IQUEST servers and are served content as if they were still connected to CIS. See, e.g., Ellsworth & Ellsworth 316-29. In the second scenario, merchants and other content providers deliver information to

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in CIS
		visitors of CIS in a manner such that the look and feel can be adapted to the specification of that merchant. Examples of this scenario include Electronic Mall merchants and branded information content providers, such as PC Magazine, Consumer Reports, Time Magazine, The Associated Press and others. Various means are used to capture and deliver this look and feel. In one instance, CIS uses a patented protocol for accessing data and presenting it to the visitor computer. See US Patent 5,737,538, "System for remote microcomputer access and modification of information in a host computer" (the CompuServe "HMI" patent). Another means, used for Electronic Mall merchants, is the use of a store template by which all stores in the Electronic Mall have a consistent look & feel, while retaining branding unique to the merchant. Yet another means is the use of CIS software (BUILD and DPPGEN) to create look and feel, navigation and branding unique to a merchant or gateway service provider. See, e.g., [DFDNT0001349-65], [DFDNT_CD_0001] and Ellsworth & Ellsworth 415-25. See, e.g., Ellsworth & Ellsworth, [DFDNT_CD_0001] and CS-1587B. See also U.S. Patent 5,737,538, HMI_01.PDF, and [DFDNT0001429-1529]. For instance, in CIS, the BUILD/DPPGEN software accepts input files for each Mall Store or Travel Service and generates the look and feel for that store or service for the CIS environment and stores code corresponding to the look and feel description at a CompuServe server *See, e.g.*, BUILD/DPPGEN source code and [DFDNT0001349-65].
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	For instance, CIS provides links to the appropriate DPP code based on which service is being accessed. Links within the DPP code are used for correlating the Mall Store or Travel Service to the purchase of a selected product or service. *See, e.g.*, [DFDNT_CD_0001] and Ellsworth & Ellsworth.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in CIS
		In CIS, the link correlating the host site with a selected commerce object is a link to a menu of choices, an article, a catalog of orderable products, or a custom program that provides additional interaction with the visitor to locate and deliver objects. See, e.g., Bowen & Peyton and Ellsworth & Ellsworth 421.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	For instance, in CIS, the look and feel comes from a CIS host and content comes from the Mall Store or Travel Service host. *See, e.g.*, [DFDNT_CD_0001] and Ellsworth & Ellsworth. In CIS, the visitor computer is served with e-commerce supported pages having the look and feel of the CIS but with content from the gateway service provider or other merchants. See, e.g., Ellsworth & Ellsworth 421, [DFDNT_CD_0001].
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	For instance, in CIS, the look and feel comes from a CIS host and content comes from the Mall Store or Travel Service host. *See, e.g.*, [DFDNT_CD_0001] and Ellsworth & Ellsworth.
4	The process of claim 1, wherein the selected commerce object is a selected product.	For instance, in CIS, the selected commerce object can be a selected product, such as a digital file containing music, video, text, software, image or other structured content. *See, e.g.*, [DFDNT_CD_0001] and Ellsworth & Ellsworth. In CIS, the selected commerce object can be a selected product, such as a digital file containing music, video, text, software, image or other structured content. See, e.g., Ellsworth & Ellsworth 421, [DFDNT_CD_0001].
5	The process of claim 1, wherein the selected commerce object is a selected product category.	In CIS, the selected commerce object may be a product category. For instance, in the case of EasySabre, the selected commerce object could be Hotels, Flights, Rental Cars, or other product categories. Or, in the case of the Electronic Mall, it could be a

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in CIS
		product category such as "Books". See, e.g., Ellsworth & Ellsworth 421. For instance, in CIS, the selected commerce object may be a product category. For instance, in the case of EasySabre, the selected commerce object could be Hotels, Flights, Rental Cars, or other product categories. *See, e.g.,* Ellsworth & Ellsworth.
13	An e commerce outsourcing system comprising:	*See* 1, *supra.*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra.*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra.*
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra.*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra.*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with	*See* 13(b), *supra.*

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in CIS
	a commerce object; and	
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra.*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	For instance, in CIS, the BUILD/DPPGEN software accepts input files for each Mall Store or Travel Service and generates the look and feel for that store or service, including the top and left side, for the CIS environment and stores code corresponding to the look and feel description at a CompuServe server *See, e.g.,* BUILD/DPPGEN source code and [DFDNT0001349-65].
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	Each CIS page rendered includes a header and footer. See, for example, Bowen & Peyton, Ellsworth & Ellsworth and [DFDNT_CD_0001]
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	Many CIS pages were rendered with a plurality of visually perceptible elements, including navigational links. *See, e.g.,* Bowen & Peyton, Ellsworth & Ellsworth, [DFDNT0001349-65] and [DFDNT_CD_0001].
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at	

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in CIS
	least some of the web pages of the first website, each of which links link to specific web pages of the first website.	
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	Picture objects, including logos, were just some of the visually perceptible elements available via CIS. *See, e.g.,* Ellsworth & Ellsworth (EasySabre), [DFDNT0001429-1529] (p. 9-57) and [DFDNT_CD_0001].
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	Many CIS pages were rendered with a plurality of visually perceptible elements, including navigational links. *See, e.g.,* Ellsworth & Ellsworth (EasySabre), [DFDNT0001429-1529] (p. 9-57) and [DFDNT_CD_0001].
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a	For instance, in CIS, the BUILD/DPPGEN software accepts input files for each Mall Store or Travel Service and generates the look and feel for that store or service, including the top and left side, for the CIS environment and stores code corresponding to the look and feel description at a CompuServe server *See, e.g.,* BUILD/DPPGEN source code and [DFDNT0001349-65].

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosure in CIS
	merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra.*

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the claims of U.S. Patent No. 6,993,572 are invalid under 35 U.S.C. §112 for the reasons stated below.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Indefiniteness under Section 112
1	An e commerce outsourcing process comprising:	
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	The phrase "capturing a look and feel description associated with a host website" is indefinite. *See* Defendants OurVacationStore.com, Inc and International Cruise & Excursion Gallery, Inc.'s Motion for Summary Judgment of Invalidity of U.S. Patent Nos. 6,629,135 and 6,993,572 Based on Indefiniteness, filed July 14, 2002[Document Number 117] (hereinafter, "Look and Feel MSJ"). The phrase "the look and feel description" is indefinite. *See* Look and Feel MSJ.
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	The phrase "commerce object" is indefinite.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	The phrase "a look and feel" is indefinite. *See* Look and Feel MSJ. The phrase "the captured look and feel description of the host website" is indefinite. *See* Look and Feel MSJ. The phrase "serving to the visitor computer from the second website page" is indefinite and is not supported by the Specification. The Specification describes processors, computer systems, systems, servers, and computers "serving" web pages (*see e.g.,* column 4, line 64 though column 6, line 14 and column 26, lines 9-14), but the Specification does not describe the second website page as "serving" anything. Furthermore, the phrase "serving to the visitor computer from the second website page" does not make sense to a person of ordinary skill in the art. The phrase "the second website page" is indefinite because "the second website page" lacks antecedent basis.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Indefiniteness under Section 112
		The phrase "commerce object" is indefinite.
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	The term "the visitor" is indefinite because "the visitor" lacks antecedent basis. The phrase "the served page" is indefinite because "the served page" lacks antecedent basis. It is unclear if "the served page" refers back to "the second website page" or "a page of the host website," both of which have been served to the visitor computer. The term "the page" is indefinite because it is unclear if it refers to "a page on the host website," "the second website page," or "the served page." The phrase "is served from the second website" is indefinite and is not supported by the Specification. The Specification describes processors, computer systems, systems, servers, and computers "serving" web pages (*see e.g.,* column 4, line 64 though column 6, line 14 and column 26, lines 9-14), but the Specification does not describe the second website as "serving" anything. Furthermore, the phrase "is served from the second website" does not make sense to a person of ordinary skill in the art. The phrase "the visitor receiving the served page at the visitor computer perceives the page as associated with the host website" is indefinite. *See* Look and Feel MSJ.
4	The process of claim 1, wherein the selected commerce object is a selected product.	The phrase "commerce object" is indefinite.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	The phrase "commerce object" is indefinite.
13	An e commerce outsourcing system comprising:	
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	The phrase "a look and feel description associated with a host web page" is indefinite. *See* Look and Feel MSJ. The phrase "commerce object" is indefinite.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon	The phrase "the look and feel description" is indefinite. *See* Look and Feel MSJ. The phrase "a look and feel" is indefinite. *See* Look and Feel MSJ.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Indefiniteness under Section 112
	receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	The phrase "a computer processor … in communication through the Internet with the host web page" is indefinite, is not enabled or otherwise supported by the Specification. The Specification teaches "a communication link to a visitor computer" (*e.g.*, column 4, lines 50-51 and 62-63 and column 5, lines 1-2), but does not teach a computer processor in communication through the Internet with the host web page. The phrase "commerce object" is indefinite.
17	An e commerce outsourcing process comprising the steps of:	
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	The phrase "a look and feel description associated with a first website" is indefinite. *See* Look and Feel MSJ.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	The phrase "the stored look and feel description" is indefinite. *See* Look and Feel MSJ. The phrase "a look and feel" is indefinite. *See* Look and Feel MSJ. The phrase "commerce object" is indefinite.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, serving to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	The phrase "the stored look and feel description of the first website" is indefinite. *See* Look and Feel MSJ. The phrase "a look and feel" is indefinite. *See* Look and Feel MSJ. The phrase "serving to the visitor computer from the second website" is indefinite and is not supported by the Specification. The Specification describes processors, computer systems, systems, servers, and computers "serving" web pages (*see e.g.,* column 4, line 64 though column 6, line 14 and column 26, lines 9-14), but the Specification does not describe second website as "serving" anything. Furthermore, the phrase "serving to the visitor computer from the second website" does not make sense to a person of ordinary skill in the art.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Indefiniteness under Section 112
		The phrase "commerce object" is indefinite.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	The phrase "the look and feel description" is indefinite. *See* Look and Feel MSJ. The term "the appearance" is indefinite.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	The phrase "the look and feel description" is indefinite. *See* Look and Feel MSJ. The term "the appearance" is indefinite.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	The phrase "the look and feel description" is indefinite. *See* Look and Feel MSJ.
21	The process of claim 17 wherein the look and feel description comprises data defining:	The phrase "the look and feel description" is indefinite. *See* Look and Feel MSJ.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	
21(b)	a color scheme used on at least some of the web pages of the first website;	
21(c)	a page layout used on at least some of the web pages of the first website; and	
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website,	The phrase "designing a first website" is not supported by the Specification. The Specification teaches designing a "Storefront" but does not teach designing a first website.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Indefiniteness under Section 112
	identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	The phrase "a look and feel description associated with a first website" is indefinite. *See* Look and Feel MSJ. The phrase "look and feel descriptions associated therewith" is indefinite. *See* Look and Feel MSJ. The phrase "the identified look and feel descriptions" is indefinite. *See* Look and Feel MSJ.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	The phrase "commerce object" is indefinite.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	The phrase "commerce objects" is indefinite.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	The phrase "commerce objects" is indefinite.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	The phrase "commerce object" is indefinite.
27	The process of claim 17 wherein the commerce object is a set of product categories, each	The phrase "commerce object" is indefinite.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Indefiniteness under Section 112
	comprising a plurality of products or services, and further comprising:	
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	The phrase "the commerce objects" is indefinite.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	The phrase "storing at the second website data" is indefinite and is not supported by the Specification. The Specification describes data stores and databases "storing" web pages (*see e.g.*, column 4, line 64 though column 6, line 14 and column 26, lines 9-14), but the Specification does not describe a second website as "storing" anything. Furthermore, the phrase "storing at the second website data" does not make sense to a person of ordinary skill in the art.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	

Comparison of U.S. Patent No. 6,993,572 and U.S. Patent No. 6,141,666 to Tobin ("Tobin") combined with *Internet Scrapbook: Automating Web Browsing Tasks by Demonstration* by Atsushi Sugiura ("Internet Scrapbook"), and U.S. Patent No. 7,565,308 to Bollay ("Bollay")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,141,666 to Tobin ("Tobin") combined with Internet Scrapbook and U.S. Patent No. 7,565,308 to Bollay renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contents for an explanation of the reasons for combining Tobin, Internet Scrapbook, and Bollay.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 17B, at 1. *See* Ex. 7B, at 1. *See* Ex. 3B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 17B, at 1(a). *See* Ex. 7B, at 1(a). *See* Ex. 3B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 17B, at 1(b). *See* Ex. 7B, at 1(b). *See* Ex. 3B, at 1(b). *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 17B, at 1(c). *See* Ex. 3B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*See* Ex. 17B, at 1(d). *See* Ex. 7B, at 1(d). *See* Ex. 3B, at 1(d). *See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 17B, at 4. *See* Ex. 3B, at 4.
5	The process of claim 1, wherein the selected	*See* Ex. 17B, at 5.

Comparison of U.S. Patent No. 6,993,572, Tobin, Internet Scrapbook, and Bollay

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	commerce object is a selected product category.	*See* Ex. 3B, at 5.
13	An e commerce outsourcing system comprising:	*See* Ex. 17B, at 13. *See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See* Ex. 17B, at 13(a). *See* Ex. 7B, at 13(a). *See* Ex. 3B, at 13(a). *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See* Ex. 17B, at 13(b). *See* Ex. 3B, at 13(b). *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* Ex. 17B, at 17. *See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* Ex. 17B, at 17(a). *See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* Ex. 17B, at 17(b). *See* 13(b), *supra*.
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been	*See* Ex. 17B, at 17(c).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 17B, at 18. *See* Ex. 7B, at 18. *See* Ex. 3B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 17B, at 19. *See* Ex. 7B, at 19. *See* Ex. 3B, at 19
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 17B, at 20. *See* Ex. 7B, at 20. *See* Ex. 3B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining:	*See* Ex. 17B, at 21. *See* Ex. 7B, at 21. *See* Ex. 3B, at 21.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Ex. 17B, at 21(a). *See* Ex. 7B, at 21(a). *See* Ex. 3B, at 21(a).
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Ex. 17B, at 21(b). *See* Ex. 7B, at 21(b).
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Ex. 17B, at 21(c). *See* Ex. 7B, at 21(c). *See* Ex. 3B, at 21(c).
21(d)	navigational links, used on at least some of the web pages of the first website, each of which	*See* Ex. 17B, at 21(d). *See* Ex. 7B, at 21(d).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	links link to specific web pages of the first website.	*See* Ex. 3B, at 21(d).
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 17B, at 22. *See* Ex. 7B, at 22. *See* Ex. 3B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 17B, at 23. *See* Ex. 3B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 17B, at 24. *See* Ex. 7B, at 24. *See* Ex. 3B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 17B, at 25. *See* Ex. 3B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or	*See* Ex. 17B, at 26. *See* Ex. 3B, at 26.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* Ex. 17B, at 27. *See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* Ex. 17B, at 27(a)(i). *See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* Ex. 17B, at 27(a)(ii). *See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* Ex. 17B, at 27(b)(i). *See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* Ex. 17B, at 27(b)(ii). *See* 26, *supra*.

Comparison of the U.S. Patent No. 6,993,572 with U.S. Patent No. 5,870,717 "System for ordering items over computer network using an electronic catalog" combined with the Travelocity Prior Art

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 5,870,717 combined with U.S. Patent No. the Travelocity Prior Art renders obvious the asserted claims as described in part below.

According to Plaintiff's Infringement Contentions regarding Travelocity, there is a motivation to combine the Travelocity's Prior Art with Wiecha because both are related to e-commerce outsourcing processes for selling commerce items over a computer network and thus are in the same field of endeavor. The Travelocity Prior Art brought together merchants, retailers, and customers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 8B. Similarly, Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both the Travelocity Prior Art and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 8B, at 1. *See* Ex. 6B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 8B, at 1(a). *See* Ex. 6B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 8B, at 1(b). *See* Ex. 6B, at 1(b). *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 8B, at 1(c). *See* Ex. 6B, at 1(c).
1(d)	whereby the visitor receiving the served page at	*See* Ex. 8B, at 1(d).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*See* Ex. 6B, at 1(d). *See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 8B, at 4. *See* Ex. 6B, at 4.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 8B, at 5. *See* Ex. 6B, at 5.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See* Ex. 8B, at 13(a). *See* Ex. 6B, at 13(a). *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See* Ex. 8B, at 13(b). *See* Ex. 6B, at 13(b). *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with	*See* 13(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	a commerce object; and	
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 8B, at 18. *See* Ex. 6B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 8B, at 19. *See* Ex. 6B, at 19.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 8B, at 20. *See* Ex. 6B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining:	*See* Ex. 8B, at 21. *See* Ex. 6B, at 21.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Ex. 8B, at 21(a). *See* Ex. 6B, at 21(a).
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Ex. 8B, at 21(b). *See* Ex. 6B, at 21(b).
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Ex. 8B, at 21(c). *See* Ex. 6B, at 21(c).
21(d)	navigational links, used on at least some of the	*See* Ex. 8B, at 21(d).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 6B, at 21(d).
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 8B, at 22. *See* Ex. 6B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 8B, at 23. *See* Ex. 6B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 8B, at 24. *See* Ex. 6B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 8B, at 25. *See* Ex. 6B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and	*See* Ex. 8B, at 26. *See* Ex. 6B, at 26.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	*See* Ex. 8B, at 27(a). *See* Ex. 6B, at 27(a).
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	*See* Ex. 8B, at 27(b). *See* Ex. 6B, at 27(b).
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra*.

Comparison of U.S. Patent No. 6,993,572 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with the Digital River Secure Sales System ("Digital River SSS")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent Application 09/995,278 combined with Digital River SSS renders obvious the asserted claims as described in part below.

There is motivation to combine Saliba '278 and Digital River SSS because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba '278 discloses an electronic financial system for providing financial services over the Internet has multiple billers, a service center, multiple financial institutions. *See* Saliba '278 at Abstract. The Digital River Secure Sales System brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9A. Both Saliba '278 and Digital River SSS disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 9B, at 1. *See* Ex. 31B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 9B, at 1(a). *See* Ex. 31B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 9B, at 1(b). *See* Ex. 31B, at 1(b).
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 9B, at 1(c). *See* Ex. 31B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it	*See* Ex. 9B, at 1(d). *See* Ex. 31B, at 1(d).

Comparison of U.S. Patent No. 6,993,572 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with the Digital River Secure Sales System ("Digital River SSS")

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	is served from the second website.	
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 9B, at 4. *See* Ex. 31B, at 4.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 9B, at 5. *See* Ex. 31B, at 5.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web	*See* 13(b), *supra*.

Comparison of U.S. Patent No. 6,993,572 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with the Digital River Secure Sales System ("Digital River SSS")

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	page with a commerce object; and	
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 9B, at 18. *See* Ex. 31B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 9B, at 19. *See* Ex. 31B, at 19.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 9B, at 20. *See* Ex. 31B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at least some of the web pages of the first	*See* Ex. 9B, at 21. *See* Ex. 31B, at 21.

Comparison of U.S. Patent No. 6,993,572 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with the Digital River Secure Sales System ("Digital River SSS")

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	website, each of which links link to specific web pages of the first website.	
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 9B, at 22. *See* Ex. 31B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 9B, at 23. *See* Ex. 31B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 9B, at 24. *See* Ex. 31B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 9B, at 25. *See* Ex. 31B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer	*See* Ex. 9B, at 26. *See* Ex. 31B, at 26.

Comparison of U.S. Patent No. 6,993,572 and United States Patent Application 09/995,278 by Saliba ("Saliba '278") combined with the Digital River Secure Sales System ("Digital River SSS")

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra*.

Comparison of the U.S. Patent No. 6,993,572 and 6,330,575 to Moore ("Moore") combined with U.S. Patent No. 5,870,717 to Bollay ("Bollay")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,330,575 combined with U.S. Patent No. 7,565,308 renders obvious the asserted claims as described in part below.

There is a motivation to combine Moore with Bollay because they both are related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Moore discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore at Abstract. Similarly, Bollay discloses a network configuration of a number of affiliate web sites and a number of vendor web sites designed to execute sales of vendor products featured on the affiliate websites. *See* Bollay at Abstract. The affiliate websites feature vendor products where a buyer can browse the various products, research information about the products, and purchase the products. Both Moore and Bollay disclose electronic commerce systems that are directed to efficiently selling commerce objects over the Internet.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 1B, at 1. *See* Ex. 3B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 1B, at 1(a). *See* Ex. 3B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 1B, at 1(b). *See* Ex. 3B, at 1(b). *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 1B, at 1(c). *See* Ex. 3B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as	*See* Ex. 1B, at 1(d). *See* Ex. 3B, at 1(d).

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,330,575 to Moore ("Moore") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay")

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	associated with the host website even though it is served from the second website.	*See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 1B, at 4. *See* Ex. 3B, at 4.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 1B, at 5. *See* Ex. 3B, at 5.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See* Ex. 1B, at 13(a). *See* Ex. 3B, at 13(a). *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See* Ex. 1B, at 13(b). *See* Ex. 3B, at 13(b). *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.

Comparison of the U.S. Patent No. 6,993,572 and U.S. Patent No. 6,330,575 to Moore ("Moore") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay")

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 1B, at 18. *See* Ex. 3B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 1B, at 19. *See* Ex. 3B, at 19.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 1B, at 20. *See* Ex. 3B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining:	*See* Ex. 1B, at 21. *See* Ex. 3B, at 21.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Ex. 1B, at 21(a). *See* Ex. 3B, at 21(a).
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Ex. 1B, at 21(b). *See* Ex. 3B, at 21(b).
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Ex. 1B, at 21(c). *See* Ex. 3B, at 21(c).
21(d)	navigational links, used on at least some of the web pages of the first website, each of which	*See* Ex. 1B, at 21(d). *See* Ex. 3B, at 21(d).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	links link to specific web pages of the first website.	
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 1B, at 22. *See* Ex. 3B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 1B, at 23. *See* Ex. 3B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 1B, at 24. *See* Ex. 3B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 1B, at 25. *See* Ex. 3B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a	*See* Ex. 1B, at 26. *See* Ex. 3B, at 26.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	*See* Ex. 1B, at 27(a). *See* Ex. 3B, at 27(a).
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	*See* Ex. 1B, at 27(b). *See* Ex. 3B, at 27(b).
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra*.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. Digital River Secure Sales System Prior Art combined with U.S. Patent No. 5,870,717 renders obvious the asserted claims as described in part below.

According to Plaintiff's Infringement Contentions regarding the Digital River System, there is a motivation to combine the Digital River Secure Sales System Prior Art with Wiecha because both are related to e-commerce outsourcing processes for selling commerce items over a computer network and thus are in the same field of endeavor. The Digital River Secure Sales System brought together manufacturers and dealers enabling them to sell and deliver products via the Internet through vendor websites. *See* Exhibit 9B. Similarly, Wiecha discloses a corporate computer network for ordering products from numerous electronic catalogs that are accessible by employees of that corporation. *See* Wiecha at Abstract. The employees may research, select, and process the purchase of the products provided in the electronic catalogs. Both the Digital River Secure Sales System and Wiecha disclose electronic commerce systems that are directed to efficiently selling commerce objects through a computer network.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 9B, at 1. *See* Ex. 6B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 9B, at 1(a). *See* Ex. 6B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 9B, at 1(b). *See* Ex. 6B, at 1(b). *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 9B, at 1(c). *See* Ex. 6B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as	*See* Ex. 9B, at 1(d). *See* Ex. 6B, at 1(d).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	associated with the host website even though it is served from the second website.	*See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 9B, at 4. *See* Ex. 6B, at 4.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 9B, at 5. *See* Ex. 6B, at 5.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See* Ex. 9B, at 13(a). *See* Ex. 6B, at 13(a). *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See* Ex. 9B, at 13(b). *See* Ex. 6B, at 13(b). *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* 13(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 9B, at 18. *See* Ex. 6B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 9B, at 19. *See* Ex. 6B, at 19.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 9B, at 20. *See* Ex. 6B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining:	*See* Ex. 9B, at 21. *See* Ex. 6B, at 21.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Ex. 9B, at 21(a). *See* Ex. 6B, at 21(a).
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Ex. 9B, at 21(b). *See* Ex. 6B, at 21(b).
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Ex. 9B, at 21(c). *See* Ex. 6B, at 21(c).
21(d)	navigational links, used on at least some of the web pages of the first website, each of which	*See* Ex. 9B, at 21(d). *See* Ex. 6B, at 21(d).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	links link to specific web pages of the first website.	
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 9B, at 22. *See* Ex. 6B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 9B, at 23. *See* Ex. 6B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 9B, at 24. *See* Ex. 6B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 9B, at 25. *See* Ex. 6B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a	*See* Ex. 9B, at 26. *See* Ex. 6B, at 26.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	*See* Ex. 9B, at 27(a). *See* Ex. 6B, at 27(a).
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	*See* Ex. 9B, at 27(b). *See* Ex. 6B, at 27(b).
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra*.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent Application 09/995,278 combined with United States Patent Number 6,330,575 renders obvious the asserted claims as described in part below.

There is motivation to combine Saliba '278 and Moore '575 because they are both related to e-commerce outsourcing processes for selling products over the Internet and thus are in the same field of endeavor. Saliba '278 discloses an electronic financial system for providing financial services over the Internet has multiple billers, a service center, multiple financial institutions. *See* Saliba '278 at Abstract. Moore '575 discloses development applications for a merchant to utilize in the design of its Web page or Web site that allow the merchant to become part of a distributed Internet commerce system for selling its products. *See* Moore '575 at Abstract. Both Saliba '278 and Moore '575 disclose electronic commerce systems that are directed to offering commerce objects over the Internet.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 1B, at 1. *See* Ex. 31B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 1B, at 1(a). *See* Ex. 31B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 1B, at 1(b). *See* Ex. 31B, at 1(b).
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 1B, at 1(c). *See* Ex. 31B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it	*See* Ex. 1B, at 1(d). *See* Ex. 31B, at 1(d).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	is served from the second website.	
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 1B, at 4. *See* Ex. 31B, at 4.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 1B, at 5. *See* Ex. 31B, at 5.
13	An e commerce outsourcing system comprising:	*See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web	*See* 13(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	page with a commerce object; and	
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 1B, at 18. *See* Ex. 31B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 1B, at 19. *See* Ex. 31B, at 19.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 1B, at 20. *See* Ex. 31B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining: a) a logo associated with and displayed on at least some of the web pages of the first website; b) a color scheme used on at least some of the web pages of the first website; c) a page layout used on at least some of the web pages of the first website; and d) navigational links, used on at least some of the web pages of the first	*See* Ex. 1B, at 21. *See* Ex. 31B, at 21.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	website, each of which links link to specific web pages of the first website.	
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 1B, at 22. *See* Ex. 31B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 1B, at 23. *See* Ex. 31B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 1B, at 24. *See* Ex. 31B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 1B, at 25. *See* Ex. 31B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer	*See* Ex. 1B, at 26. *See* Ex. 31B, at 26.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	and passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* 26, *supra*.

Comparison of U.S. Patent No. 6,993,572 and Sextoys.com Prior Art ("Sextoys") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay") and U.S. Patent No. 6,128,655 to Fields ("Fields")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Sextoys combined with U.S. Patent No. 7,565,308 to Bollay and U.S. Patent No. 6,128,655 to Fields renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contents for an explanation of the reasons for combining Sextoys, Bollay, and Fields.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 24B, at 1. *See* Ex. 3B, at 1. *See* Ex. 18B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 24B, at 1(a). *See* Ex. 3B, at 1(a). *See* Ex. 18B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 24B, at 1(b). *See* Ex. 3B, at 1(b). *See* Ex. 18B, at 1(b). *See also* 4-5, *infra.*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 24B, at 1(c). *See* Ex. 3B, at 1(c). *See* Ex. 18B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*See* Ex. 24B, at 1(d). *See* Ex. 3B, at 1(d). *See* Ex. 18B, at 1(d). *See also* 18-21, *infra.*
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 24B, at 4. *See* Ex. 3B, at 4.

Comparison of U.S. Patent No. 6,993,572, Sextoys, Bollay, and Fields

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 24B, at 5. *See* Ex. 3B, at 5.
13	An e commerce outsourcing system comprising:	*See* Ex. 24B, at 13. *See* 1, *supra.*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See* Ex. 24B, at 13(a). *See* Ex. 3B, at 13(a). *See* Ex. 18B, at 13(a). *See also* 1(b), *supra.*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See* Ex. 24B, at 13(b). *See* Ex. 3B, at 13(b). *See* Ex. 18B, at 13(b). *See also* 1(c)-1(d), *supra.*
17	An e commerce outsourcing process comprising the steps of:	*See* Ex. 24B, at 17. *See* 1, *supra.*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* Ex. 24B, at 17(a). *See* 13(a), *supra.*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* Ex. 24B, at 17(b). *See* 13(b), *supra.*

Comparison of U.S. Patent No. 6,993,572, Sextoys, Bollay, and Fields

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* Ex. 24B, at 17(c). *See* 13(c), *supra.*
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 24B, at 18. *See* Ex. 3B, at 18. *See* Ex. 18B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 24B, at 19. *See* Ex. 3B, at 19. *See* Ex. 18B, at 19
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 24B, at 20. *See* Ex. 3B, at 20. *See* Ex. 18B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining:	*See* Ex. 24B, at 21. *See* Ex. 3B, at 21. *See* Ex. 18B, at 21.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Ex. 24B, at 21(a). *See* Ex. 3B, at 21(a). *See* Ex. 18B, at 21(a).
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Ex. 24B, at 21(b). *See* Ex. 3B, at 21(b).
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Ex. 24B, at 21(c). *See* Ex. 3B, at 21(c).

Comparison of U.S. Patent No. 6,993,572, Sextoys, Bollay, and Fields

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 24B, at 21(d). *See* Ex. 3B, at 21(d).
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 24B, at 22. *See* Ex. 3B, at 22. *See* Ex. 18B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 24B, at 23. *See* Ex. 3B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 24B, at 24. *See* Ex. 3B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 24B, at 25. *See* Ex. 3B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and	*See* Ex. 24B, at 26. *See* Ex. 3B, at 26.

Comparison of U.S. Patent No. 6,993,572, Sextoys, Bollay, and Fields

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* Ex. 24B, at 27. *See* 23, *supra.*
27(a)	before serving the composite web page to the visitor computer:	*See* Ex. 24B, at 27(a). *See* Ex. 3B, at 27(a). *See* Ex. 18B, at 27(a).
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* Ex. 24B, at 27(a)(i). *See* 25, *supra.*
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* Ex. 24B, at 27(a)(ii). *See* 24, *supra.*
27(b)	after serving the composite web page to the visitor computer:	*See* Ex. 24B, at 27(b). *See* Ex. 3B, at 27(b). *See* Ex. 18B, at 27(b).
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* Ex. 24B, at 27(b)(i). *See* 23, *supra.*
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* Ex. 24B, at 27(b)(ii). *See* 26, *supra.*

Comparison of U.S. Patent No. 6,993,572 and Lycos.com Prior Art ("Lycos") combined with *Internet Scrapbook: Automating Web Browsing Tasks by Demonstration* by Atsushi Sugiura ("Internet Scrapbook")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Lycos combined with Internet Scrapbook renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contents for an explanation of the reasons for combining Lycos and Internet Scrapbook.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 28B, at 1. *See* Ex. 7B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 28B, at 1(a). *See* Ex. 7B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 28B, at 1(b). *See* Ex. 7B, at 1(b). *See also* 4-5, *infra.*
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 28B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*See* Ex. 28B, at 1(d). *See* Ex. 7B, at 1(d). *See also* 18-21, *infra.*
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 28B, at 4.
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 28B, at 5.
13	An e commerce outsourcing system comprising:	*See* Ex. 28B, at 13.

Comparison of U.S. Patent No. 6,993,572, Lycos, and Internet Scrapbook

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
		See 1, *supra.*
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See* Ex. 28B, at 13(a). *See* Ex. 7B, at 13(a). *See also* 1(b), *supra.*
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See* Ex. 28B, at 13(b). *See also* 1(c)-1(d), *supra.*
17	An e commerce outsourcing process comprising the steps of:	*See* Ex. 28B, at 17. *See* Ex. 7B, at 17. *See* 1, *supra.*
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* Ex. 28B, at 17(a). *See* Ex. 7B, at 17(a). *See* 13(a), *supra.*
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* Ex. 28B, at 17(b). *See* Ex. 7B, at 17(b). *See* 13(b), *supra.*
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the	*See* Ex. 28B, at 17(c). *See* 13(b), *supra.*

Comparison of U.S. Patent No. 6,993,572, Lycos, and Internet Scrapbook

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 28B, at 18. *See* Ex. 7B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 28B, at 19. *See* Ex. 7B, at 19.
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 28B, at 20. *See* Ex. 7B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining:	*See* Ex. 28B, at 21. *See* Ex. 7B, at 21.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Ex. 28B, at 21(a). *See* Ex. 7B, at 21(a).
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Ex. 28B, at 21(b). *See* Ex. 7B, at 21(b).
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Ex. 28B, at 21(c). *See* Ex. 7B, at 21(c).
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 28B, at 21(d). *See* Ex. 7B, at 21(d).
22	The process of claim 17 wherein storing a look and feel description associated with a first	*See* Ex. 28B, at 22. *See* Ex. 7B, at 22.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 28B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 28B, at 24. *See* Ex. 7B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 28B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and passing captured billing information to a merchant offering the indicated product or service.	Capturing billing information to a merchant offering the indicated product or service was well-know to a person skilled in the art and passing captured billing information to a merchant offering the indicated product or service. *See e.g.*, Ex. 8B Travelcity Co-Branding at 26.
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services,	*See* Ex. 28B, at 27. *See* 23, *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	and further comprising:	
27(a)	before serving the composite web page to the visitor computer:	*See* Ex. 28B, at 27(a).
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* Ex. 28B, at 27(a)(i). *See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* Ex. 28B, at 27(a)(ii). *See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	*See* Ex. 28B, at 27(b).
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* Ex. 28B, at 27(b)(i). *See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* Ex. 28B, at 27(b)(ii). *See* 26, *supra*.

Comparison of U.S. Patent No. 6,993,572 and IBM.com Prior Art ("IBM") combined with U.S. Patent No. 7,565,308 to Bollay ("Bollay") and U.S. Patent No. 6,128,655 to Fields ("Fields")

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, IBM combined with U.S. Patent No. 7,565,308 to Bollay and U.S. Patent No. 6,128,655 to Fields renders obvious the asserted claims as described in part below. *See* Defendants' Invalidity Contents for an explanation of the reasons for combining IBM, Bollay, and Fields.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
1	An e commerce outsourcing process comprising:	*See* Ex. 27B, at 1. *See* Ex. 3B, at 1. *See* Ex. 18B, at 1.
1(a)	capturing a look and feel description associated with a host website and storing HTML code corresponding to the look and feel description at a second website;	*See* Ex. 27B, at 1(a). *See* Ex. 3B, at 1(a). *See* Ex. 18B, at 1(a).
1(b)	providing the host website with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object; and	*See* Ex. 27B, at 1(b). *See* Ex. 3B, at 1(b). *See* Ex. 18B, at 1(b). *See also* 4-5, *infra*.
1(c)	upon receiving an activation of the provided link from the visitor computer, serving to the visitor computer from the second website page with a look and feel corresponding to the captured look and feel description of the host website associated with the provided link and with content based on the commerce object associated with the provided link;	*See* Ex. 27B, at 1(c). *See* Ex. 3B, at 1(c). *See* Ex. 18B, at 1(c).
1(d)	whereby the visitor receiving the served page at the visitor computer perceives the page as associated with the host website even though it is served from the second website.	*See* Ex. 27B, at 1(d). *See* Ex. 3B, at 1(d). *See* Ex. 18B, at 1(d). *See also* 18-21, *infra*.
4	The process of claim 1, wherein the selected commerce object is a selected product.	*See* Ex. 27B, at 4. *See* Ex. 3B, at 4.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
5	The process of claim 1, wherein the selected commerce object is a selected product category.	*See* Ex. 27B, at 5. *See* Ex. 3B, at 5.
13	An e commerce outsourcing system comprising:	*See* Ex. 27B, at 13. *See* 1, *supra*.
13(a)	a data store including a look and feel description associated with a host web page having a link correlated with a commerce object; and	*See* Ex. 27B, at 13(a). *See* Ex. 3B, at 13(a). *See* Ex. 18B, at 13(a). *See also* 1(b), *supra*.
13(b)	a computer processor coupled to the data store and in communication through the Internet with the host web page and programmed, upon receiving an indication that the link has been activated by a visitor computer in Internet communication with the host web page, to serve a composite web page to the visitor computer with a look and feel based on the look and feel description in the data store and with content based on the commerce object associated with the link.	*See* Ex. 27B, at 13(b). *See* Ex. 3B, at 13(b). *See* Ex. 18B, at 13(b). *See also* 1(c)-1(d), *supra*.
17	An e commerce outsourcing process comprising the steps of:	*See* Ex. 27B, at 17. *See* 1, *supra*.
17(a)	storing a look and feel description associated with a first website in a data store associated with a second website;	*See* Ex. 27B, at 17(a). *See* 13(a), *supra*.
17(b)	including within a web page of the first website, which web page has a look and feel substantially corresponding to the stored look and feel description, a link correlating the web page with a commerce object; and	*See* Ex. 27B, at 17(a). *See* 13(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
17(c)	upon receiving an activation of the link from a visitor computer to which the web page has been served, sewing to the visitor computer from the second website a composite web page having a look and feel corresponding to the stored look and feel description of the first website and having content based on the commerce object associated with the link.	*See* Ex. 27B, at 17(a). *See* 13(b), *supra*.
18	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the top and left side of at least some of the web pages of the first website.	*See* Ex. 27B, at 18. *See* Ex. 3B, at 18. *See* Ex. 18B, at 18.
19	The process of claim 17 wherein the look and feel description comprises data defining the appearance of the header and footer of at least some of the web pages of the first website.	*See* Ex. 27B, at 19. *See* Ex. 3B, at 19. *See* Ex. 18B, at 19
20	The process of claim 17 wherein the look and feel description comprises data defining a set of navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 27B, at 20. *See* Ex. 3B, at 20. *See* Ex. 18B, at 20.
21	The process of claim 17 wherein the look and feel description comprises data defining:	*See* Ex. 27B, at 21. *See* Ex. 3B, at 21. *See* Ex. 18B, at 21.
21(a)	a logo associated with and displayed on at least some of the web pages of the first website;	*See* Ex. 27B, at 21(a). *See* Ex. 3B, at 21(a). *See* Ex. 18B, at 21(a).
21(b)	a color scheme used on at least some of the web pages of the first website;	*See* Ex. 27B, at 21(b). *See* Ex. 3B, at 21(b).
21(c)	a page layout used on at least some of the web pages of the first website; and	*See* Ex. 27B, at 21(c). *See* Ex. 3B, at 21(c).

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
21(d)	navigational links, used on at least some of the web pages of the first website, each of which links link to specific web pages of the first website.	*See* Ex. 27B, at 21(d). *See* Ex. 3B, at 21(d).
22	The process of claim 17 wherein storing a look and feel description associated with a first website in a data store associated with a second website comprises designing a first website, identifying look and feel descriptions associated therewith, and storing the identified look and feel descriptions in the data store associated with the second website.	*See* Ex. 27B, at 22. *See* Ex. 3B, at 22. *See* Ex. 18B, at 22.
23	The process of claim 17 wherein the commerce object is a set of product categories and further comprising accepting search parameters through the composite web page and using said parameters to search for specific products within the product categories.	*See* Ex. 27B, at 23. *See* Ex. 3B, at 23.
24	The process of claim 17 further comprising storing at the second website data concerning a plurality of commerce objects.	*See* Ex. 27B, at 24. *See* Ex. 3B, at 24.
25	The process of claim 24 further comprising contracting with merchants offering products or services for sale to include data concerning the commerce objects of said merchants at the second website.	*See* Ex. 27B, at 25. *See* Ex. 3B, at 25.
26	The process of claim 17 further comprising, after part (c), responsive to an indication received from the visitor computer of a desire to purchase a product or service identified in the content based on the commerce object and served in the composite web page, capturing billing information from the visitor computer and	*See* Ex. 27B, at 26. *See* Ex. 3B, at 26.

Claim No.	Claim Language of U.S. Patent No. 6,993,572	Relevant Disclosures
	passing captured billing information to a merchant offering the indicated product or service.	
27	The process of claim 17 wherein the commerce object is a set of product categories, each comprising a plurality of products or services, and further comprising:	*See* Ex. 27B, at 27. *See* 23, *supra*.
27(a)	before serving the composite web page to the visitor computer:	*See* Ex. 27B, at 27(a). *See* Ex. 3B, at 27(a). *See* Ex. 18B, at 27(a).
27(a)(i)	contracting with merchants offering the products or services for sale to include data concerning the commerce objects of said merchants at the second website, and	*See* Ex. 27B, at 27(a)(i). *See* 25, *supra*.
27(a)(ii)	storing at the second website data concerning the plurality of products or services; and	*See* Ex. 27B, at 27(a)(i). *See* 24, *supra*.
27(b)	after serving the composite web page to the visitor computer:	*See* Ex. 27B, at 27(b). *See* Ex. 3B, at 27(b). *See* Ex. 18B, at 27(b).
27(b)(i)	accepting search parameters through the composite web page and using said parameters to search for specific ones of the plurality of products or services within the product categories, and	*See* Ex. 27B, at 27(b)(i). *See* 23, *supra*.
27(b)(ii)	responsive to an indication received from the visitor computer of a desire to purchase one of the plurality of products or services identified through the search, capturing billing information from the visitor computer and passing captured billing information to the merchant offering the indicated product or service.	*See* Ex. 27B, at 27(b)(ii). *See* 26, *supra*.

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,330,575 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
1	1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	Briefly, according to the invention a method for designing a Web page, to be hosted on a Web page server, comprises: providing an object-oriented, template-driven interface for a customer to utilize in the design of the Web page. This allows the customer, through the use of the interface, to design the Web page. The method also comprises the step of publishing the Web page at a destination of the customer's choosing. Briefly, in accordance with another aspect of the invention, a method for designing a Web page for use in a distributed electronic commerce system is provided. The commerce system comprises a Web page server and a second server which are electrically coupled to each other, and the Web page server hosts the Web page. The method comprises: creating a link to the second server; designing the Web page such that the link can be embedded into the Web page; and embedding the link into the Web page. Moore '575, 3:23-39.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been activated;	Briefly, in accordance with another aspect of the invention, a method for designing a Web page for use in a distributed electronic commerce system is provided. The commerce system comprises a Web page server and a second server which are electrically coupled to each other, and the Web page server hosts the Web page. The method comprises: creating a link to the second server; designing the Web page such that the link can be embedded into the Web page; and embedding the link into the Web page.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,330,575 by Victor S. Moore and Glen R. Walters (filed March 31, 1998, issued December 11, 2001). [DFNDT0000181-0000207]

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Moore '575, 3:31-39. The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. "The Transaction Server could also perform, in alternate embodiments, the functions of the Store Builder Server. In such an embodiment, the price URL would hyperlink to the Transaction Server which would contain the Java servlet that builds the Buy Page, and the Java servlet that maintains the shopping basket." Moore '575, 7:16-21. Also of importance is the fact that the Transaction Server, like the Store Builder Server, need not know where the Store Server is located. That is, the Transaction Server does not require that the Store Server, or even the Store Builder Server, be at any particular Internet address. Even in an embodiment in which the Transaction Server also performed the functions of the Store Builder Server, the Transaction Server would not need to know where the Store Server was located. In such a case, the Transaction Server would receive the price URL with the product information. It is evident, however, that once the price URL is sent, the location of the Store Server (or rather, the location from which the price URL was sent) is, and needs to be, known. Knowing where the price URL was sent from (typically a page from the Store Server) allows the Transaction Server or the Store Builder Server to hyperlink the Web customer back there to continue shopping.

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Moore '575, 8:10-26. The Development Tool can be used to support a variety of electronic commerce models. The preferred embodiment uses a special URL referred to as a "price URL." A price URL is a link to the Java servlets residing, in the preferred embodiment, on the Store Builder Server and can be attached to any style component. The Web customer would then select, for example by clicking with a mouse, the style component in order to buy the product which it describes. Alternate embodiments could use the price URLs to link straight to the Transaction Server, or to another site. The price URL has attached an encrypted message that contains a text description of the item for sale, including a picture, its costs, quantity of measure, the merchant's ID, several fields used to customize the Buy Page that is created from the attached data, and a special signature from the Store Builder Server. The encoding is done with the public key of the Store Builder Server, but other encryption means are possible. The signature assures that the price URL was created by the Store Builder Server, and therefore gnarantees that the price and the other data associated with the URL were originally created and sanctioned by the merchant. FIG. 15 shows the dialog page for the price URL. The Store Builder Server is able to decrypt the price URL data and convert it into an HTML page (a Buy Page). A typical Buy Page is shown in FIG. 16, and its purpose and operation has been explained earlier. Another Java servlet on the Store Builder Server preserves the state between HTTPd requests in the shopping basket. The shopping basket keeps track of the data portion of the price URL for all items that a shopper wants to buy from the Web pages. Moore '575, 12:3-32.
1(a)(i)	wherein each of the first web pages belongs to	One method of distributing the electronic commerce functions is to

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,330,575 to Moore ("Moore '575")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
	one of a plurality of web page owners;	separate out the function of the Transaction Server from the Web storefront and the inventory and financial database. Referring to FIG. 2, there is shown a system 200 containing a Transaction Processor 102 on one server (the Transaction Server 202), and a Web storefront 106 and inventory and financial database 104 both on a second server (the Store Server 204). This may be desirable, for instance, when the Web merchant desires to maintain its own Web storefront, whether due to the merchant's expertise, physical distance from the transaction service provider, or otherwise. Such a merchant could use any of the many hosting service providers such as CyberGate, Magg.Net, and UUNet. Moore '575, 4:43-56. "The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.)." Moore '575,5:27-30. The merchant can redesign the site, change prices, decide to have a sale, add or delete products, update the site with pictures or other content, expand the number of places that offer the products for sale on-line, change hosting sites, and much more, all without even notifying the Store Builder Server or the Transaction Server. The merchant has almost complete control. The merchant can do anything the merchant wants with the site or with the information on the site. The only restriction is that the price URLs, which allow the Store Builder Server to build the Buy Pages, have to be included on the site, or elsewhere, in order for the Web customer to place an order. The merchant can even totally remove the Web storefront, and simply post the price URLs on news groups or on another web site. Moore '575, 8:47-61.
1(a)(ii)	wherein each of the first web pages displays at least one active link associated with a commerce	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
	object associated with a buying opportunity of a selected one of a plurality of merchants; and	When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. The Development Tool can be used to support a variety of electronic commerce models. The preferred embodiment uses a special URL referred to as a "price URL." A price URL is a link to the Java servlets residing, in the preferred embodiment, on the Store Builder Server and can be attached to any style component. The Web customer would then select, for example by clicking with a mouse, the style component in order to buy the product which it describes. Alternate embodiments could use the price URLs to link straight to the Transaction Server, or to another site. The price URL has attached an encrypted message that contains a text description of the item for sale, including a picture, its costs, quantity of measure, the merchant's ID, several fields used to customize the Buy Page that is created from the attached data, and a special signature from the Store Builder Server. The encoding is done with the public key of the Store Builder Server, but other encryption means are possible. The signature assures that the price URL was created by the Store Builder Server, and therefore gnarantees that the price and the other data associated with the URL were originally created and sanctioned by the merchant. FIG. 15 shows the dialog page for the price URL. The Store Builder Server is able to decrypt the price URL data and convert it into an HTML page (a Buy Page). A typical Buy Page is shown in FIG. 16, and its purpose and operation has been explained

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		earlier. Another Java servlet on the Store Builder Server preserves the state between HTTPd requests in the shopping basket. The shopping basket keeps track of the data portion of the price URL for all items that a shopper wants to buy from the Web pages. Moore '575, 12:3-32.
1(a)(iii)	wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	Referring to FIG. 4, there is shown a distributed electronic commerce system 400 with a Store Builder Server 402. The merchant could download the Java wizard applet to build the pages for the Web storefront, which will reside on the Store Server 204. The Store Builder Server 402 would also contain Java servlets that would receive the HTML from the wizard applet for the storefront pages that the merchant designed and would build the store pages from this HTML. This, of course, would happen when the merchant initially designed the pages, or whenever the merchant updated or modified them. The servlet, on the Store Builder Server 402, would then publish the Web storefront pages wherever the merchant designates. The commerce system is thereby distributed even more, by separating (if desired) the tasks associated with designing the merchant's Web site. Moore '575, 5:51-66. The merchant can redesign the site, change prices, decide to have a sale, add or delete products, update the site with pictures or other content, expand the number of places that offer the products for sale on-line, change hosting sites, and much more, all without even notifying the Store Builder Server or the Transaction Server. The merchant has almost complete control. The merchant can do anything the merchant wants with the site or with the information on the site. The only restriction is that the price URLs, which allow the Store Builder Server to build the Buy Pages, have to be included on the site, or elsewhere, in order for the Web customer to place an order. The merchant can even totally remove the Web storefront, and simply post

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		the price URLs on news groups or on another web site. Moore '575, 8:47-61.
1(b)	automatically retrieving from a storage coupled to the server pre stored data associated with the source page; and then	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. The Development Tool can be used to support a variety of electronic commerce models. The preferred embodiment uses a special URL referred to as a "price URL." A price URL is a link to the Java servlets residing, in the preferred embodiment, on the Store Builder Server and can be attached to any style component. The Web customer would then select, for example by clicking with a mouse, the style component in order to buy the product which it describes. Alternate embodiments could use the price URLs to link straight to the Transaction Server, or to another site. The price URL has attached an encrypted message that contains a text description of the item for sale, including a picture, its costs, quantity of measure, the merchant's ID, several fields used to customize the Buy Page that is created from the attached data, and a special signature from the Store Builder Server. The encoding is done with the public key of the Store Builder Server, but other encryption means are possible. The signature assures that the price URL was created by the Store Builder Server, and therefore gnarantees that the price and the other data associated with the URL were originally created and sanctioned by the merchant. FIG. 15 shows the dialog page

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		for the price URL. The Store Builder Server is able to decrypt the price URL data and convert it into an HTML page (a Buy Page). A typical Buy Page is shown in FIG. 16, and its purpose and operation has been explained earlier. Another Java servlet on the Store Builder Server preserves the state between HTTPd requests in the shopping basket. The shopping basket keeps track of the data portion of the price URL for all items that a shopper wants to buy from the Web pages. Moore '575, 12:3-32.
1(c)	automatically with the server computer generating and transmitting to the web browser a second web page that includes:	The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.). There is provided, according to the present invention, a Development Tool for designing the Web storefront 106. This tool greatly simplifies the task of creating the Web storefront initially and of modifying it and updating it. The Tool also ensures that the operation with the Transaction Server 202 is seamless for the customer 114. The Tool derives much of its utility from the fact that it contains a series of templates, tailored to different industries, for creating pages. The fields on these templates can be filled with text, or with images from clip art (also included with the tool) or can be tailored to suit a specific merchant's needs. The task is greatly simplified by the inclusion of a prompting mode in which the tool will actually step a user through the process. As an additional tailoring feature, the tool can be adapted to whatever "look and feel" the customer may desire. The customer may want to match the look and feel to that of other applications that the customer uses, or may simply feel more comfortable with another look and feel. Moore '575, 5:27-48.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. *See also* Figs. 6-16.
1(c)(i)	information associated with the commerce object associated with the link that has been activated, and	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. The Store-Builder Server receives the price URL, which is encrypted, and a Java "Buy Page" servlet builds a Buy Page from the received HTML 508. The customer can now either accept by selecting the option that puts the product in the customer's "shopping basket," or cancel the buy 510. If the buy operation is canceled, then the customer is returned to the Store Server and can continue shopping. If the buy operation is accepted the Store Builder Server then presents the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		customer with his entire shopping basket up to that point, which the Store Builder Server creates and maintains. The customer can now delete items from the basket, change the quantities, "purchase" the entire basket, or return to the Store Server to continue shopping 512. It should be clear that the previous buy operation was equivalent to dropping the product in the shopping basket, and the purchase operation is equivalent to going to the check-out counter. The Java servlet that maintains the shopping basket could use any of a variety of means, including without limitation tracking the Web customer's browser address or prompting the customer for a name, for keeping track of which customer belongs to which basket. Moore '575, 6:23-43. The Development Tool can be used to support a variety of electronic commerce models. The preferred embodiment uses a special URL referred to as a "price URL." A price URL is a link to the Java servlets residing, in the preferred embodiment, on the Store Builder Server and can be attached to any style component. The Web customer would then select, for example by clicking with a mouse, the style component in order to buy the product which it describes. Alternate embodiments could use the price URLs to link straight to the Transaction Server, or to another site. The price URL has attached an encrypted message that contains a text description of the item for sale, including a picture, its costs, quantity of measure, the merchant's ID, several fields used to customize the Buy Page that is created from the attached data, and a special signature from the Store Builder Server. The encoding is done with the public key of the Store Builder Server, but other encryption means are possible. The signature assures that the price URL was created by the Store Builder Server, and therefore gnarantees that the price and the other data associated with the URL were originally created and sanctioned by the merchant. FIG. 15 shows the dialog page for the price URL.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		The Store Builder Server is able to decrypt the price URL data and convert it into an HTML page (a Buy Page). A typical Buy Page is shown in FIG. 16, and its purpose and operation has been explained earlier. Another Java servlet on the Store Builder Server preserves the state between HTTPd requests in the shopping basket. The shopping basket keeps track of the data portion of the price URL for all items that a shopper wants to buy from the Web pages. Moore '575, 12:3-32. *See also* Figs. 6-16.
1(c)(ii)	a plurality of visually perceptible elements derived from the retrieved pre stored data and visually corresponding to the source page.	The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.). There is provided, according to the present invention, a Development Tool for designing the Web storefront 106. This tool greatly simplifies the task of creating the Web storefront initially and of modifying it and updating it. The Tool also ensures that the operation with the Transaction Server 202 is seamless for the customer 114. The Tool derives much of its utility from the fact that it contains a series of templates, tailored to different industries, for creating pages. The fields on these templates can be filled with text, or with images from clip art (also included with the tool) or can be tailored to suit a specific merchant's needs. The task is greatly simplified by the inclusion of a prompting mode in which the tool will actually step a user through the process. As an additional tailoring feature, the tool can be adapted to whatever "look and feel" the customer may desire. The customer may want to match the look and feel to that of other applications that the customer uses, or may simply feel more comfortable with another look and feel.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Moore '575, 5:27-48. *See also* Figs. 6-16.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. Moore '575, 11:4-15. *See also* Fig. 7.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	Page styles allocate certain portions of each page to text, images, multimedia, etc. The style thus provides a template for all of the different content-related objects ("style components") that will appear on a page. Although the position and sizes of the style components are defined by the style, they can be changed by the merchant for any page. Referring to FIG. 8, there is shown a screen 800 which prompts the merchant to select a background and a style for the page. Page styles are further elaborated in FIG. 9, and FIG. 10 shows one style or template in isolation. Moore '575, 11:27-36. *See also* Figs. 8-10.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is

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		shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. Moore '575, 11:4-15. *See also* Fig. 7.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	The second step is to create the default header and footer. The page header and footer are typically used for the company name and logo. An email address and a link URL are also commonly included. As with many of the features of the Development Tool, the field size may be adjusted and images may be loaded. In this case, the height of the header, for example, may need to be increased in order to accommodate a particular company logo. Referring to FIG. 7, there is shown a screen 700 in which the merchant is prompted to enter the information for the header and the footer. The screen 700 further illustrates the simplicity of the merchant interface. Moore '575, 11:4-15. *See also* Fig. 7.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22.
8	The method of claim 1 wherein the second web page is generated dynamically.	The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502. When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506.

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		The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. "The Transaction Server could also perform, in alternate embodiments, the functions of the Store Builder Server. In such an embodiment, the price URL would hyperlink to the Transaction Server which would contain the Java servlet that builds the Buy Page, and the Java servlet that maintains the shopping basket." Moore '575, 7:16-21.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	In the Distributed Commerce System Patent, which is incorporated herein by reference, there is disclosed a distributed electronic commerce system. One method of distributing the electronic commerce functions is to separate out the function of the Transaction Server from the Web storefront and the inventory and financial database. Referring to FIG. 2, there is shown a system 200 containing a Transaction Processor 102 on one server (the Transaction Server 202), and a Web storefront 106 and inventory and financial database 104 both on a second server (the Store Server 204). This may be desirable, for instance, when the Web merchant desires to maintain its own Web storefront, whether due to the merchant's expertise, physical distance from the transaction service provider, or otherwise. Moore '575, 4:41-54.
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	"In either case, the Transaction Server will notify the merchant of the status of the transaction and supply all of the product, customer, delivery, and payment information 522. If the customer provided an e-mail account, then the Transaction Server will also send a confirmation of the transaction to the customer 522." Moore '575, 7:10-15.
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	The Web storefront 106 acts as the virtual store for the customer 114, and contains whatever information the merchant has built into the Web-site (e.g. pictures, prices, search engines, etc.). There is provided, according to the present invention, a Development Tool for designing

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		the Web storefront 106. This tool greatly simplifies the task of creating the Web storefront initially and of modifying it and updating it. The Tool also ensures that the operation with the Transaction Server 202 is seamless for the customer 114. The Tool derives much of its utility from the fact that it contains a series of templates, tailored to different industries, for creating pages. The fields on these templates can be filled with text, or with images from clip art (also included with the tool) or can be tailored to suit a specific merchant's needs. The task is greatly simplified by the inclusion of a prompting mode in which the tool will actually step a user through the process. As an additional tailoring feature, the tool can be adapted to whatever "look and feel" the customer may desire. The customer may want to match the look and feel to that of other applications that the customer uses, or may simply feel more comfortable with another look and feel. Moore '575, 5:27-48.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	Briefly, in accordance with another aspect of the invention, a method for designing a Web page for use in a distributed electronic commerce system is provided. The commerce system comprises a Web page server and a second server which are electrically coupled to each other, and the Web page server hosts the Web page. The method comprises: creating a link to the second server; designing the Web page such that the link can be embedded into the Web page; and embedding the link into the Web page. Moore '575, 3:23-39.
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser,	The Store-Builder Server receives the price URL, which is encrypted, and a Java "Buy Page" servlet builds a Buy Page from the received HTML 508. The customer can now either accept by selecting the option that puts the product in the customer's "shopping basket," or cancel the buy 510. If the buy operation is canceled, then the customer

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	places data representing the commerce object into a virtual shopping cart.	is returned to the Store Server and can continue shopping. If the buy operation is accepted the Store Builder Server then presents the customer with his entire shopping basket up to that point, which the Store Builder Server creates and maintains. The customer can now delete items from the basket, change the quantities, "purchase" the entire basket, or return to the Store Server to continue shopping 512. It should be clear that the previous buy operation was equivalent to dropping the product in the shopping basket, and the purchase operation is equivalent to going to the check-out counter. The Java servlet that maintains the shopping basket could use any of a variety of means, including without limitation tracking the Web customer's browser address or prompting the customer for a name, for keeping track of which customer belongs to which basket. Moore '575, 6:23-43.
14	The method of claim 13, wherein the second web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	The Store-Builder Server receives the price URL, which is encrypted, and a Java "Buy Page" servlet builds a Buy Page from the received HTML 508. The customer can now either accept by selecting the option that puts the product in the customer's "shopping basket," or cancel the buy 510. If the buy operation is canceled, then the customer is returned to the Store Server and can continue shopping. If the buy operation is accepted the Store Builder Server then presents the customer with his entire shopping basket up to that point, which the Store Builder Server creates and maintains. The customer can now delete items from the basket, change the quantities, "purchase" the entire basket, or return to the Store Server to continue shopping 512. It should be clear that the previous buy operation was equivalent to dropping the product in the shopping basket, and the purchase operation is equivalent to going to the check-out counter. The Java servlet that maintains the shopping basket could use any of a variety of means, including without limitation tracking the Web customer's browser address or prompting the customer for a name, for keeping track of which customer belongs to which basket.

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		Moore '575, 6:23-43.
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	The customer leaves his shopping basket page by either making a purchase or continuing shopping. If the customer decides to make the purchase, he is hyperlinked to the Transaction Server 514. The Transaction Server, thus, is not involved until money is ready to be transferred. The Transaction Server, therefore, immediately establishes a secure link between itself and the customer's browser 516. Any security protocol could be used, but the secure sockets layer ("SSL") protocol is preferred. After establishing a secure link, the Transaction Server prompts the customer for the necessary identification, delivery, and payment information 518. In an alternate embodiment, the functions of establishing a secure link and getting the customer's payment information could be done in the Store Builder Server. The Transaction Server would then receive this information from the Store Builder Server, in an encrypted form, and decrypt it. This would provide an embodiment in which the Transaction Server did not need to interact in real-time with the customer, but merely provide a confirmation if desired. The Transaction Server may, optionally, verify the credit card information, authorize the payment amount, and transfer the funds to the merchant's account 520. The Transaction Server would do this by using a third party credit card clearinghouse such as IC Verify or Automated Transaction Services (ATS). The merchant need not request this service from the Transaction Server, however. Low-volume merchants may prefer simply to be e-mailed (securely) or faxed the entire purchase order, and perform these functions themselves, thereby saving the associated cost that the transaction service provider would have charged. Additionally, the merchant may prefer to check his inventory before charging the customer.

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		In either case, the Transaction Server will notify the merchant of the status of the transaction and supply all of the product, customer, delivery, and payment information 522. If the customer provided an e-mail account, then the Transaction Server will also send a confirmation of the transaction to the customer 522. Moore '575, 6:44-7:15.
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	*See* 10, *supra*.
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	The Store-Builder Server receives the price URL, which is encrypted, and a Java "Buy Page" servlet builds a Buy Page from the received HTML 508. The customer can now either accept by selecting the option that puts the product in the customer's "shopping basket," or cancel the buy 510. If the buy operation is canceled, then the customer is returned to the Store Server and can continue shopping. If the buy operation is accepted the Store Builder Server then presents the customer with his entire shopping basket up to that point, which the Store Builder Server creates and maintains. The customer can now delete items from the basket, change the quantities, "purchase" the entire basket, or return to the Store Server to continue shopping 512. It should be clear that the previous buy operation was equivalent to dropping the product in the shopping basket, and the purchase operation is equivalent to going to the check-out counter. The Java servlet that maintains the shopping basket could use any of a variety of means, including without limitation tracking the Web customer's browser address or prompting the customer for a name, for keeping track of which customer belongs to which basket. Moore '575, 6:23-43. Also of importance is the fact that the Transaction Server, like the Store

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		Builder Server, need not know where the Store Server is located. That is, the Transaction Server does not require that the Store Server, or even the Store Builder Server, be at any particular Internet address. Even in an embodiment in which the Transaction Server also performed the functions of the Store Builder Server, the Transaction Server would not need to know where the Store Server was located. In such a case, the Transaction Server would receive the price URL with the product information. It is evident, however, that once the price URL is sent, the location of the Store Server (or rather, the location from which the price URL was sent) is, and needs to be, known. Knowing where the price URL was sent from (typically a page from the Store Server) allows the Transaction Server or the Store Builder Server to hyperlink the Web customer back there to continue shopping. Moore '575, 8:10-26.
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	The Tool, as either an applet which would run on top of a browser or as an application, would be downloaded from a Store Builder Server. Referring to FIG. 4, there is shown a distributed electronic commerce system 400 with a Store Builder Server 402. The merchant could download the Java wizard applet to build the pages for the Web storefront, which will reside on the Store Server 204. The Store Builder Server 402 would also contain Java servlets that would receive the HTML from the wizard applet for the storefront pages that the merchant designed and would build the store pages from this HTML. This, of course, would happen when the merchant initially designed the pages, or whenever the merchant updated or modified them. The servlet, on the Store Builder Server 402, would then publish the Web storefront pages wherever the merchant designates. Moore '575, 5:49-63. The customer, using a browser, goes to the Store Server and begins shopping, that is, browsing the content of the Web storefront 502.

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		When the customer finds a product that the customer would like to buy, he selects that product 504. The Store Server then jumps to the Store Builder Server by using a Uniform Resource Locator ("URL") 506. The URL, called a price URL, contains all of the relevant information on the product, and all the information necessary to build a "Buy Page." The relevant product information includes a picture of the product, the product's price, and a description of the product. Moore '575, 6:12-22. The Development Tool can be used to support a variety of electronic commerce models. The preferred embodiment uses a special URL referred to as a "price URL." A price URL is a link to the Java servlets residing, in the preferred embodiment, on the Store Builder Server and can be attached to any style component. The Web customer would then select, for example by clicking with a mouse, the style component in order to buy the product which it describes. Alternate embodiments could use the price URLs to link straight to the Transaction Server, or to another site. The price URL has attached an encrypted message that contains a text description of the item for sale, including a picture, its costs, quantity of measure, the merchant's ID, several fields used to customize the Buy Page that is created from the attached data, and a special signature from the Store Builder Server. The encoding is done with the public key of the Store Builder Server, but other encryption means are possible. The signature assures that the price URL was created by the Store Builder Server, and therefore gnarantees that the price and the other data associated with the URL were originally created and sanctioned by the merchant. FIG. 15 shows the dialog page for the price URL. The Store Builder Server is able to decrypt the price URL data and convert it into an HTML page (a Buy Page). A typical Buy Page is shown in FIG. 16, and its purpose and operation has been explained

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
		earlier. Another Java servlet on the Store Builder Server preserves the state between HTTPd requests in the shopping basket. The shopping basket keeps track of the data portion of the price URL for all items that a shopper wants to buy from the Web pages. Moore '575, 12:3-32.
19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	*See* 1, *supra*.
19(a)	(a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	*See* 1(a)-1(b), *supra*.
19(b)	(b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to: (i) receive from the web browser of a computer user a signal indicating activation of one of the links displayed by one of the first web pages; (ii) automatically identify as the source page the one of the first web pages on which the link has been activated; (iii) in response to identification of the	*See* 1(a)-1(c), *supra*.

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	source page, automatically retrieve the stored data corresponding to the source page; and (iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays: (A) information associated with the commerce object associated with the link that has been activated, and (B) the plurality of visually perceptible elements visually corresponding to the source page.	
20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of: (a) in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another; (b) automatically retrieving from a storage coupled to the computer of the outsource provider pre-stored data associated with the source page; and then (c) automatically computer-generating	*See* 1, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
	and transmitting to the web browser a second web page that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	*See* 7, *supra*.
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	*See* 10, *supra*.
24	The computer-readable memory of claim 20, (i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the	*See* 13-16, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,330,575 ("Moore '575")
	commerce object in the shopping cart; and (ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.	
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	*See* 18, *supra*.

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,490,567 to Gregory ("Gregory '567")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,490,567 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
1	1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	Distributed electronic commerce is conducted over a network by substantially separating transaction functionality from merchant content. Electronic commerce transaction functionality is provided by a commerce server having a commerce database. The commerce server stores merchant and purchaser profile data and merchant content summaries on the commerce database. The purchaser browses and searches for product and merchant information using the commerce server, and is provided with more detailed information stored at a separate merchant content server system. The purchaser selects products to purchase, and a purchase order is sent to the commerce server. The commerce server initiates the settlement of accounts between the merchant and purchaser, and initiates order fulfillment for the selected product. The separation of transaction functionality and merchant content onto separate servers under the control of a commerce service provider and a merchant, respectively, provides a more efficient and effective way of carrying out electronic commerce over a network. Gregory '567, Abstract.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been activated;	A purchaser requests the commerce server to send shopping information. The purchaser browses or searches for products on the commerce server, and data regarding products and merchants is retrieved from the commerce database. At the purchaser's request for more information on a product or merchant, the commerce server refers the purchaser to an appropriate merchant content server, which contains much more detailed information about the product and merchant than is available from the commerce database.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,490,567 by James McKanna Gregory (filed January 15, 1997, issued December 3, 2002). [DFNDT0000145-0000163]

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,490,567 to Gregory ("Gregory '567")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and selling merchant. The commerce server communicates with an external payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:48-67.
1(a)(i)	wherein each of the first web pages belongs to one of a plurality of web page owners;	In accordance with the present invention, an embodiment of which is shown in FIG. 2, electronic commerce is carried out over a network 21 with a purchaser 25, where content is distributed through the network on merchant content servers 22, and transaction functionality is provided by an electronic commerce server 23 having an electronic commerce database 24. Network 21 is a data network, an example of which is the Internet. Gregory '567, 3:57-64. *See also* Fig. 2.
1(a)(ii)	wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	A purchaser requests the commerce server to send shopping information. The purchaser browses or searches for products on the commerce server, and data regarding products and merchants is retrieved from the commerce database. At the purchaser's request for more information on a product or merchant, the commerce server refers the purchaser to an appropriate merchant content server, which contains much more detailed information about the product and merchant than is available from the commerce database. While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,490,567 to Gregory ("Gregory '567")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and selling merchant. The commerce server communicates with an external payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:48-67.
1(a)(iii)	wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	In accordance with the present invention, an embodiment of which is shown in FIG. 2, electronic commerce is carried out over a network 21 with a purchaser 25, where content is distributed through the network on merchant content servers 22, and transaction functionality is provided by an electronic commerce server 23 having an electronic commerce database 24. Network 21 is a data network, an example of which is the Internet. Gregory '567, 3:57-64. *See also* Fig. 2.
1(b)	automatically retrieving from a storage coupled to the server pre stored data associated with the source page; and then	A purchaser requests the commerce server to send shopping information. The purchaser browses or searches for products on the commerce server, and data regarding products and merchants is retrieved from the commerce database. At the purchaser's request for more information on a product or merchant, the commerce server refers the purchaser to an appropriate merchant content server, which contains much more detailed information about the product and merchant than is available from the commerce database. While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and selling merchant. The commerce server communicates with an external

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Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:48-67. The content servers 22 are controlled by merchants, and contain detailed merchant data. This merchant data comprises information on the products offered by the merchant, including product names, manufacturers, colors, sizes, and prices. It also includes multimedia information about the product, comprising at least one type of text, audio, graphic, animation and video data. Merchant data also comprises detailed information regarding warranty, gnarantee, and merchandise return information, as well as background information regarding the merchant. Merchant content data includes information that comprises an electronic catalog of the merchant's products. Gregory '567, 3:65-4:9. Commerce server data comprises summary data on the products offered by those merchants that have content servers that subscribe to the electronic commerce service. In one embodiment, this includes product numbers, product categories, sizes, colors, prices, and a link to the appropriate merchant content server where more product information can be found. Commerce server data may also include merchant profile data, including summaries of the forms of payment accepted by a merchant, merchant policies, and merchant background information. Merchant profile data is added to the commerce database when the merchant initially registers for the service, and may be updated at any time by the merchant. Gregory '567, 4:53-65.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
1(c)	automatically with the server computer generating and transmitting to the web browser a second web page that includes:	"The present invention thus advantageously provides a convenient and efficient way for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57. A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:3-52. *See also* Figs. 11-13.
1(c)(i)	(i) information associated with the commerce object associated with the link that has been activated, and	"The present invention thus advantageously provides a convenient and efficient way for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57. A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. An embodiment of a screen responsive to such a natural language

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135,

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:3-52. *See also* Figs. 11-13.
1(c)(ii)	(ii) a plurality of visually perceptible elements derived from the retrieved pre stored data and visually corresponding to the source page.	"The present invention thus advantageously provides a convenient and efficient way for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57. A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:3-52. *See also* Figs. 11-13.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	"Every screen of this embodiment of the content server also can have a Make Purchases button 139. The purchaser selects this button when he is ready to effectuate an electronic transaction whereby the selected products are purchased." Gregory '567, 8:53-57.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment

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		shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		Gregory '567, 8:12-52. *See also* Figs. 12-13.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:12-52. *See also* Figs. 12-13.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant;

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:12-52. *See also* Figs. 12-13.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	"The present invention thus advantageously provides a convenient and efficient way for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57. A purchaser may choose to view product and merchant information by predetermined category, such as home appliances 113, outdoor gear 114, or electronics 115. Alternatively, the purchaser may wish to carry out a search of the commerce database. Such a search may be boolean, e.g., HIKING AND (BOOTS OR SHOES). In another embodiment, the search is in a natural language format as is known in the art, e.g., I NEED HIKING BOOTS FOR BACKPACKING. An embodiment of a screen responsive to such a natural language inquiry is shown in FIG. 12. Here, the response is shown according to the names of merchants 121, 122, 123 and 124 who sell hiking boots. In another embodiment, the response is shown in accordance with hiking boots products listed in the commerce database. In the embodiment shown in FIG. 12, tokens are displayed for each merchant indicating the types of payment accepted by the merchant 125 and the number of days

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		in the merchant's money-back guarantee 126. This is merely meant to be exemplary of the types of information that could be supplied to the purchaser at this stage. Other types of information such as warranty information and service telephone numbers could also be included. Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:3-52. *See also* Figs. 11-13.
8	The method of claim 1 wherein the second web	"In this embodiment, the price of the selected product is derived from its merchant

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	page is generated dynamically.	content abstract in the commerce database. In another embodiment, the price of the selected item is included in the purchase order from the merchant content server, and need not be derived from the commerce database." Gregory '567, 9:15-20.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and selling merchant. The commerce server communicates with an external payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:57-67. Transaction functionality refers to the capability to carry out actions needed to effectuate a purchase and sale over the network 21. For example, in one embodiment, the transaction server accepts a credit card number from a purchaser and contacts the credit card vendor to verify that the account has a sufficient line of credit to complete the purchase of a product or products having a given price. Once authorization is received, the commerce server sends messages to a banking institution that debits the purchaser's account and credits that of the merchant, effectuating a purchase. Other transaction functionality can include: arranging to have the selected product shipped; and/or other order fulfillment functions, such as implementing a customer satisfaction survey along with product delivery, and storing the results for

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		presentation and analysis. Gregory '567, 4:38-52. The commerce server interacts with external payment systems (e.g., a bank) to cause purchaser's payment vehicle (such as a credit or debit card account) to be debited, and the merchant's account to be credited. In one embodiment, the merchant's bank account is directly credited with the appropriate amount. In another embodiment, the merchant's account with the commerce service is credited, and actual payment to the merchant's bank account is made at a later date in accordance with a predetermined commerce service policy. Gregory '567, 9:40-49.
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	Rather than operate their own commerce servers, smaller merchants typically purchase electronic commerce services provided by a commerce service provider. In this case, the provider owns and maintains the commerce server, who distributes configuration, operation and maintenance costs across the subscriber merchants, realizing an economy of scale. However, in so doing, the provider usually enforces uniform standards for appearance and methods of doing business to reduce the amount of custom programming necessary in order to economically accommodate several different merchants. Thus, each merchant being served loses a substantial amount of control over the way he conducts business over the network. This restricts the merchant's ability to express a particular personality and to do such things as develop distinctive trade dress. This places him at a competitive disadvantage in the marketplace, especially when compared to those merchants who can operate their own servers. Gregory '567, 1:31-48. "The present invention thus advantageously provides a convenient and efficient way

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		for a purchaser to shop over a network through simple and easy to understand interfaces. An embodiment of such an interface is shown in FIG. 11." Gregory '567, 7:54-57.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	Upon selecting a merchant from the screen shown in FIG. 12, the purchaser is referred by the commerce server to the content server on which the selected merchant has placed his merchant content. In one embodiment in which the present invention is implemented on the Internet, the URL of the merchant is contained in a table in the commerce database that cross-references it to the merchant identifier in the product data structure. In another embodiment, the network address of the content server is included in the product data structure as an additional field. Gregory '567, 8:26-35.
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	Upon accessing the content server, the purchaser is presented with an electronic version of the merchant's store. Such stores are well known in the art as websites on the World Wide Web (WWW). The purchaser is able to search and browse among products offered by the merchant; learn detailed information regarding the merchant's return policy; learn about forms of payment accepted by the merchant; and order products. An example of a product screen at a content server is shown in FIG. 13. The picture of the boot 131 may be animated, and the boot could be slowly turned so all sides may be viewed. Audio accompanies the picture, describing the advantageous features of the boot. This is supplemented with textual information 132, as well as information about the boot's available sizes 133, weight 134, suggested retail price 135, offer price 136, and offer expiration date 137. If the purchaser wants to select the boot for purchase, the purchaser selects the Buy This button 138 at the bottom of the screen. Gregory '567, 8:36-52.
14	The method of claim 13, wherein the second web page contains a checkout link which, when	Every screen of this embodiment of the content server also can have a Make Purchases button 139. The purchaser selects this button when he is

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
	activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	ready to effectuate an electronic transaction whereby the selected products are purchased. When the purchaser has finished shopping and he selects the Make Purchases button 139, order information for his selected products is transmitted to the commerce server. In a preferred embodiment, this order information comprises the purchaser identification number, merchant identification number, SKU number, quantity, payment information, and special information (e.g., size, color) that may include attribute/value pairs. Gregory '567, 8:53-65.
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	While browsing or searching the merchant content server, the purchaser may select one or more products for purchase. When the purchaser indicates he is ready to effectuate such a transaction, data concerning the selected product or products are sent to the commerce server. The data include information sufficient to identify the product, purchaser and selling merchant. The commerce server communicates with an external payment system to debit the purchaser's account and credit the merchant's account, effectuating the sale. The commerce server also generates a fulfillment message that ensures product delivery to the purchaser. Gregory '567, 2:57-67. Transaction functionality refers to the capability to carry out actions needed to effectuate a purchase and sale over the network 21. For example, in one embodiment, the transaction server accepts a credit card number from a purchaser and contacts the credit card vendor to verify that the account has a sufficient line of credit to complete the purchase of a product or products having a given price. Once authorization is received, the commerce server sends messages to a banking institution that debits the purchaser's account and credits that of the merchant,

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		effectuating a purchase. Other transaction functionality can include: arranging to have the selected product shipped; and/or other order fulfillment functions, such as implementing a customer satisfaction survey along with product delivery, and storing the results for presentation and analysis. Gregory '567, 4:38-52. The commerce server interacts with external payment systems (e.g., a bank) to cause purchaser's payment vehicle (such as a credit or debit card account) to be debited, and the merchant's account to be credited. In one embodiment, the merchant's bank account is directly credited with the appropriate amount. In another embodiment, the merchant's account with the commerce service is credited, and actual payment to the merchant's bank account is made at a later date in accordance with a predetermined commerce service policy. Gregory '567, 9:40-49.
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	*See* 10, *supra*.
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	"The present invention advantageously provides a simple and uniform interface to the merchant whereby the merchant adds merchant content summary data to the commerce database 24. An embodiment of such an interface is shown in FIG. 6." Gregory '567, 5:22-26. When the merchant is finished entering the new product data, he selects the submit button 723, and the commerce database is then updated,

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
		associating the newly submitted data with the merchant's identification number and a time stamp indicating when it was added. The collection of product information stored in the commerce database is called a merchant content abstract. Gregory '567, 5:46-53. As shown in FIG. 10, the list is a summary presentation of the product name 101, product category 102, SKU 103 and the date on which the product information was entered into the commerce database. A highlight bar 105 that covers one product at a time may be moved up and down the list by movement arrows 106 and 107, respectively. The merchant selects an item to edit from the list by moving the highlight bar over the item and then selecting the Select button 108. When the merchant selects an item from the list to edit, a screen such as that shown in FIG. 9 is presented to the merchant. Alternatively, the merchant may expediently delete product data for the highlighted product from the commerce database by selecting the delete button 109. Thus, the merchant may add, edit and delete his product data summaries in the commerce database according to a simple and uniform interface. Gregory '567, 6:55-7:3.
19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	*See* 1, *supra*.
19(a)	(a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated	*See* 1(a)-1(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
	with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	
19(b)	(b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to: (i) receive from the web browser of a computer user a signal indicating activation of one of the links displayed by one of the first web pages; (ii) automatically identify as the source page the one of the first web pages on which the link has been activated; (iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and (iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays: (A) information associated with the commerce object associated with the link that has been activated, and (B) the plurality of visually perceptible elements visually corresponding to the source page.	*See* 1(a)-1(c), *supra*.
20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of: (a) in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web	*See* 1, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
	pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another; (b) automatically retrieving from a storage coupled to the computer of the outsource provider pre-stored data associated with the source page; and then (c) automatically computer-generating and transmitting to the web browser a second web page that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	*See* 7, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,490,567 ("Gregory '567")
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	*See* 10, *supra*.
24	The computer-readable memory of claim 20, (i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart; and (ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.	*See* 13-16, *supra*.
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	*See* 18, *supra*.

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 7,565,308 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
1	1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	A central hub server stands between a number of affiliate web sites and a number of vendor web sites to execute sales of vendor products featured on the affiliate web sites. Affiliate sites sign-up with the hub server and select products offered by vendors. The affiliate sites feature selected vendor products on their web sites. A buyer that browses an affiliate web site causes identifiers of the buyer, the affiliate site, and the product to be sent to the hub server. The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit information and shipping address. The hub server returns a form to the user visiting the affiliate site, including a picture of the product, its price and a submit icon superimposed on the picture. If the buyer clicks on the submit icon, the purchase information is returned to the hub server. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less commissions credited to the affiliate site and the hub. The form submitted to the vendor site includes all information necessary to make the purchase: product code, price, hub affiliate ID, and buyer shipping and billing information. The vendor site processes the sale and ships the product to the buyer's address. Bollay '308, Abstract.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been	"A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1.

[1] Unless noted, all citations in this chart are to U.S. Patent No. 7,565,308 by Denison W. Bollay (filed March 25, 1999, issued July 21, 2009). [DFNDT0000133-0000144]

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	activated;	
1(a)(i)	wherein each of the first web pages belongs to one of a plurality of web page owners;	Refer to FIG. 1 which is an overall block diagram of an Internet commerce system in which the present invention is embodied. A central hub server 100 stands between a number of vendor web sites 102, 104, 106 and a number of affiliate web sites 108, 110, 112, to execute sales of vendor products featured on the affiliate web sites. Bollay '308, 2:61-66.
1(a)(ii)	wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	"A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1.
1(a)(iii)	wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	Refer to FIG. 1 which is an overall block diagram of an Internet commerce system in which the present invention is embodied. A central hub server 100 stands between a number of vendor web sites 102, 104, 106 and a number of affiliate web sites 108, 110, 112, to execute sales of vendor products featured on the affiliate web sites. Bollay '308, 2:61-66.
1(b)	automatically retrieving from a storage coupled to the server pre stored data associated with the source page; and then	"The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit and shipping address." Bollay '308, 3:3-5.
1(c)	automatically with the server computer generating and transmitting to the web browser a second web page that includes:	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
1(c)(i)	information associated with the commerce object associated with the link that has been activated, and	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11.
1(c)(ii)	a plurality of visually perceptible elements derived from the retrieved pre stored data and visually corresponding to the source page.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		Bollay '308, 3:57-67.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
7	The method of claim 1 wherein the commerce	"A buyer 114 that browses an affiliate web site 110 and views a page containing

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server." Bollay '308, 2:66-3:3. *See also* Fig. 1. Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67. "It will be understood by those skilled in the art that the product displayed can be random within a category. Also, the product displayed can be custom based on the buyer's profile, site and category." Bollay '308, 4:57-58.
8	The method of claim 1 wherein the second web page is generated dynamically.	"In accordance with an aspect of the invention, the hub server dynamically creates HTML code and/or JavaScript needed to submit a purchase request if the user clicks on an icon/button. This HTML and JavaScript is dynamically inserted into the page with an <IFRAME>, JavaScript, or similar tag." Bollay '308, 2:30-35.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	At the hub server, the orders are aggregated by vendor. Then the transactions are processed. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less a commission which is credited to the affiliate site and the hub server. Alternatively, the buyer's information is forwarded to the vendor with the hub's (vendor affiliate) ID for commission/credit later. Bollay '308, 3:11-18.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		Once the purchase request is confirmed by the vendor 522, the hub server bills the buyer's credit card 524, credits the affiliate site with a commission 526 and confirmation from the vendor is returned to the buyer by email by the hub server 528 All purchase requests made within an hour (less any cancellations) are aggregated by the vendor and forwarded. Bollay '308, 4:40-45.
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	At the hub server, the orders are aggregated by vendor. Then the transactions are processed. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less a commission which is credited to the affiliate site and the hub server. Alternatively, the buyer's information is forwarded to the vendor with the hub's (vendor affiliate) ID for commission/credit later. Bollay '308, 3:11-18. Once the purchase request is confirmed by the vendor 522, the hub server bills the buyer's credit card 524, credits the affiliate site with a commission 526 and confirmation from the vendor is returned to the buyer by email by the hub server 528 All purchase requests made within an hour (less any cancellations) are aggregated by the vendor and forwarded. Bollay '308, 4:40-45.
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	The hub server returns an HTML <FORM> to the user, including a picture of the product, its price, affiliate ID, product ID, and buyer ID with a submit icon superimposed on the picture. The picture and submit icon are displayed on the affiliate's web page. If the buyer clicks on the submit icon, the purchase request form data is returned to the hub server. Bollay '308, 3:5-11.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		Refer to FIG. 4 which is a flow diagram of computer software implementing select vendor products software. A list of available vendor products obtained from the vendors during the vendor sign-up procedure is displayed 402. Alternatively, product categories may be displayed. Affiliate sites may select 404 any number of different vendor's products to sell, or product categories, suited to the nature of the affiliate's web site. A separate template is generated 406 automatically for each product or product category. This template is then pasted into an affiliate site's web page in accordance with the preference of the affiliate. Bollay '308, 3:57-67. Refer to FIG. 5a which comprises a flow diagram of computer software implementing display product to buyer software. A prospective Buyer browses a web page on an affiliate site that has a product displayed with a submit icon on it. The product and submit icon are placed on the web page by an <IFRAME> or <JAVASCRIPT> tag (or similar tag). Bollay '308, 4:2-7.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	A buyer 114 that browses an affiliate web site 110 and views a page containing product insert code causes identifiers of the buyer, the affiliate site, the product (or category), and optionally the vendor site to be sent to the hub server. The hub server searches a database to find a picture of the product, its current price and the buyer's previously stored credit and shipping address. Bollay '308, 2:66-3:5. *See also* Fig. 1.
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated,	Refer to FIG. 5b which comprises a flow diagram of computer software implementing execute buyer's order software. If the user clicks on the "submit" button, a purchase request for the product is made. When the purchase request is received at the hub server 512, and a vendor is

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	specified 516, the purchase request is sent to the vendor site 520 for shipment by the vendor to the buyer. If a vendor is not specified 516, a vendor is selected based on the best price and/or aggregate efficiency criteria such as shipping agent, geographical location, etc. Bollay '308, 4:30-39. *See also* Fig. 5b.
14	The method of claim 13, wherein the second web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	Buyer data is stored at the hub server, so it can be utilized by buyers to make purchases from all affiliate sites in the affiliate network. The first time a buyer orders a product 514, a form is sent to the user to collect the buyer's shipping address, shipping method, and credit card payment information 532. Once the completed form is received at the hub server 534, the information collected is stored 536 at the hub server. The buyer's proprietary information need not be sent to the affiliate site as it is securely stored at the hub server. Bollay '308, 4:48-56.
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	At the hub server, the orders are aggregated by vendor. Then the transactions are processed. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less a commission which is credited to the affiliate site and the hub server. Alternatively, the buyer's information is forwarded to the vendor with the hub's (vendor affiliate) ID for commission/credit later. Bollay '308, 3:11-18.
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	*See* 10, *supra*.
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	Also of importance is the fact that the Transaction Server, like the Store Builder Server, need not know where the Store Server is located. That is, the Transaction Server does not require that the Store Server, or even the Store Builder Server, be at any particular Internet address. Even in an embodiment in which the Transaction Server also

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
		performed the functions of the Store Builder Server, the Transaction Server would not need to know where the Store Server was located. In such a case, the Transaction Server would receive the price URL with the product information. It is evident, however, that once the price URL is sent, the location of the Store Server (or rather, the location from which the price URL was sent) is, and needs to be, known. Knowing where the price URL was sent from (typically a page from the Store Server) allows the Transaction Server or the Store Builder Server to hyperlink the Web customer back there to continue shopping. Moore '575, 8:10-26.
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	At the hub server, the orders are aggregated by vendor. Then the transactions are processed. The buyer's credit card is debited with the purchase price and the vendor site is credited with the sale less a commission which is credited to the affiliate site and the hub server. Alternatively, the buyer's information is forwarded to the vendor with the hub's (vendor affiliate) ID for commission/credit later. Bollay '308, 3:11-18.
19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	*See* 1, *supra*.
19(a)	(a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected	*See* 1(a)-1(b), *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	
19(b)	(b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to: (i) receive from the web browser of a computer user a signal indicating activation of one of the links displayed by one of the first web pages; (ii) automatically identify as the source page the one of the first web pages on which the link has been activated; (iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and (iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays: (A) information associated with the commerce object associated with the link that has been activated, and (B) the plurality of visually perceptible elements visually corresponding to the source page.	*See* 1(a)-1(c), *supra*.
20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of: (a) in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated; (i) wherein each of the	*See* 1, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another; (b) automatically retrieving from a storage coupled to the computer of the outsource provider pre-stored data associated with the source page; and then (c) automatically computer-generating and transmitting to the web browser a second web page that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	*See* 7, *supra*.
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider	*See* 10, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 7,565,308 ("Bollay '308")
	to perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	
24	The computer-readable memory of claim 20, (i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart; and (ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.	*See* 13-16, *supra*.
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	*See* 18, *supra*.

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,209,007 to Kelley ("Kelley '007")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, U.S. Patent No. 6,209,007 anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
1	1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been activated;	"FIGS. 3-10 are block diagram flow charts of the preferred steps employed in practicing the present invention, wherein circled numerals indicate links between the steps." Kelley '007, 3:53-55. *See also* Figs. 3-10.
1(a)(i)	wherein each of the first web pages belongs to one of a plurality of web page owners;	"A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. "The desired information may be retrieved from a plurality of original web pages, in which case the customized web page includes 1) the desired information retrieved in the search from the plurality of original web pages and 2) other structure, not retrieved in the search, of one of the original web pages. Kelley '007, 2:53-58.
1(a)(ii)	wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	
1(a)(iii)	wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	"A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007,

[1] Unless noted, all citations in this chart are to U.S. Patent No. 6,209,007 by Edward E. Kelley, et al. (filed November 26, 1997, issued March 27, 2001). [DFNDT0000164-0000180]

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,209,007 to Kelley ("Kelley '007")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		1:60-64.
1(b)	automatically retrieving from a storage coupled to the server pre stored data associated with the source page; and then	"The customized web page is then created, for example, on a program storage device accessible by the client computer, and contains: 1) the desired information retrieved in the search and 2) other structure, not retrieved in the search, of at least one original web page." Kelley '007, 2:16-20. Normally, the original web page on the network from which the desired information was retrieved in the search is accessed through a network server. The process also may include providing in a program storage device of the network server a database listing of the original web pages containing information retrieved in the search and, for each such original web page in the database listing, a corresponding listing of customized web pages containing the information retrieved in the search from the original web page. Kelley '007, 2:29-42. "Client computer 10 has a microprocessor for executing stored programs and has access to first and second databases 14, 16, respectively, on its program storage device for storage of addresses of HTML web pages and other files which may be downloaded from a network service provider." Kelley '007, 4:28-33.
1(c)	automatically with the server computer generating and transmitting to the web browser a second web page that includes:	"720--Create new customized web page. Create the new customized web page from the basic web page of the web page where the web page subset originated and the web page subset." Kelley '007, 8:64-67. *See also* Fig. 9.
1(c)(i)	(i) information associated with the commerce object associated with the link that has been activated, and	
1(c)(ii)	(ii) a plurality of visually perceptible elements derived from the retrieved pre stored data and visually corresponding to the source page.	The present invention provides the ability to create a customized web page based on a Boolean search for the information of interest found on another, original web page while preserving the basic structure of the original web page. The invention also contains the logic to select a subset of data from the HTML source file which includes HTML source code, the Java code referenced by the HTML source file, the javascript

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,209,007 to Kelley ("Kelley '007")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		code found in the HTML source file and any other code that is available to reference data on a web browser. The invention also permits interactive customization that is invoked whenever the customized web page is accessed to update it with retrieved information that is changed in the original web page. Kelley '007, 3:65-4:10. The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 6,209,007 to Kelley ("Kelley '007")

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	The basic structure of the web page consists of the title, headings, footings, graphics, imbedded javascript code, general text and any links found in the headings, footings, graphics, imbedded javascript code and general text. The basic structure of the web page also consists of the headings, footings, graphics, general text that are produced by Java code or other language code, and any links found in the headings, footings, graphics and general text. It does not consist of the primary information the web page was created to present. Kelley '007, 4:66-5:8.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	the offerings in the catalog.	
8	The method of claim 1 wherein the second web page is generated dynamically.	"A further object of the invention is to easily build a customized web page from a series of unrelated web pages, and to have the customized web page updated with changes as the changes take place in the original unrelated web pages." Kelley '007, 1:60-64. The present invention provides the ability to create a customized web page based on a Boolean search for the information of interest found on another, original web page while preserving the basic structure of the original web page. The invention also contains the logic to select a subset of data from the HTML source file which includes HTML source code, the Java code referenced by the HTML source file, the javascript code found in the HTML source file and any other code that is available to reference data on a web browser. The invention also permits interactive customization that is invoked whenever the customized web page is accessed to update it with retrieved information that is changed in the original web page. Kelley '007, 3:65-4:10. 725--Update list. Update the list of customized web pages with the newly created customized web page location which will be on local storage. 727--Update customized web page. Update the customized web page with the web page subset. 730--Notify server. Notify the server that is the source of the URL that an item is being placed on a customized web page and that the client wishes to be notified when changes are made to the URLs that have come from various web pages. Indicate whether a direct update is desired. The server then updates the server customized table where it keeps track of the customized table where it keeps track of the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		customized web pages, items and addresses of the client. 735--If exit? Check if time to exit. 740--Exit. Exit the process. FIG. 10 describes the process at the server, and the flow chart description is as follows: 800--Start. Start the server process. 810--Updates to web pages. The server updates web pages with new URLs. 820--Check table. The server checks the server customized table to see if the URLs added to the web pages have been listed as being in customized web pages. 830--If entries found? Check if there are entries in the server customized table that indicate that the updated URLs are found in customized web pages. 840--If notify? Check if the owners of the customized web pages indicated that they wish to be notified. 850--Send notification. Send the notification to the clients of the customized web pages. 860--If direct update? Check if a direct update of the client customized page is indicated. 870--Direct file update. The server directly updates the web page on the client.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		Kelley '007, 9:1-35.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	The customized web page may present to a user only a subset of data from a web page that a user desires, while still retaining the original structure of the web pages from the original documents, such as the header, footer and optionally other original structure from at least one of the web pages from the original documents. The customized web page may be constructed from a series of unrelated web pages, it may be updated with changes as the changes take place in the original unrelated web pages. Kelley '007, 9:40-48.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	The system also includes means for creating on a program storage device accessible to the client computer a customized web page containing: 1) the desired information retrieved in the search and 2) other structure, not retrieved in the search, of at least one original web page. The other structure may include headings, footings, imbedded javascript code, text other than the desired information, and any links to other web pages therein. Kelley '007, 3:2-9.
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	
14	The method of claim 13, wherein the second web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	*See* 10, *supra*.
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	"The customized web page is then created, for example, on a program storage device accessible by the client computer, and contains: 1) the desired information retrieved in the search and 2) other structure, not retrieved in the search, of at least one original web page." Kelley '007, 2:16-20. Normally, the original web page on the network from which the desired information was retrieved in the search is accessed through a network server. The process also may include providing in a program storage device of the network server a database listing of the original web pages containing information retrieved in the search and, for each such original web page in the database listing, a corresponding listing of customized

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
		web pages containing the information retrieved in the search from the original web page. Kelley '007, 2:29-42. "Client computer 10 has a microprocessor for executing stored programs and has access to first and second databases 14, 16, respectively, on its program storage device for storage of addresses of HTML web pages and other files which may be downloaded from a network service provider." Kelley '007, 4:28-33.
19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	*See* 1, *supra*.
19(a)	(a) a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	*See* 1(a)-1(b), *supra*.
19(b)	(b) a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to: (i) receive from the web browser of a computer user a signal indicating activation of one of the links displayed by one of the first web pages; (ii)	*See* 1(a)-1(c), *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	automatically identify as the source page the one of the first web pages on which the link has been activated; (iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and (iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays: (A) information associated with the commerce object associated with the link that has been activated, and (B) the plurality of visually perceptible elements visually corresponding to the source page.	
20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of: (a) in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated; (i) wherein each of the first web pages belongs to one of a plurality of web page owners; (ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and (iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another; (b) automatically retrieving from a storage coupled	*See* 1, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	to the computer of the outsource provider pre-stored data associated with the source page; and then (c) automatically computer-generating and transmitting to the web browser a second web page that includes: (i) information associated with the commerce object associated with the link that has been activated, and (ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	*See* 7, *supra*.
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	*See* 10, *supra*.
24	The computer-readable memory of claim 20, (i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when activated by the web browser, places data representing the commerce object into a virtual	*See* 13-16, *supra*.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 6,209,007 ("Kelley '007")
	shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart; and (ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.	
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	*See* 18, *supra*.

Comparison of U.S. Patent No. 7,818,399 and PCT Application WO 99146709 to Voorhees ("Voorhees '709)[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, PCT Application WO 99146709 to Voorhees anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
1	A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database

[1] Unless noted, all citations in this chart are to PCT Application WO 99146709 to Voorhees, Arciere, and Blanchard (filed on March 11, 1998 and published on September 16, 1999). [DFNDT_0000240-0000294].

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been activated;	In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for used in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The path 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. Voorhees '709, 5:21 – 6:4. Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 1, 3A-3C, 4A-4D.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	Jeweler 111 may carry or offer a number of boutiques on his web page, and in the present example is carrying three, with a reference to each in his dataset (1112, 1114, and 1116). These references are to boutiques

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		1011 and 1014 associated with manufacturer 101, and boutique 1021 associated with manufacturer 102, now to be discussed in connection with database 10. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. Voorhees '709, 9:9-18. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . . Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also,* Figs. 2, 3C, 4C.

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	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112.

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		The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	In Voorhees '709, the system owner or controller represents the outsource provider, the retail jeweler is the owner of the first web page, and the selected merchant is the manufacturer. Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24

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		(shoppers) for interfacing the PCs with the communication link 21. . . . The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 5:15 – 6:10. *See also,* Figs. 1, 2, 3A-3C, 4A-4D.
1(b)	automatically retrieving from a storage coupled to the server pre-stored data associated with the source page; and then	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication

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		software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring,

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		he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
1(c)	automatically with the server computer-generating and transmitting to the web browser a second web page that includes:	In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the

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		servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to

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		information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 1, 2, 3A-3C, 4A-4D.
	(i) information associated with the commerce object associated with the link that has been activated, and	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either

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		internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique

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		reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. This is a result of the aforementioned customization. Voorhees '709, 15:3 – 16:1. *See also* Figs. 3A-3C, 4A-4D.
2	The method of claim 1 wherein the commerce object associated with the link that has been activated is a dynamic selection indicator.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail

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		jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also,* Figs. 4A-4D.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	For example, Figs. 4C and 4D provide navigational links for boutiques on the source page. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . . The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either

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		internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3-22. *See also,* Figs. 4B – 4D.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	For example, Figs. 4B through 4D have the same appearance of the top and left side of the source page. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different.

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		Voorhees '709, 15:3-22. *See also,* Figs. 4B – 4D.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	For example, Figs. 4B through 4D have the same appearance of the header and footer of the web pages. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . . A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3 – 16 1. *See also,* Figs. 4B – 4D.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	*See* Figs. 4B-4D (Ima Juler logo). Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. . . .

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		A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. Voorhees '709, 15:3 – 16 1.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	
8	The method of claim 1 wherein the second web page is generated dynamically.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to

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		information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also,* Figs. 4A-4D.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines.

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		The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique

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		reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 4A-4D.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . Voorhees '709, 9:13-11:6.

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		Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9.
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	

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14	The method of claim 13, wherein the second web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted

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		to carry the boutique. Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . Voorhees '709, 9:13-10:2.

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19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be interual to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.
19(a)	a computer store containing data, for each of a plurality of first web pages, defining a plurality of	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's

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	visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages;	dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . To respond to a shopper's request, under control of display processor information contained in templates 13 specifies the general format of a display screen for a jeweler, and the general format is "filled in" with information unique to the particular jeweler whom the shopper has requested, according to content information found in the dataset (such as the jeweler's name and address, for example) associated with that jeweler. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique. Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2

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		only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . Voorhees '709, 9:13-11:6. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case

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		1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returued to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object.

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		A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. Thus, the shopper is able to see the manufacturer's information without leaving the retail jeweler's web page, including all updates made by the manufacturer. And the shopper sees the retail jeweler's customization of the manufacturer's information. These factors in conjunction facilitate a satisfying purchase for the customer, a sale for the jeweler, and a sale for the manufacturer. Voorhees '709, 16:8-12. *See also,* Figs. 1-2, 3A-3C, 4A-4D.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	Jeweler 111 may carry or offer a number of boutiques on his web page, and in the present example is carrying three, with a reference to each in his dataset (1112, 1114, and 1116). These references are to boutiques 1011 and 1014 associated with manufacturer 101, and boutique 1021 associated with manufacturer 102, now to be discussed in connection with database 10. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. Voorhees '709, 9:9-18. Referring now to Fig. 3C, the shopper requests to view a particular one of the

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		available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . . Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also,* Figs. 2, 3C, 4C.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the

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		retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and

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		incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	In Voorhees '709, the system owner or controller represents the outsource provider, the retail jeweler is the owner of the first web page, and the selected merchant is the manufacturer. Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. . . . The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 5:15 – 6:10.

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		See also, Figs. 1, 2, 3A-3C, 4A-4D.
19(b)	a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.
	(i) receive from the web browser of a computer user a signal indicating activation of one of the	Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant

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	links displayed by one of the first web pages;	permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate

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		template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(ii) automatically identify as the source page the one of the first web pages on which the link has been activated;	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011.

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		Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a

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		complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9.

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		Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(iv) using the data retrieved, automatically	In a present embodiment, communication link 21 is the Internet, but

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	generate and transmit to the web browser a second web page that displays:	many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the

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		retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 1, 2, 3A-3C, 4A-4D.
	(A) information associated with the commerce object associated with the link that has been activated, and	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object

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		(boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(B) the plurality of visually perceptible elements visually corresponding to the source page.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to

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		information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. This is a result of the aforementioned customization. Voorhees '709, 15:3 – 16:1. *See also* Figs. 3A-3C, 4A-4D.

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20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.
20(a)	in response to activation, by a web browser of a computer user, of a link displayed by one of a	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's

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	plurality of first web pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated;	database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some

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		of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argnment specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization

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		information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	Jeweler 111 may carry or offer a number of boutiques on his web page, and in the present example is carrying three, with a reference to each in his dataset (1112, 1114, and 1116). These references are to boutiques 1011 and 1014 associated with manufacturer 101, and boutique 1021 associated with manufacturer 102, now to be discussed in connection with database 10. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. Voorhees '709, 9:9-18. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . .

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		Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also*, Figs. 2, 3C, 4C.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . .

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		After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argnment specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it.

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		Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another;	In Voorhees '709, the system owner or controller represents the outsource provider, the retail jeweler is the owner of the first web page, and the selected merchant is the manufacturer. Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. . . . The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 5:15 – 6:10. *See also*, Figs. 1, 2, 3A-3C, 4A-4D.
20(b)	automatically retrieving from a storage coupled to the computer of the outsource provider pre-stored data associated with the source page; and then	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines.

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		As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique

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		reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object.

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		A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
20(c)	automatically computer-generating and transmitting to the web browser a second web page that includes:	In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C).

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		Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 1, 2, 3A-3C, 4A-4D.
	(i) information associated with the commerce object associated with the link that has been activated, and	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the

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		boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112.

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		The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. This is a result of the aforementioned customization. Voorhees '709, 15:3 – 16:1. *See also* Figs. 3A-3C, 4A-4D.
21	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated is a dynamic selection indicator.	
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information	

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	defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	
24	The computer-readable memory of claim 20,	
	(i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart; and	
	(ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.	Voorhees '709 teaches that the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	The screen display that will be seen by the shopper in response to this inquiry is determined by the templates 13 and the particular jeweler's dataset, and may include display objects provided by manufacturers and determined by templates 12 and a manufacturer's dataset. Generally, the templates specify layouts (formats) which are filled in by content information specified in a dataset as directed by control information

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		specified in a dataset, both found in the datasets within databases 10 and 11. The respective content information and control information may be entered by a system operator through system control unit 25, or it may be entered or modified by jewelers and manufacturers through communication software 22 and 23 respectively and forwarded through communication link 21. . . . The jeweler's dataset contains information about whether a particular manufacturer's boutique is to be shown and attributes specifying how the jeweler wishes it to be shown, while the manufacturer's templates 12 as filled in according to the manufacturer's dataset specify the content of the boutique. The manufacturer's dataset also includes control information which specifies such things as whether the particular jeweler is permitted to carry the boutique. Voorhees '709, 6:21 – 8:3. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. . . . Associated with each boutique in database 10 is a set of inclusion rules and a set of exclusion rules; for example, associated with boutique 1011 are inclusion rules 1012 and exclusion rules 1013. It is through these sets of rules that a manufacturer has control over which retailers may carry the boutique and which portions of the boutique they may customize. . . . Voorhees '709, 9:13-10:2.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
26	A computerized system for an outsource provider serving web pages offering commercial opportunities, the system comprising:	Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be interual to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. *See also*, Figs. 1-2, 4:7-12; 8:4-17.
26(a)	means, at a server of the outsource provider, in response to activation, by a web browser of a	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
	computer user, of a link displayed by one of a plurality of first web pages, for automatically recognizing as the source page the one of the first web pages on which the link has been activated;	database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines. As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	Jeweler 111 may carry or offer a number of boutiques on his web page, and in the present example is carrying three, with a reference to each in his dataset (1112, 1114, and 1116). These references are to boutiques 1011 and 1014 associated with manufacturer 101, and boutique 1021 associated with manufacturer 102, now to be discussed in connection with database 10. Database 10 has a dataset for each manufacturer 101, 102, 103, 104, etc. who may provide display objects (boutiques) to be replicated into retail jewelers' web pages. The number of manufacturers is virtually unlimited; Fig. 2 shows detail of datasets for but two of them, 101 and 102. Boutiques (e.g., 1011) are shown for each of these manufacturers; although each manufacturer may have any number of boutiques, Fig. 2 only depicts those carried by jeweler 111. Voorhees '709, 9:9-18. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 1112. . . .

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		Showboutique then, either internally or through the invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also,* Figs. 2, 3C, 4C.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . .

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another;	In Voorhees '709, the system owner or controller represents the outsource provider, the retail jeweler is the owner of the first web page, and the selected merchant is the manufacturer. Fig. 1 illustrates the system of the present invention. A plurality of shoppers can access the system to view information provided by a plurality of retail jewelers acting in concert with a plurality of jewelry manufacturers. Each shopper, jeweler, or manufacturer has a personal computer (PC) (well known in the art and not shown) each equipped with communication software 22 Jewelers), 23 (manufacturers), and 24 (shoppers) for interfacing the PCs with the communication link 21. . . . The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 5:15 – 6:10. *See also,* Figs. 1, 2, 3A-3C, 4A-4D.
26(c)	means for automatically retrieving from a storage coupled to the server pre-stored data associated with the source page; and	Replicating a boutique from the manufacturer's database 10 into a display being made up by display processor 17 largely from jeweler's database 11 requires data transmission over path 14, which, as previously mentioned may be a hard path within a single host machine or a communications link between two host machines.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		As is known to those in the art, database 11 may or may not be implemented as an object-oriented database. If it is object-oriented, it will have instructions embedded in it and will initiate on its own a request over path 14 for the requisite information from database 10, and will provide all the information necessary for a display to display processor 17. If it is not object-oriented, display processor 17 will have to initiate requests for such information over path 14, and display processor 17 will be responsible for assembling information for a complete display from database 10 and database 11. Display processor 17 forwards the display information through server 20 and over communication link 21 to the shopper's communication software 24 which presents the shopper with the indicated display on his monitor. Voorhees '709, 8:4-17. Since jeweler 111's dataset contains boutique reference 112 to boutique 1011, and since in the present example inclusion rules 1012 grant permission for jeweler 111 to carry the boutique and exclusion rules 1013 do not prohibit jeweler 111 from carrying the boutique, when a potential purchaser visiting jeweler 111's web page requests to see boutique 1011 (typically by clicking an icon or legend) an HTML description of the boutique is retrieved over path 14 by display processor 17 (reference should now be made to Figs. 1 and 2 in conjunction) from templates 12 and HTML content information contained in boutique 1011. The HTML description is passed by path 14 to display processor 17. Display processor has already assembled and sent to shopper 24 the basic web page for jeweler 111, and will now assemble and replicate into that web page the boutique specified by 1011. The HTML description received over path 14 may contain specifications that some of the information in the display object is subject to modification by the retail jeweler. The modification will be performed according to criteria specified in the customization list associated with the boutique

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		reference, in this case 1113. Typically, an identification of the boutique will appear in the display object and will not be specified as modifiable by the retail jeweler. . . . After making these modifications in the manufacturer's display object, the object is forwarded through server 20 and communication link 21 to shopper 24 where it appears incorporated in the retailer's web page Voorhees '709, 10:12-11:9. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
26(d)	server means for then automatically computer-generating and transmitting to the web browser a second web page that includes:	In a present embodiment, communication link 21 is the Internet, but many other communication media may be contemplated for use in the present invention. Communication link 21 enables communication with servers 18, 19, and 20. In keeping with the trends prevalent and well known in the communication arts to generate distributed systems, the servers 18, 19, and 20 may be associated with the same host computer or with different host computers. The 14 may thus be internal to one host machine, or it may itself include a communications path among a number of host machines. The information that is accessible to a shopper is determined jointly by templates 13 and database 11, associated with retail jewelers, and templates 12 and database 10, associated with jewelry manufacturers, and typically includes information in electronic form, including electronic advertising. The templates specify formats for respective portions of the information while the databases determine availability and content of the respective portions. The templates and database contents may be entered through system control unit 25, or by the jewelers and manufacturers from their PCs through their communication software 22 and 23 respectively. Voorhees '709, 3:23-39. Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C).

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 1, 2, 3A-3C, 4A-4D.
	(i) information associated with the commerce object associated with the link that has been activated, and	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		boutique reference, such as 112. The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. Voorhees '709, 15:3-22. *See also* Figs. 3A-3C, 4A-4D.
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	Referring now to Fig. 3C, the shopper requests to view a particular one of the available boutiques. He does so typically by clicking on the name of a desired boutique. Since he is contemplating the purchase of a ring, he selects the boutique "Magnificent rings from RingCo" (Fig. 4C). Transparently to the shopper, his request is transmitted with a program name invocation of "showboutique" and a parameter indicating the boutique reference, such as 112.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in PCT Application WO 99146709 to Voorhees ("Voorhees '709)
		The request reaches display processor 17 which runs its constituent program showboutique, which finds in templates 13 the appropriate template for the page, and also finds the boutique reference 1112, from which it can be determined that the requested boutique is 1011. Constituent subprograms of display processor 17 as named in the retrieved template are called with an argument specifying boutique 1011. Over path 14, they find information 1011 specifying the display object (boutique), and they find the template from templates 12 specifying the form or layout of the boutique. The template is filled in according to information 1011, thus producing a copy of the requested display object, which is returned to program show boutique. Showboutique then, either internally or through invocation of other subprograms, finds the retail jeweler's customization information associated with the boutique reference (in this case customization information 1113 associated with boutique reference 1112) and incorporates the customization information into the display object. A web page is assembled including the requested display object (boutique) and returned via communication link 21 to the shopper's communication software 24, which causes it to be displayed to the shopper who now views it. A typical example is shown as element 26A in Fig. 4D. Although element 26A has the same general layout as element 26 in Fig. 4A, some items in it are seen to be different. This is a result of the aforementioned customization. Voorhees '709, 15:3 – 16:1. *See also* Figs. 3A-3C, 4A-4D.

Comparison of U.S. Patent No. 7,818,399 and U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, Wiecha (5,870,717) anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
1	A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the following capacities; order processing from buyer clients 90, approval

[1] Unless noted, all citations in this chart are to U.S. Patent No. 5,870,717 to Wiecha (filed on November 13, 1995 and issued on Febrnary 9, 1999). [DFNDT_0000218-0000239].

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also*, Figs. 3-4, 6, 1:57 – 2:19.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing as the source page the one of the first web pages on which the link has been activated;	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . .

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		FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The various content providers and their electronic catalogs represent the plurality of web page owners. 1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Wiecha '717, 3:10-21. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. Distribution management tools to receive vendors' price and catalog updates, as well as propogate the changes to the customers' Buyer Master servers. Wiecha '717, 5:34-53. *See also*, Figs. 7-8.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog.

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		Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices.

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		Wiecha '717, 8:24-53. *See also*, Figs. 3, 6.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	In Wiecha '717, the content providers represent the merchant, the outsource provider controls the catalog maintenance environment, and the owner of the first web page is the corporation (client environment). This aspect of the invention preferably comprises (see FIG. 7) three major components: 1. Catalog creation and maintenance tools (shown at the top of Fig. 7). Catalog creation is defined by item 122, the SELLER AND PROVIDER ENVIRONMENT consisting of EDI MAIL BOX 122, CONTENT PROVIDER 124, and CD's & Diskettes 126. Catalog maintenance is defined by item 27, CATALOG MAINTENANCE ENVIRONMENT, which includes item 128, CATALOG MAINTENANCE CLIENTS which receives inputs from CDS & Diskettes 126 and additions and changes concerning catalog entries & update, pricing updates, and subscriptions from CAT FILE SERVERS 140. 2. Catalog browsing and purchasing software (the client environment shown in the lower segment of FIG. 7); and 3. Networking software and services (the Operations environment shown in the middle segment of FIG. 7) defined by OPERATIONS ENVIRONMENT 125. Wiecha '717, 5:10-28. *See also*, Figs. 7-8.
1(b)	(b) automatically retrieving from a storage coupled to the server pre-stored data associated	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area

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	with the source page; and then	network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third

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		party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 7-8.
1(c)	(c) automatically with the server computer-generating and transmitting to the web browser a second web page that includes:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra.

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		Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(i) information associated with the commerce object associated with the link that has been activated, and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser

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		This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase.

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		Wiecha '717, 3:10-28. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . .

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		Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
2	The method of claim 1 wherein the commerce object associated with the link that has been activated is a dynamic selection indicator.	1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:65 – 5:3.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	It is inherent that the visually perceptible elements include a set of navigational links on the source page (internal corporate website), since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	It is inherent that the visually perceptible elements include the appearance of the top and left side of the source page (internal corporate website), since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but

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		to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	It is inherent that the visually perceptible elements include the appearance of the header and footer of the source page (internal corporate website), since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . . Wiecha '717, 37-46.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	It is inherent that the visually perceptible elements include a logo associated with the owner of the source page (internal corporate website), since the corporation is hosting electronic catalogs from the content providers. It may be noted that neither of the above approaches is a complete solution to the problem addressed by the disclosed invention, which is to allow end-users within a corporation to order necessary items as if they were consumers ordering items for their own use and at their own expense, but to have such orders then flow through the enterprise's normal business controls before being submitted to the supplier. The disclosed invention also goes beyond these solutions in allowing the catalog an end-user sees to be sub-setted and otherwise modified from the supplier's general catalog. . . .

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		Wiecha '717, 37-46.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	Recall that the Client Environment (FIG. 7) comprises two principal components: 1. An electronic catalog in a format that can be browsed, searched and ordered from, by a corporate employee with no training in Purchasing procedures; 2. Software that controls the flow of a purchase order through an enterprise's procurement procedures. . . . Browse Product Images, Text and Prices Able to page forward or backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm" supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Select Product Based on Single Keyword. Based on index search. Index search is launched with user's action on an icon represented by a magnifying glass. Search by product type or manufacturer's name. Copy to clipboard for further processing. Wiecha '717, 7:59 – 8:60.
8	The method of claim 1 wherein the second web page is generated dynamically.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's

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		Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format.

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		Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	The owner of the source page (corporation) receives a commission in the form of a price discount for the commerce object. 1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17.
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	It is inherent that the owner is paid through the discount that the corporation negotiates on the items from the catalog. 1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17.
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	The catalog web pages controlled by the outsource provider at the Catalog Maintenance Environment appear to be associated with the corporation.

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		1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . .

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		FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also,* Figs. 7-10.
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	The virtual shopping cart is the "clip-board." 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. 3. Items selected may be accumulated in a "clip-board", a temporary

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30. Wiecha '717, 3:18-34. Product Clip Board Select items on Product Listing for adding to clipboard. Add item on Product Page to clipboard. Change the quantity of an item in the clipboard. Clear the clipboard to remove ALL items. Save the clipboard (to a file). Submit the clipboard (as a purchase request). Show the items on the clipboard. View clipboards (i.e. saved clipboard files). Wiecha '717, 9:1-12.
14	The method of claim 13, wherein the second web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	The "Submit" icon is the checkout link. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. 3. Items selected may be accumulated in a "clip-board", a temporary holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Wiecha '717, 3:18-34.
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	3. Items selected may be accumulated in a "clip-board" a temporary holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30. It should be noted that there is no manual transcription of ordering information from the catalog to the purchase order (since that is performed by the disclosed system. 4. After the order has passed through the enterprise's normal (legacy business systems, including a workflow definition database 26, a purchase order database 28, and other existing corporate applications 32, it is forwarded to the Maintenance Entity via the Network 34. From there it is sent to the supplier for fulfillment in a traditional way. Wiecha '717, 3:29-44. Purchase Order Creation . . . . Electronic PO This is to forward the purchase orders electronically to the vendors via the EPS system. Data includes type of transaction, required data as defined by EDI standards for a 850 PO such as PO number, date, name & address, customer ID, customer master record for shipping and billing information. . . . PO Maintenance Browse Pos Group existing Pos in ciapteus with summary information including: Request number. Requester. Recipient. Request Date.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Total Price. Line of Business. Wiecha '717, 9:39 – 10: 61.
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	The owner of the source page (corporation) receives a commission in the form of a price discount for the commerce object. 1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17.
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. 3. Items selected may be accumulated in a "clip-board", a temporary holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30. Wiecha '717, 3:18-34. Product Clip Board

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Select items on Product Listing for adding to clipboard. Add item on Product Page to clipboard. Change the quantity of an item in the clipboard. Clear the clipboard to remove ALL items. Save the clipboard (to a file). Submit the clipboard (as a purchase request). Show the items on the clipboard. View clipboards (i.e. saved clipboard files). Wiecha '717, 9:1-12.
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 7-8.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the following capacities; order processing from buyer clients 90, approval and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also*, Figs. 3-4, 6, 1:57 – 2:19.
19(a)	a computer store containing data, for each of a	This aspect of the invention preferably comprises (see FIG. 7) three

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages;	major components: 1. Catalog creation and maintenance tools (shown at the top of Fig. 7). Catalog creation is defined by item 122, the SELLER AND PROVIDER ENVIRONMENT consisting of EDI MAIL BOX 122, CONTENT PROVIDER 124, and CD's & Diskettes 126. Catalog maintenance is defined by item 27, CATALOG MAINTENANCE ENVIRONMENT, which includes item 128, CATALOG MAINTENANCE CLIENTS which receives inputs from CDS & Diskettes 126 and additions and changes concerning catalog entries & update, pricing updates, and subscriptions from CAT FILE SERVERS 140. 2. Catalog browsing and purchasing software (the client environment shown in the lower segment of FIG. 7); and 3. Networking software and services (the Operations environment shown in the middle segment of FIG. 7) defined by OPERATIONS ENVIRONMENT 125. Wiecha '717, 5:10-28. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228;

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		These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-8.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The various content providers and their electronic catalogs represent the plurality of web page owners. 1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Wiecha '717, 3:10-21. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. Distribution management tools to receive vendors' price and catalog updates, as well as propogate the changes to the customers' Buyer Master servers. Wiecha '717, 5:34-53. *See also*, Figs. 7-8.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated.

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		2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra.

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		Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. *See also*, Figs. 3, 6.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	In Wiecha '717, the content providers represent the merchant, the outsource provider controls the catalog maintenance environment, and the owner of the first web page is the corporation (client environment). This aspect of the invention preferably comprises (see FIG. 7) three major components: 1. Catalog creation and maintenance tools (shown at the top of Fig. 7). Catalog creation is defined by item 122, the SELLER AND PROVIDER ENVIRONMENT consisting of EDI MAIL BOX 122, CONTENT PROVIDER 124, and CD's & Diskettes 126. Catalog maintenance is defined by item 27, CATALOG MAINTENANCE ENVIRONMENT, which includes item 128, CATALOG MAINTENANCE CLIENTS which receives inputs from CDS & Diskettes 126 and additions and changes concerning catalog entries & update, pricing updates, and subscriptions from CAT FILE SERVERS 140. 2. Catalog browsing and purchasing software (the client environment shown in the lower segment of FIG. 7); and 3. Networking software and services (the Operations environment shown in the middle segment of FIG. 7) defined by OPERATIONS ENVIRONMENT 125. Wiecha '717, 5:10-28.

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		See also, Figs. 7-8.
19(b)	a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to:	1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. The Order Processing Server receives inputs from four separate sources; (1) Buyers (clients) 156 (2) the Approval Server 158 (3) the CallBack Server 160 which services the transfer of files to and from legacy systems 164 and (4) the File Mover Server 148, which is part of the Operations Environment. This aspect of the invention preferably comprises (see FIG. 7) three major components: 1. Catalog creation and maintenance tools (shown at the top of Fig. 7). Catalog creation is defined by item 122, the SELLER AND PROVIDER ENVIRONMENT consisting of EDI MAIL BOX 122, CONTENT PROVIDER 124, and CD's & Diskettes 126. Catalog maintenance is defined by item 27, CATALOG MAINTENANCE ENVIRONMENT, which includes item 128, CATALOG MAINTENANCE CLIENTS which receives inputs from CDS & Diskettes 126 and additions and changes concerning catalog entries & update, pricing updates, and subscriptions from CAT FILE SERVERS 140. 2. Catalog browsing and purchasing software (the client environment shown in the lower segment of FIG. 7); and 3. Networking software and services (the Operations environment shown in the middle segment of FIG. 7) defined by OPERATIONS ENVIRONMENT 125.

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		Wiecha '717, 4:64 – 5:28. *See also*, Figs. 6-8.
	(i) receive from the web browser of a computer user a signal indicating activation of one of the links displayed by one of the first web pages;	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server

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		machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from

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		the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
	(ii) automatically identify as the source page the one of the first web pages on which the link has been activated;	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase.

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		Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3.
	(iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 7-8.
	(iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(A) information associated with the commerce object associated with the link that has been activated, and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase.

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		Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(B) the plurality of visually perceptible elements visually corresponding to the source page.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These

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		catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two

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		activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the following capacities; order processing from buyer clients 90, approval and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also*, Figs. 3-4, 6, 1:57 – 2:19.
20(a)	(a) in response to activation, by a web browser of	1. An employee 17 preferably accesses one or more electronic catalogs

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	a computer user, of a link displayed by one of a plurality of first web pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated;	24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward.

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		Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282.

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		First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The various content providers and their electronic catalogs represent the plurality of web page owners. 1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Wiecha '717, 3:10-21. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the

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		graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. Distribution management tools to receive vendors' price and catalog updates, as well as propogate the changes to the customers' Buyer Master servers. Wiecha '717, 5:34-53. *See also*, Figs. 7-8.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28.

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		1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. *See also*, Figs. 3, 6.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another;	In Wiecha '717, the content providers represent the merchant, the outsource provider controls the catalog maintenance environment, and the owner of the first web page is the corporation (client environment).

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		This aspect of the invention preferably comprises (see FIG. 7) three major components: 1. Catalog creation and maintenance tools (shown at the top of Fig. 7). Catalog creation is defined by item 122, the SELLER AND PROVIDER ENVIRONMENT consisting of EDI MAIL BOX 122, CONTENT PROVIDER 124, and CD's & Diskettes 126. Catalog maintenance is defined by item 27, CATALOG MAINTENANCE ENVIRONMENT, which includes item 128, CATALOG MAINTENANCE CLIENTS which receives inputs from CDS & Diskettes 126 and additions and changes concerning catalog entries & update, pricing updates, and subscriptions from CAT FILE SERVERS 140. 2. Catalog browsing and purchasing software (the client environment shown in the lower segment of FIG. 7); and 3. Networking software and services (the Operations environment shown in the middle segment of FIG. 7) defined by OPERATIONS ENVIRONMENT 125. Wiecha '717, 5:10-28. *See also*, Figs. 7-8.
20(b)	automatically retrieving from a storage coupled to the computer of the outsource provider pre-stored data associated with the source page; and then	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17. Order Manager and Catalog Browser

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		This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . .

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		FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
20(c)	automatically computer-generating and transmitting to the web browser a second web page that includes:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by

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		entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(i) information associated with the commerce object associated with the link that has been	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20

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	activated, and	preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog.

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		Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including

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		conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
21	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated is a dynamic selection indicator.	1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:65 – 5:3.
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	Recall that the Client Environment (FIG. 7) comprises two principal components: 1. An electronic catalog in a format that can be browsed, searched and ordered from, by a corporate employee with no training in Purchasing procedures; 2. Software that controls the flow of a purchase order through an enterprise's procurement procedures. . . . Browse Product Images, Text and Prices Able to page forward or backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm" supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Select Product Based on Single Keyword. Based on index search. Index search is launched with user's action on an icon represented by a magnifying glass. Search by product type or manufacturer's name. Copy to clipboard for further processing. Wiecha '717, 7:59 – 8:60.
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider to	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	
24	The computer-readable memory of claim 20,	Wiecha '717 teaches the computer-readable memory of claim 20 wherein:
	(i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart; and	The virtual shopping cart is the "clip-board" and the "Submit" icon is the checkout link. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. 3. Items selected may be accumulated in a "clip-board", a temporary holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30. Wiecha '717, 3:18-34. Product Clip Board Select items on Product Listing for adding to clipboard. Add item on Product Page to clipboard. Change the quantity of an item in the clipboard. Clear the clipboard to remove ALL items. Save the clipboard (to a file). Submit the clipboard (as a purchase request). Show the items on the clipboard. View clipboards (i.e. saved clipboard files). Wiecha '717, 9:1-12.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	(ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-facilitating payment of a commission to the owner of the source page.	The PO process facilitates automatic payment to the merchant (content provider) and facilitates payment of a commission to the corporation in the form of the discount received on the item. 3. Items selected may be accumulated in a "clip-board" a temporary holding area on the user's computer disk. When all required items have been selected, the employee selects a "Submit" icon. This causes the selected items in the clip-board to be sent to the appropriate approvers as a Purchase Order 30. It should be noted that there is no manual transcription of ordering information from the catalog to the purchase order (since that is performed by the disclosed system. 4. After the order has passed through the enterprise's normal (legacy business systems, including a workflow definition database 26, a purchase order database 28, and other existing corporate applications 32, it is forwarded to the Maintenance Entity via the Network 34. From there it is sent to the supplier for fulfillment in a traditional way. Wiecha '717, 3:29-44. Purchase Order Creation . . . . Electronic PO This is to forward the purchase orders electronically to the vendors via the EPS system. Data includes type of transaction, required data as defined by EDI standards for a 850 PO such as PO number, date, name & address, customer ID, customer master record for shipping and billing information. . . . PO Maintenance Browse Pos Group existing Pos in ciapteus with summary information including: Request number. Requester. Recipient.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Request Date. Total Price. Line of Business. Wiecha '717, 9:39 – 10: 61.
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 7-8.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
26	A computerized system for an outsource provider serving web pages offering commercial opportunities, the system comprising:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. The client environment is shown in the lower segment of FIG. 6, defined by shadow server 106 which maintains a customized copy of the master catalog for distribution to local clients 102 and 104. Purchase orders are received by a Local buyer master server 86 from a data pathway connecting remote shadow LAN 108 with local buyer master LAN 88. The Buyer Master Server also performs the server function in the following capacities; order processing from buyer clients 90, approval and call back. The Buyer Master Server communicates with the operations environment of the enterprise through a 56Kb switched or leased TCP/IP line 107. Wiecha '717, 4:14-25. *See also*, Figs. 3-4, 6, 1:57 – 2:19.
	(a) means, at a server of the outsource provider,	1. An employee 17 preferably accesses one or more electronic catalogs

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, for automatically recognizing as the source page the one of the first web pages on which the link has been activated;	24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The various content providers and their electronic catalogs represent the plurality of web page owners. 1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Wiecha '717, 3:10-21. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. Distribution management tools to receive vendors' price and catalog updates, as well as propogate the changes to the customers' Buyer Master servers. Wiecha '717, 5:34-53. *See also*, Figs. 7-8.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. *See also*, Figs. 3, 6.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another;	In Wiecha '717, the content providers represent the merchant, the outsource provider controls the catalog maintenance environment, and the owner of the first web page is the corporation (client environment).

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		This aspect of the invention preferably comprises (see FIG. 7) three major components: 1. Catalog creation and maintenance tools (shown at the top of Fig. 7). Catalog creation is defined by item 122, the SELLER AND PROVIDER ENVIRONMENT consisting of EDI MAIL BOX 122, CONTENT PROVIDER 124, and CD's & Diskettes 126. Catalog maintenance is defined by item 27, CATALOG MAINTENANCE ENVIRONMENT, which includes item 128, CATALOG MAINTENANCE CLIENTS which receives inputs from CDS & Diskettes 126 and additions and changes concerning catalog entries & update, pricing updates, and subscriptions from CAT FILE SERVERS 140. 2. Catalog browsing and purchasing software (the client environment shown in the lower segment of FIG. 7); and 3. Networking software and services (the Operations environment shown in the middle segment of FIG. 7) defined by OPERATIONS ENVIRONMENT 125. Wiecha '717, 5:10-28. *See also*, Figs. 7-8.
26(c)	means for automatically retrieving from a storage coupled to the server pre-stored data associated with the source page; and	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. Wiecha '717, 3:10-17. Order Manager and Catalog Browser

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . .

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		FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.
26(d)	server means for then automatically computer-generating and transmitting to the web browser a second web page that includes:	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by

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		entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog. Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(i) information associated with the commerce object associated with the link that has been	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
	activated, and	preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. 1. Details of the Client Environment 123 Comprised of a Shadow Server 150 consisting of Browser Dynamic link libraries DLLs 152. The Browser DLLs receive catalog data from the Order Processing Server 154 and in turn output the Browser DLLs and customized catalogs, during a client browse session to a buyer (client) 156. Wiecha '717, 4:64 – 5:3. Order Manager and Catalog Browser This function runs on the end-user's personal computer, although the code would normally reside on disk storage in a catalog shadow server machine. It provides the following main function to an employee using the system: . . . . Catalog Browser Browse Product Images, Text and Prices Able to page forward and backward. Quick return to top menu page from any part of the catalog.

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		Quick return to the table of contents from any part of the catalog. Display previous page at top of screen, with links to navigation log. Images are displayed in .BMP format. Two separate image files are kept for OS/2 and Windows. See also "FotoFarm," supra. Text the Browser may select zero, one, or more ordered sets of descriptive phrases. Prices. Wiecha '717, 8:24-53.
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	1. An employee 17 preferably accesses one or more electronic catalogs 24 stored on a shadow catalog server 22, accessed via a local area network 20 preferably by means of a employee workstation 18. These catalogs contain only those items for which a price has been negotiated between the enterprise and a particular supplier, so the verification by the enterprise's Purchasing department described above is obviated. 2. The employee selects items from the catalogs preferably with a mouse or similar device. Catalog items may be displayed with pictures, descriptions and other information in a fashion similar to a paper catalog. Where similar items are available, a "Compare" icon can be selected on the screen, causing the items to be listed side by side, with differences highlighted. Items can be located by searching down the taxonomy tree of the catalog (much as one searches through a paper catalog by finding the appropriate general section and then looking for a particular item), or by entering a search word or phrase. Wiecha '717, 3:10-28. Content management tools to receive, process, and manage images 208 and text 212 from content providers 200 for the creation of an EPS (Electronic Purchasing Service) master catalog. An overview of this process is shown in FIG. 8, numeral and Text 212 from content provides 200 are first converted through conversion units 210, 214 also, including

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in U.S. Patent No. 5,870,717 to Wiecha ("Wiecha '717")
		conversion units, 218 and 222 from third party converters 202, the graphics and text are then and combined with content from independent image providers 220 to create catalogs 216 and 224 constituting third party catalogs 204 which are then combined at an EPS catalog stage 206 to form EPS (Electronic Purchasing Service) catalog 226 and distributed to buyers 230 via EPS subscription 228; These enable EPS Operations to create and manage catalog information in the merchandise database such as the price, description and visual representation of each item. . . . FotoFarm This collection of utilities may be used to convert text and images from the content providers 200, 250 and 280. The workflows of these two activities are shown schematically in FIGS. 9, 10, numerals 26, 28. Supported functions may include: Receive, store, and archive source images 282 and text files 252 and 282. First-level validity check of source media 254, 284 and 286. Assign EPS unique filename and update the index files 258, 284. Create master catalog's subchapters and folders, and populate them with the relevant contents 260, 292. Trigger down-stream re-creation or subscription catalogs (see below) when EPS catalog updates occur 260, 292. Process images received from content providers in batch model 256. Delta cropping of image by specifying new crop coordinates 288. Generate multiple resolution versions of images. . . . Wiecha '717, 5:34 – 6:25. *See also*, Figs. 6-10.

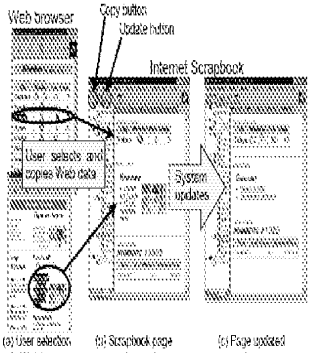
Comparison of U.S. Patent No. 7,818,399 and Internet Scrapbook[1]

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, "Internet Scrapbook: Automating Web Browsing Tasks By Demonstration," Sugnira and Koseki, 1998 ("Internet Scrapbook") anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

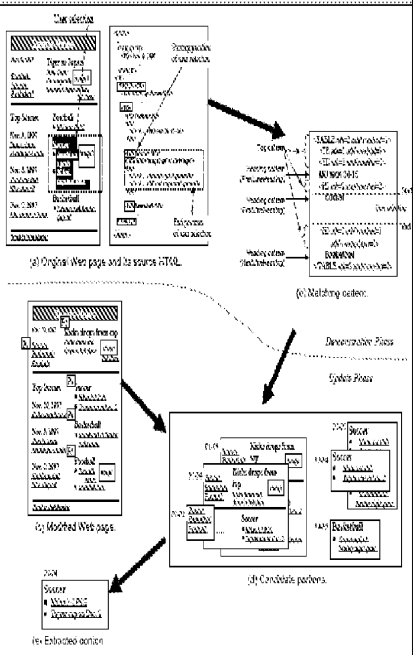
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
1	A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also*, pgs. 10-13.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recognizing	

[1] Unless noted, all citations in this chart are to "Internet Scrapbook: Automating Web Browsing Tasks by Demonstration" by Sugnira and Koseki (published in 1998). [DFNDT_0000208-0000217].

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
	as the source page the one of the first web pages on which the link has been activated;	
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The first web pages belong to a plurality of web page owners. The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9.

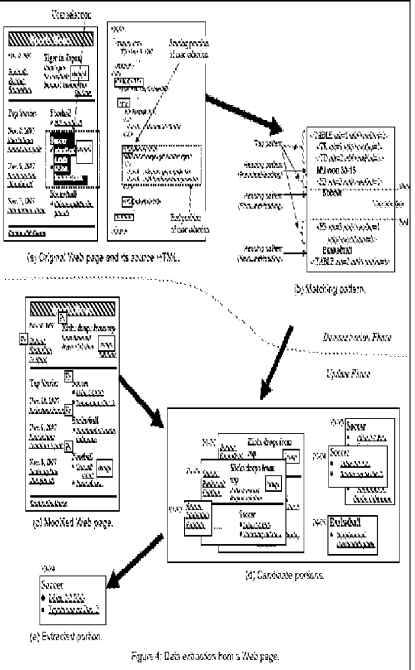
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 1: Overview of System usage. Internet Scrapbook, 10.
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	
1(b)	automatically retrieving from a storage coupled to the server pre-stored data associated with the source page; and then	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one

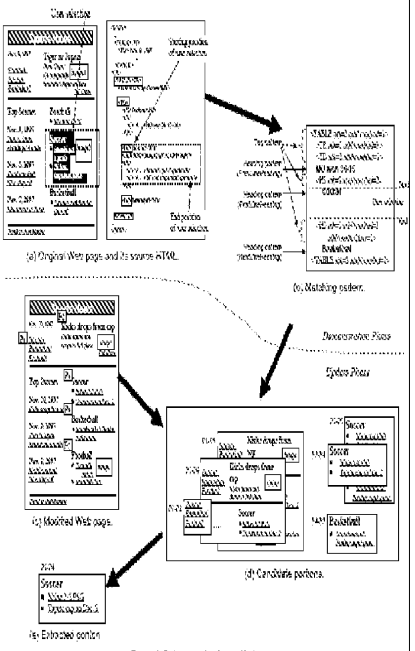
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
1(c)	(c) automatically with the server computer-generating and transmitting to the web browser a second web page that includes:	Internet Scrapbook generates and transmits the second web page that is extracted from the source page.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 4 Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag*

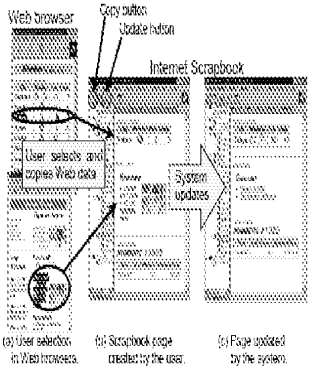
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		pattern, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
	(i) information associated with the commerce object associated with the link that has been activated, and	
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	Internet Scrapbook teaches a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page within the meaning of plaintiff's apparent claim construction, as set forth in plaintiff's infringement contentions, including without limitation the following: Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one

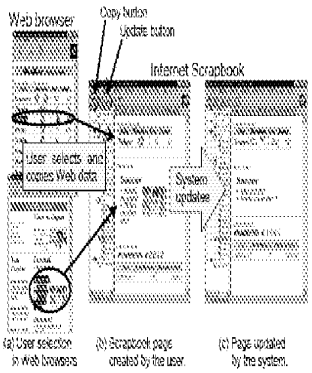
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
2	The method of claim 1 wherein the commerce object associated with the link that has been activated is a dynamic selection indicator.	Internet Scrapbook discloses dynamic selection indicators.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 4: Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively.

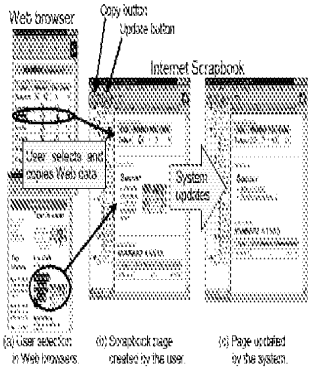
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		Internet Scrapbook, 12.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	The data extracted from the source page includes a set of navigational links.  Figure 4: Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	The data extracted from the source page includes the appearance of the top and left side of the source page.

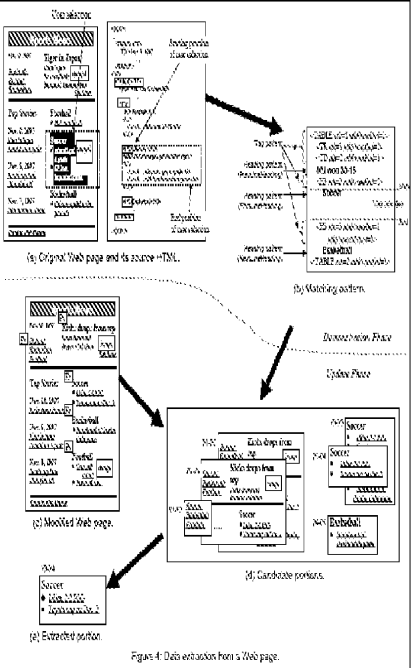
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 1: Overview of System usage. Internet Scrapbook, 10. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	The data extracted from the source page includes the appearance of the header and footer of the source page.  Figure 1: Overview of System usage. Internet Scrapbook, 10. Generating Matching Patterns

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	The data extracted from the source page includes a logo associated with the owner of the source page.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 1: Overview of System usage. Internet Scrapbook, 10. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	
8	The method of claim 1 wherein the second web page is generated dynamically.	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 4: Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag*

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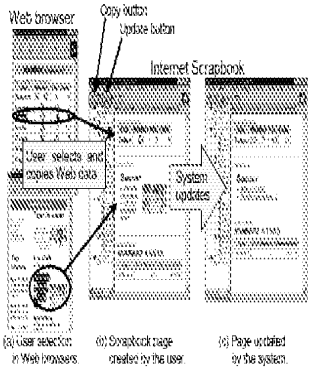
		pattern, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
9	The method of claim 1 wherein the owner of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	To the user the second web page appears to be generated by a server associated with the source page.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 1: Overview of system usage. Internet Scrapbook, 10. Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from

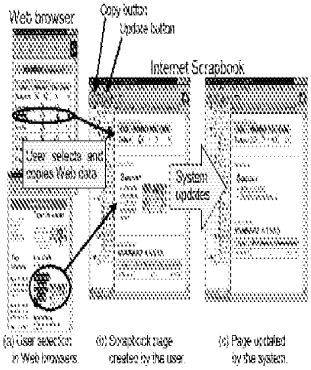
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	
14	The method of claim 13, wherein the second web page contains a checkout link which, when	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
	activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11

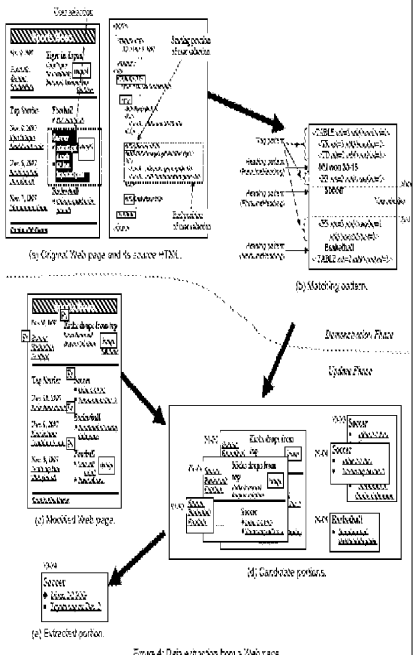
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
19	A system useful in an outsource provider serving web pages offering commercial opportunities, the system comprising:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also,* pgs. 10-13.
19(a)	a computer store containing data, for each of a plurality of first web pages, defining a plurality of visually perceptible elements, which visually perceptible elements correspond to the plurality of first web pages;	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the

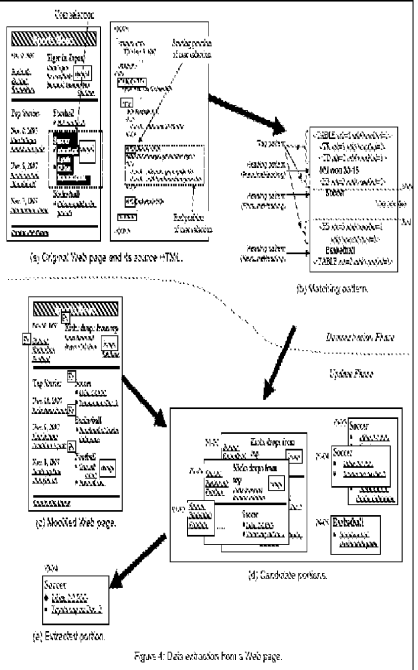
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11 Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The first web pages belong to one of a plurality of web owners. The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9.  Figure 1: Overview of System usage. Internet Scrapbook, 10.
	(ii) wherein each of the first web pages displays at least one active link associated with a	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
	commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page displaying the associated link are each third parties with respect to one other;	
19(b)	a computer server at the outsource provider, which computer server is coupled to the computer store and programmed to:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also,* pgs. 10-13.
	(i) receive from the web browser of a computer user a signal indicating activation of one of the links displayed by one of the first web pages;	
	(ii) automatically identify as the source page the one of the first web pages on which the link has been activated;	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
	(iii) in response to identification of the source page, automatically retrieve the stored data corresponding to the source page; and	Internet Scrapbook extracts and retrieves the stored data corresponding to the source page.  Figure 4: Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous

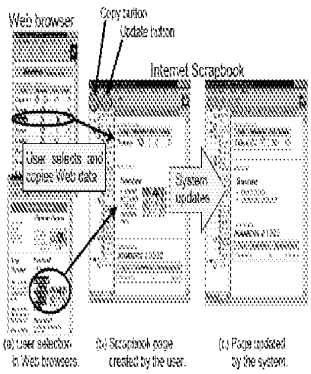
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag pattern*, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
	(iv) using the data retrieved, automatically generate and transmit to the web browser a second web page that displays:	Internet Scrapbook generates and transmits the second web page that is extracted from the source page.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 4: Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		pattern, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
	(A) information associated with the commerce object associated with the link that has been activated, and	
	(B) the plurality of visually perceptible elements visually corresponding to the source page.	The plurality of visually perceptible elements are extracted from the source page. Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's

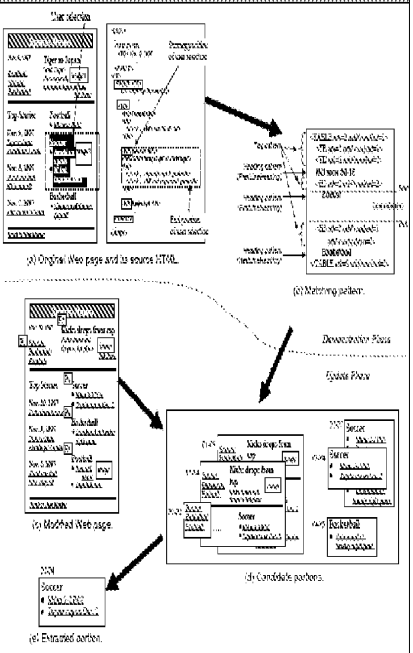
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
20	A computer-readable memory adapted for use by an outsource provider in serving web pages offering commercial opportunities, the computer-readable memory used to direct a computer of the outsource provider to perform the steps of:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also,* pgs. 10-13.
20(a)	in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, automatically recognizing as the source page the one of the first web pages on which the link has been activated;	
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The first web pages belong to a plurality of web page owners. The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . .

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9.  Figure 1: Overview of System usage. Internet Scrapbook, 10.

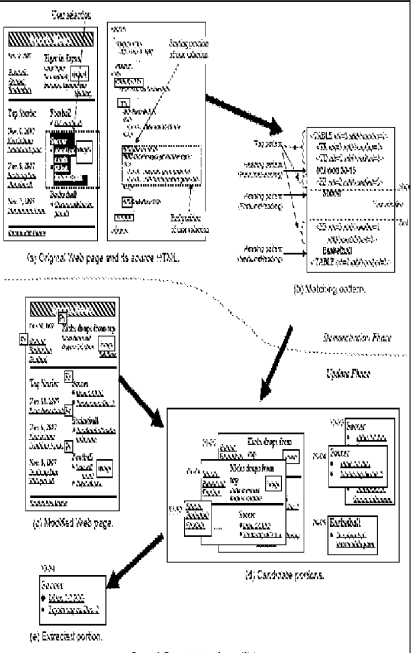
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another;	
20(b)	automatically retrieving from a storage coupled to the computer of the outsource provider pre-stored data associated with the source page; and then	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook, 10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
20(c)	automatically computer-generating and transmitting to the web browser a second web page that includes:	Internet Scrapbook generates and transmits the second web page that is extracted from the source page.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 4. Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		pattern, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
	(i) information associated with the commerce object associated with the link that has been activated, and	
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
21	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated is a dynamic selection indicator.	

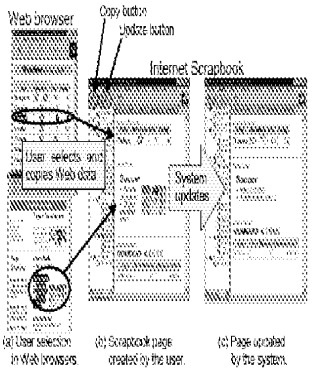
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 4. Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		pattern, respectively. Internet Scrapbook, 12.
22	The computer-readable memory of claim 20 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	
23	The computer-readable memory of claim 20 wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further step of computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	
24	The computer-readable memory of claim 20,	
	(i) wherein the second web page contains a further link associated with the information associated with the commerce object, which, when activated by the web browser, places data representing the commerce object into a virtual shopping cart, and a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart; and	
	(ii) wherein the computer-readable memory is used to direct the computer of the outsource provider to perform the further steps of, after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link and computer-	

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
	facilitating payment of a commission to the owner of the source page.	
25	The computer-readable memory of claim 20, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11 Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the

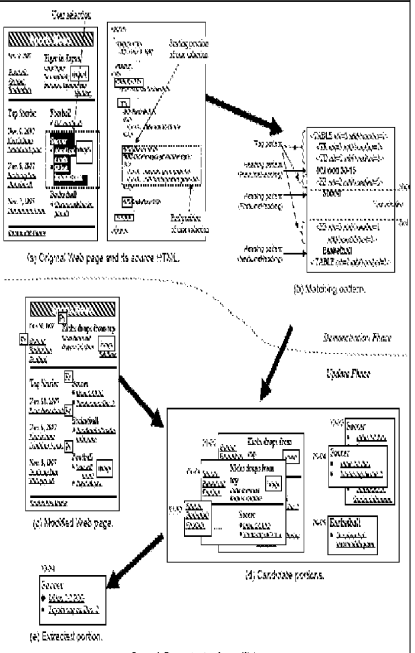
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
26	A computerized system for an outsource provider serving web pages offering commercial opportunities, the system comprising:	The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs (Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9. *See also,* pgs. 10-13.
26(a)	means, at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, for automatically recoguizing as the source page the one of the first web pages on which the link has been activated;	
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The first web pages belong to a plurality of web page owners. The information that users need is usually distributed across several different pages. In cases where users need to obtain a weather forecast, cyber news and sports results from different pages, for example, they have to access all the necessary pages by repeatedly specifying URLs

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		(Uniform Resource Locators) or by selecting them from bookmarks. . . . To reduce the operational cost of the browsing tasks, we have developed a programming by demonstration (PBD) [3] system, called Internet Scrapbook (referred to simply as "Scrapbook") in this paper), that allows users with little programming skill to automate their daily browsing tasks. In Scrapbook, a user can demonstrate which portions of Web pages he/she is interested in by creating an example personal page, that is, by copying only the necessary data from multiple pages and pasting them onto a single personal page. Once the personal page is created, the system automatically updates it by extracting the user-specified portions from the latest Web pages. The user can thus browse only the necessary information on a single page and avoid repetitive access to multiple Web pages. Internet Scrapbook, at 9.  Figure 1: Overview of System usage. Internet Scrapbook, 10.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one another;	
26(c)	(c) means for automatically retrieving from a storage coupled to the server pre-stored data associated with the source page; and	Internet Scrapbook teaches means for automatically retrieving from a storage coupled to the server pre-stored data associated with the source page within the meaning of plaintiff's apparent claim construction, as set forth in plaintiff's infringement contentions, including without limitation the following: Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
26(d)	server means for then automatically computer-generating and transmitting to the web browser a second web page that includes:	Internet Scrapbook generates and transmits the second web page that is extracted from the source page.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		 Figure 4: Data extraction from a Web page. Generating Matching Patterns Every time the user selects and copies Web data from a Web browser, the system generates a matching pattern used for identifying the selected region in a source Web page. As we mentioned in the previous subsection, the pattern contains description of both the article headings and positions. These descriptions are called a *heading pattern* and a *tag*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		pattern, respectively. Internet Scrapbook, 12. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.
	(i) information associated with the commerce object associated with the link that has been activated, and	
	(ii) a plurality of visually perceptible elements derived from the retrieved pre-stored data and visually corresponding to the source page.	Using the generated patterns, the system updates the user's Scrapbook page. That is, it extracts portions that match the patterns from newly downloaded Web pages and reconstructs the Scrapbook page with the extracted data. However, a portion that *completely* matches the pattern cannot necessarily be found in the modified version of the Web page. In the cases of no complete match, the system performs partial matching to find possible candidates for extraction and selects the most plausible one by applying heuristics. . . . The key to success for Scrapbook is to be able to correctly extract user's target portions from the latest versions of source Web pages. One of the difficulties is in predicting the future modification that will be done to the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in Internet Scrapbook
		pages. As we mentioned, Scrapbook generates a matching pattern at demonstration time and uses it to extract the user-desired portion from the future versions of the page. Therefore, it is required that patterns should be described using information that is expected to remain constant even after the page has been modified. Internet Scrapbook,.10-11. Data Extraction from Web Pages Scrapbook extracts the user's target portions from the latest Web pages by using a matching pattern described by the headings and positions of a user-specified article. However, there is no guarantee that both the headings and the positions remain unchanged, and the pattern might not completely match any portion of the page. For example, if the Web page in Figure 4a is modified to Figure 4c, the pattern in Figure 4b does not completely match any portion of the page because the position of the "Soccer" section moved up. To deal with various modifications of Web pages, the data extraction process consists of two steps: (1) finding candidate portions of the extraction result by partial matching, and (2) choosing the correct one among a number of possible candidates by applying heuristics. *Id.* at 13.

Invalidity Contentions for U.S. Patent No. 7,818,399
Travelocity/Yahoo! Prior Art

Based upon the claim interpretations Plaintiff appears to be asserting and the alleged applications of those interpretations to one or more products of Defendants' products in Plaintiff's Infringement Contentions served April 15, 2011, the Travelocity/Yahoo! Prior Art anticipates and/or renders obvious, alone or in combination with other prior art identified in Defendants' Amended Invalidity Contentions, the asserted claims as described in part below.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
1	1. A method of an outsource provider serving web pages offering commercial opportunities, the method comprising:	The Travelocity/Yahoo! Prior Art discloses a method of an outsource provider serving web pages offering commercial opportunities.
1(a)	automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recoguizing as the source page the one of the first web pages on which the link has been activated;	The Travelocity/Yahoo! Prior Art discloses automatically at a server of the outsource provider, in response to activation, by a web browser of a computer user, of a link displayed by one of a plurality of first web pages, recoguizing as the source page the one of the first web pages on which the link has been activated. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices - Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile - Login *** The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request

Invalidity Contentions for U.S. Patent No. 7,818,399
Travelocity/Yahoo! Prior Art

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
	(i) wherein each of the first web pages belongs to one of a plurality of web page owners;	The Travelocity/Yahoo! Prior Art discloses that each of the first web pages belongs to one of a plurality of web page owners. In addition to its affiliation with Yahoo!, SABRE Interactive (SI) also displayed links on the web pages of other web page owners. *See, e.g.*, Exhibit 2 (Co-branding agreement between SI and Japan Airlines Company, Ltd.); Exhibit 3 (Japan Airlines Travel Booking Engine, Scope Definition); Exhibit 4 (SI Interactive Product Requirements, Netscape Netcenter Marketplace Travel); Exhibit 5 (Travelocity's Definitions and Guidelines for "Look and Feel"); Exhibit 6 (US Airways Internet Reservation System Phase 1: Travelocity Private Label); Exhibit 7 (Rider to Information Technology Services Agreement between US Airways and The SABRE Group, Inc.); Exhibit 8 (Basic Booking Engine for Travel Online Italia - Scope Definition, April 29, 1997); Exhibit 9 (Private Label for Travel Online Italia - Scope Definition)
	(ii) wherein each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants; and	The Travelocity/Yahoo! Prior Art discloses that each of the first web pages displays at least one active link associated with a commerce object associated with a buying opportunity of a selected one of a plurality of merchants. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices -Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile - Login * * * The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000423-428. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000413-422. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. * * * The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters:

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		- Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers -Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997 (emphasis added). *See* DFNDT000423-428.
	(iii) wherein the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other;	The Travelocity/Yahoo! Prior Art discloses that the selected merchant, the outsource provider, and the owner of the first web page are each third parties with respect to one other. The visitor from the Yahoo! Travel page could select airline tickets, car rentals, and hotel reservations via the co-branded page served by SABRE Interactive. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices - Cars - Hotels - Existing Reservations

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		- Make Changes including Buy Now - Profile - Login *** The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry

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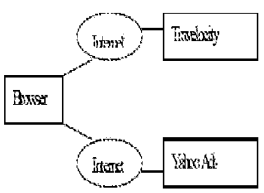
		point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *See* DFNDT000388-412. "1.4 'Net SI Commissions' means (i) for air commissions the amount of commission income received from air tickets generated less all ARC and other third party refunds and/or rebates, exchanges, and other normal adjustments, and (ii) for each of car and hotel commissions, the number of such bookings made each month by a site divided by the total number of bookings made on Travelocity multiplied by the total commission income received on Travelocity for such month for each of car and hotel commissions. 1.7 'Travel Services' means booking services for air travel, hotels and car rentals." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices - Cars - Hotels - Existing Reservations

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		- Make Changes including Buy Now - Profile - Login *** The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "The following pages within Travelocity will be co-branded for Yahoo!: Path / Page Name 3 Best: ffrqst, ffdisp, ffprice Flights & Prices: fprqst, fpdisp1, fpdisp2, fppric1 Hotels: htrqst, htavail, htdisp, htcdnbr1, htcdnbr2 Cars: crrqst, crcdnbr1, crcdnbr2, crdisp, crdetail Existing Reservations: Exrqst *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		modified on February 18, 1998. *See* DFNDT000423-428. "A. Yahoo! operates a search engine and World Wide Web directory under the brand 'Yahoo!'. B. *SI operates a travel booking engine and interactive Internet travel services through its 'Travelocity' site, located at http://www.travelocity.com* (the 'Travelocity Site"). C. Yahoo! and SI wish to provide Yahoo! users with travel booking services by distributing SI's booking engine on the Yahoo! Site and to advertise and promote SI's interactive Internet travel services, all in accordance with the terms and conditions of this Agreement." *Travel Services Advertising and Promotion Agreement,* June 30, 1997 (emphasis added). *See* DFNDT000388-412. "Currently, Yahoo advertising is delivered in a similar manner to Double-Click ads. A URL is embedded in the HTML which links to GIFs stored on the Yahoo ads server. The user's browser will then directly connect to the ads server to obtain the advertisement (GIF):  " *HTML Ads For Yahoo,* last modified on 5/11/1998. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online.

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		*** (b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface. *** 2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that guide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from the cookie. *** Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process."

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		Yahoo! Travel Booking Engine - Scope Definition, last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document. Yahoo! will assign one individual to work with SI to ensure that the co-branded pages satisfy Yahoo!'s requirements." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432.
1(b)	automatically retrieving from a storage coupled to the server pre stored data associated with the source page; and then	The Travelocity/Yahoo! Prior Art discloses automatically retrieving from a storage coupled to the server pre stored data associated with the source page. "The following pages within Travelocity will be co-branded for Yahoo!: **Path** / **Page Name** 3 Best: ffrqst, ffdisp, ffprice Flights & Prices: fprqst, fpdispl, fpdisp2, fppricl

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		Hotels: htrqst, htavail, htdisp, htcdnbr1, htcdnbr2 Cars: crrqst, crcdnbr1, crcdnbr2, crdisp, crdetail Existing Reservations: Exrqst *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428. "A. Yahoo! operates a search engine and World Wide Web directory under the brand 'Yahoo!'. B. *SI operates a travel booking engine and interactive Internet travel services through its 'Travelocity' site, located at http://www.travelocity.com* (the "Travelocity Site"). C. Yahoo! and SI wish to provide Yahoo! users with travel booking services by distributing SI's booking engine on the Yahoo! Site and to advertise and promote SI's interactive Interuet travel services, all in accordance with the terms and conditions of this Agreement." *Travel Services Advertising and Promotion Agreement,* June 30, 1997 (emphasis added). *See* DFNDT000388-412. "Currently, Yahoo advertising is delivered in a similar manner to Double-Click ads. A URL is embedded in the HTML which links to GIFs stored on the Yahoo ads server. The user's browser will then directly connect to the ads server to obtain the advertisement (GIF):

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		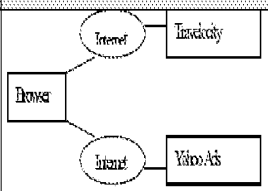 " *HTML Ads For Yahoo,* last modified on 5/11/1998. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online. *** (b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Interuet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable

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		right of approval with respect to such interface. *** 2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that guide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from the cookie. *** Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document. Yahoo! will assign one individual to work with SI to ensure that the co-branded pages satisfy Yahoo!'s requirements." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428.

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		"2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates

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		- Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo! Travel." *YohoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices - Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile - Login *** The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
1(c)	automatically with the server computer generating and transmitting to the web browser a second web page that includes:	The Travelocity/Yahoo! Prior Art discloses automatically with the server computer generating and transmitting to the web browser a second web page. "2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that

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		guide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from

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		the cookie. *** Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000423-428. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000413-422. "Several Travelocity pages (fprqst, fpdisp1, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo! Travel." *Yahoo! Travel Build your own itinerary*, last modified on March 24, 1998. *See* DFNDT000429-432. *See also* 3-6, *infra.*
	(i) information associated with the commerce object associated with the link that has been activated, and	The Travelocity/Yahoo! Prior Art discloses that the second webpage includes information associated with the commerce object associated with the link that has been activated. *See* 572 1c. *See* 572 13b. "2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that

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		guide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		the cookie. * * * Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000423-428. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000413-422. "Several Travelocity pages (fprqst, fpdisp1, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo! Travel." *Yahoo! Travel Build your own itinerary*, last modified on March 24, 1998. *See* DFNDT000429-432.
	(ii) a plurality of visually perceptible elements derived from the retrieved pre stored data and visually corresponding to the source page.	The Travelocity/Yahoo! Prior Art discloses that the second webpage includes a plurality of visually perceptible elements derived from the retrieved pre stored data and visually corresponding to the source page. Capture took place either when Yahoo! sent its look and feel elements directly to SABRE Interactive or when SABRE Interactive scraped the look and feel elements from an existing Yahoo! page. As far as the scope of the claimed "look and feel" can be determined, the look and feel of the Yahoo! page on SABRE Interactive's website included the Yahoo! logo, colors,

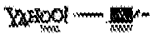
Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		travel menus, advertising, and toolbars. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! Shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "SABRE Interactive (SI) has been contracted by Yahoo! to provide a booking engine to Yahoo! members that has the look and feel of Yahoo! until the point of actual reservation purchase. This will require a large number of modifications to Travelocity including a flow change to a different travel menu, graphics changes, login changes, advertising changes, logging and tracking changes, and e-mail confirmation changes. *** • A mockup of the Yahoo! express page or the page field names must be provided to [SABRE Technology Solutions (STS)] by SI at start of development. • Graphics for the cobrand must be provided to STS by SI one week after start of development. • The Yahoo! ad URL's for IMG SRC and HREF must be provided to STS one week after start of development. *** Modify currency.inc and sbTools.inc for Yahoo! ad capability. The parameter in the [Parameter's Database (PDB)] used for Yahoo! cobranded pages will also be used to identify Yahoo! ads." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		DFNDT000413-422. "This 'look and feel' will include the Yahoo! logo, the background color, and the toolbars." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahoolTravel Build your own itinerary*, last modified on March 24, 1998. *See* DFNDT000429-432.
3	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a set of navigational links on the source page. "2.3 Modify the toolbars to be Yahoo! specific. The rainbow toolbar bar.gif will be modified similar to the Travelocity Highlights toolbar (i.e. CompuServe). This will require template modifications in bar.ctl, gltvmodl.ctl, and gltvmodl.pgd. The modifications will only consist of URL changes back to the Yahoo! site or to existing functionality in Travel Reservations. The gray toolbars grtooll.gif, grtool2.gif, and grtool3.gif, will be modified only to change the 'Travelocity Home' option to point to a Yahoo! Travel page. This will be a

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		graphics modification and URL modification only." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997 (emphasis added). *See* DFNDT000413-422.
4	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the top and left side of the source page. "2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that gnide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." "(a) Masthead. The masthead on each Co-Branded Page shall conform to the specifications set forth in Exhibit B and shall display Yahoo!'s name and logo and SI's name and logo in equal relative prominence. A representative screen image of the masthead is attached to this Agreement in Exhibit A. (b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *Yahoo/Travel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The IMG SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
5	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1 wherein at least one of the plurality of visually perceptible elements includes the appearance of the header and footer of the source page. "(a) Masthead. The masthead on each Co-Branded Page shall conform to the specifications set forth in Exhibit B and shall display Yahoo!'s name and logo and SI's name and logo in equal relative prominence. A representative screen image of the masthead is attached to this Agreement in Exhibit A. (b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The IMG SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *Yahoo/Travel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document. Yahoo! will assign one individual to work with SI to ensure that the co-branded pages satisfy Yahoo!'s requirements." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. Sample footer: Copyright © 1994-1997 Yahoo! Inc. All rights reserved. Copyright © 1997 Travelocity. All rights reserved. Copyright © 1997 Preview Travel. All rights reserved. Comments to: travel@yahoo.com *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		DFNDT000388-412.
6	The method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1 wherein at least one of the plurality of visually perceptible elements includes a logo associated with the owner of the source page. "2.2 Co-Branded Pages. (a) Masthead. The masthead on each Co-Branded Page shall conform to the specifications set forth in Exhibit B and shall display Yahoo!'s name and logo and SI's name and logo in equal relative prominence. A representative screen image of the masthead is attached to this Agreement in Exhibit A. *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. Look and feel elements such as the Yahoo! logo are included in the co-branded pages.  This 'look and feel' will include the Yahoo! logo, the background color, and the toolbars. *** Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The IMG SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
7	The method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an	The Travelocity/Yahoo! Prior Art discloses the method of claim 1 wherein the commerce object associated with the link that has been activated comprises information defining an electronic catalog having a multitude of merchant offerings,

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
	electronic catalog having a multitude of merchant offerings, and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog.	and wherein the second web page contains one or more selectable navigation links connecting a hierarchical set of additional second web pages, each pertaining to a subset of the offerings in the catalog. The visitor from the Yahoo! Travel page could select airline tickets, car rentals, and hotel reservations via the co-branded Yahoo! page served by SABRE Interactive. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices -Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile -Login * * * The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000423-428. "2 User Interface and Site Functionality The following functionality will remain available to the Yahoo! booking engine. - 3 Best Itineraries - Flights & Prices - Cars - Hotels - Existing Reservations - Make Changes including Buy Now - Profile

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		- Login *** The Yahoo! Travel main travel page will consist of an air, car, and hotel express user interface. In addition, the interface will have links to more comprehensive request pages (ffrqst.pgd, fprqst.pgd, htrqst.pgd, and crrqst.pgd)." *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000413-422. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement*, June 30, 1997. *See* DFNDT000388-412. "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements*, July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters:

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		- Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition*, last modified on 8/1/1997. *See* DFNDT000413-422.
8	The method of claim 1 wherein the second web page is generated dynamically.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1 wherein the second web page is generated dynamically. "The following pages within Travelocity will be co-branded for Yahoo!:

Path	Page Name
3 Best	ffrqst ffdisp ffprice
Flights & Prices	fprqst fpdispl fpdisp2 fppricl
Hotels	htrqst htavail htdisp htcdnbrl htcdnbr2

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art

Cars	crrqst crcdnbr1 crcdnbr2 crdisp crdetail
Existing Reservations	Exrqst

Yahoo! Travel Booking Engine - High Level Requirements, July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428.

"1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online.

***

(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface.

***

2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that gnide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process."

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		Travel Services Advertising and Promotion Agreement, June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from the cookie. *** Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 1. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422.
9	The method of claim 1 wherein the owner of the	The Travelocity/Yahoo! Prior Art discloses the method of claim 1 wherein the owner

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
	source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page.	of the source page is party to a contract providing for receipt of a commission as a result of a transaction involving the commerce object displayed on the source page. Section 6. Payments. 6.1 Fees. SI shall pay Yahoo! monthly fees in accordance with the schedule set forth in Exhibit E. 6.2 Commissions on Qualified Bookings. In addition the fees set forth in Section 6.1, SI shall pay Yahoo!, on a quarterly basis, SI Net COIIUUissions for bookings of Travel Services by Yahoo! Site users through SI's Booking Engine on the Co-Branded Pages (collectively, "Qualified Bookings") in accordance with the commission schedule set forth in Exhibit F. Such payments shall be due and payable on or before the thirtieth (30th) day following the end of each calendar quarter and shall be accompanied by a report setting forth in sufficient detail the calculation of Yahoo!'s commissions for such quarter and such other information relating to commissions as Yahoo! may reasonably request from time to time. 6.3 Tracking Procedures; Audit Rights. To ensure compliance with the terms of Section 6.2, SI shall establish reasonable mechanisms acceptable to Yahoo! to track, and shall keep reasonably detailed records concerning, Qualified Bookings and the payments due Yahoo! under this Agreement. SI shall provide Yahoo!, within ten (10) days following the end of each month, a report containing the information set forth in Exhibit G, and such other information related to commissions due and compliance with performance specifications set forth in Exhibit B under this Agreement as Yahoo! may reasonably request from time to time. Yahoo! shall have the right, no more than twice a year and at its own expense, to have a representative inspect and audit all of the accounting and sales books and records of SI which are relevant to the payments set out in Section 6.2, provided. however, that Yahoo! provides SI with reasonable notice prior to such audit and any such inspection and audit shall be conducted during regular business hours in such a manner as not to interfere with normal business activities. In the event that any audit shall reveal an underpayment of more than five percent(7.5%) of the amounts due to Yahoo! for any calendar quarter, SI shall reimburse Yahoo! for the reasonable cost of such audit. Travel Services Advertising and Promotion Agreement between Sabre Interactive and Yahoo! Inc.; *see* DFNDT000388-412.
10	The method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed.	The Travelocity/Yahoo! Prior Art discloses the method of claim 9 further comprising computer-facilitating automatic payment to the owner of the source page, once the transaction is completed. *See* Claim 9, *supra.*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		See also DFNDT000388-412, Exhibits F and G: EXHIBIT F COMMISSIONS Net SI Commission — Commission to Yahoo! $0.00-$500,000 — Ten percent (10%) $500,001-$1 ,000,000 — Fifteen percent (15%) more than $1,000,000 — Twenty percent (20%) Commissions shall be calculated on a cumulative basis (i.e., beginning on the Effective Date and continuing through the Term, or any renewal term as set forth in Section 10.1). Quarterly payments by SI shall not have the effect of "resetting" the Net SI Commissions. As an illustrative example, if Net SI Commissions from Qualified Bookings are $150,000 in August 1997, $500,000 in September 1997, $350,000 in October 1997 and $400,000 in November 1997, SI would make the following payments to Yahoo!: (1) $72,500 for the quarter ending September 30. 1997; and (2) $132,500 for the quarter ending December 31, 1997. EXHIBIT G COMMISSION TRACKING REPORTS Information for each transaction: • Date of transaction • Time of transaction • Service vendor • Number of bookings/tickets • Cost to customer • SI commission • Cumulative Net SI Commissions (from the Effective Date) • Yahoo! commission
11	The method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1, wherein the second web page appears to the computer user to be generated by a server associated with the source page. Capture took place either when Yahoo! sent its look and feel elements directly to SABRE Interactive or when SABRE Interactive scraped the look and feel elements

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		from an existing Yahoo! page. As far as the scope of the claimed "look and feel" can be determined, the look and feel of the Yahoo! page on SABRE Interactive's website included the Yahoo! logo, colors, travel menus, advertising, and toolbars. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! Shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "SABRE Interactive (SI) has been contracted by Yahoo! to provide a booking engine to Yahoo! members that has the look and feel of Yahoo! until the point of actual reservation purchase. This will require a large number of modifications to Travelocity including a flow change to a different travel menu, graphics changes, login changes, advertising changes, logging and tracking changes, and e-mail confirmation changes. *** • A mockup of the Yahoo! express page or the page field names must be provided to [SABRE Technology Solutions (STS)] by SI at start of development. • Graphics for the cobrand must be provided to STS by SI one week after start of development. • The Yahoo! ad URL's for IMG SRC and HREF must be provided to STS one week after start of development. *** Modify currency.inc and sbTools.inc for Yahoo! ad capability. The parameter in the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		[Parameter's Database (PDB)] used for Yahoo! cobranded pages will also be used to identify Yahoo! ads." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "This 'look and feel' will include the Yahoo! logo, the background color, and the toolbars." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 2. All references to Travelocity within the above pages will be modified to reflect Yahoo!Travel." *YahooITravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432. *See also* 1(c)(ii), *supra.*
12	The method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1, wherein the link activated by the web browser is stored in a database associated with the source page. "The following pages within Travelocity will be co-branded for Yahoo!: **Path** | **Page Name**

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		3 Best: ffrqst, ffdisp, ffprice Flights & Prices: fprqst, fpdispl, fpdisp2, fppricl Hotels: htrqst, htavail, htdisp, htcdnbr1, htcdnbr2 Cars: crrqst, crcdnbr1, crcdnbr2, crdisp, crdetail Existing Reservations: Exrqst *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412 "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428.

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		"Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers - Leaving from / going to cities - Departure date/ departure time - Return date / return time The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Pick-up city - Pick-up date / pick-up time - Return date / return time - Number of travelers - Type of car The Yahoo! travel page will include a cars express path. Modify the Travelocity entry point to accept the following parameters: - Check-in city - Check-in / check-out dates - Number of travelers - Number of rooms" *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "2.2 Co-Branded Pages. SI shall create and serve a series of co-branded pages that gnide Yahoo! Site users through the booking process for the Travel Services, at a minimum (the 'Co-Branded Pages'). The Co-Branded Pages shall include all pages through the first page containing a price quotation for travel-related services, but shall not include any pages in payment process." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See*

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		DFNDT000388-412. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "(b) User Interface. The Co-Branded Pages shall conform to the graphical user interface utilized by Yahoo! across Yahoo!'s network of branded Internet properties as of the first date of the Exclusivity Period, and Yahoo! shall have the right reasonably to approve the final design of all Co-Branded Pages. Any material changes to the Co-Branded Pages thereafter shall be made upon the mutual agreement of the parties. Yahoo! shall assign one individual to work with SI to ensure that the Co-Branded Pages satisfy Yahoo!'s requirements. Yahoo! will use reasonable best efforts to ensure continuity of Yahoo! personnel involved in the design process. All pages displayed to Yahoo! Site users, other than the Co-Branded Pages, shall conform to the graphical interface utilized by SI, provided however Yahoo! shall have a reasonable right of approval with respect to such interface." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412. "Because the Yahoo! Travel express page will be hosted on Yahoo!'s site, Yahoo! must have the ability to receive and pass the Session Identification (SID) between Travelocity in order to keep the user's Travelocity session established. This does not apply for users that have cookie browsers because the SID is stored and retrieved from the cookie. Modify lgbecome.pgd, vars.sub, lgmemnew.pgd, lgmemcon.pgd, lglogin.pgd, lgnewinf.pgd, and lgspflog.ctl to pass the session parameters to ensure the reservation process can continue without interruption. Place the session parameters into the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		Parameter's Database (PDB) and remove them from the PDB once the user has completed the login process." *Yahoo! Travel Booking Engine - Scope Definition,* last modified on 8/1/1997. *See* DFNDT000413-422. "Certain pages within Travelocity will be designated as co-brand. Co-brand means that the pages will look and feel like Yahoo! pages, but will function the same as they do today in terms of required data elements, navigation and flow; except where otherwise indicated in this document. Yahoo! will assign one individual to work with SI to ensure that the co-branded pages satisfy Yahoo!'s requirements." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on Febrnary 18, 1998. *See* DFNDT000423-428. "Several Travelocity pages (fprqst, fpdispl, fpdisp2, fpprice and bargain) will be designed with the Yahoo! masthead, footer and toolbar. 2. All references to Travelocity within the above pages will be modified to reflect Yahoo! Travel." *YahoolTravel Build your own itinerary,* last modified on March 24, 1998. *See* DFNDT000429-432.
13	The method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1, wherein the second web page contains a further link associated with the information associated with the commerce object associated with the link that has been activated, which link, when activated by the web browser, places data representing the commerce object into a virtual shopping cart. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.
14	The method of claim 13, wherein the second	The Travelocity/Yahoo! Prior Art discloses the method of claim 13, wherein the

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
	web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart.	second web page contains a checkout link which, when activated by the web browser, facilitates completion of a transaction associated with the commerce object in the shopping cart. "1.1 'Booking Engine' means a database containing availability, schedule, and price information connected to a graphical user interface that allows users of the World Wide Web to make reservations for Travel Services, as a minimum, and complete payment for such Travel Services online." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412.
15	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment from the computer user to the merchant associated with the activated link.	*See* 10, *supra.*
16	The method of claim 14, further comprising after the transaction is completed, computer-facilitating payment of a commission to the owner of the source page.	*See* 9-10, *supra.*
17	The method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart.	The Travelocity/Yahoo! Prior Art discloses the method of claim 13, further comprising displaying the second web page again, after the commerce object is placed into the shopping cart. *See* DFNDT000388-412, at p. 34-35: 1.0 Login/Registration. Yahoo! customers will be identified with the follow new service tags: YHOB and YHOE Category excludes are: Search engines Browsers

Claim No.	Claim Language of U.S. Patent No. 7,818,399	Relevant Disclosure in the Travelocity/Yahoo! Prior Art
		OSP - on-line service providers 1.1 Customers accessing Travelocity from Yahoo! will be logged in as a "Guest". There will not be any login page or solicitation of login until the time it is required during the booking process for Flights, Cars and Hotels, or to Retrieve an existing reservation. 1.2 Currently, the "Guest" account *is* established under the pseudo city code (pee) of WOH3, which is considered a U.S. location, In order to be able to display classified fares, and for detailed tracking information, enable the "Guest" account to triple A (AAA) into a specific pcc other than WOH3. Ultimately, the "Guest" account should be *set* up to allow the user or Yahoo! to provide a country location allowing Travelocity to AAA into the appropriate pcc for that country; thereby, providing a tailored session for the Yahoo! User. 1.3 When login is required during the booking process, display version 4 of LGBECOME. As today, the following options should be available from LGBECOM4: "Become a Member", "I am a Member", or "Main Menu". 1.3.1 When the user selects "Become a Member", display LGMEMNEW as done today. Ensure that all data elements currently being carried, are passed through so that booking can continue withuut interruption, Use table in section 1.4 below to determine if the Login Name is to be passed to Yahoo! 1.3.2 When the user selects "I am a Member", display LGLOGIN4, which is currently used for Netscape Guide by Yahoo! users, Included and functional on LGLOGIN4 should be the hyperlink "forgot My Password", and the persistent cookie checkbox, As done today, on the LGLOGIN2 version, when the persistent cookie is being used, an additional hyperlink: of "Go to Login Menu" should be displayed. easySABRE users will be allowed to login from

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		LGLOGIN4, as done today, Ensure that the existing logic to convert easySABRE profiles to Travelocity profiles is functional, and that all required data elements are passed through so that booking can continue without interruption. Use table in section 1.4 below to determine if the Login Name is to be passed to Yahoo! *See also* DFNDT000388-412, at p. 36-37: 2.1 It's is imagined that there will be a Main Menu that will reside on the Yahoo! Travel Page. This Main Menu will take the place of the Travel Reservations Main Menu and the Flights Sub Main Menu. The Yahoo! Main Menu will offer links into the request pages of Flights, Cars, Hotels and Existing Reservations, or could possibly provide a template similar to the Travelocity template used within the Netscape Guide by Yahoo!. However, the template would vary according to the needs of the request. 2.1 I Login is required to access Existing Reservations. Provide a means to inform the user that login is required when Existing Reservations is selected from the Yahoo! Main Menu, or only offer the Existing Reservation option when the user is already logged in. 2.1.2 Login is required to access a user's Profile. The Profile is typically made available to users after login from TRTOOL or GRTOOL2. This logic will not change, however, placement of the profile access button may change. 2.2 Within Travelocity today, the function behind the Main Menu button, or similar buttons is an iguore and then return to the Travel Reservation Main Menu. The function of iguore will remain as it is today, as the SABRE session must be cleared at various points; however, we will not returu the user to the Travel Reservations Main Menu (GLTRMAIN). Instead, the user would be returned to the Yahoo! Main Menu (this is a temporary naming convention). 2.3 Toolbars will need to be modified. The rainbow toolbar (BAR.GIF) will not be displayed on any page. GRTOOl1 and GRTOOl2 will need to be modified so that the available options are Customer Service, Help and Profile (when applicable, as today).

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		TRTOOl will also need to be modified so that the available options are Customer Service, Help and Profile (when applicable, as today). Access to the Travelocity Home Page and to Worldview should not be permitted. 2.4 Modify Reservation Complete pages (BUREVIEW, MCREVIEW and EXREVIEW) to include a new button that will take the place of "Main Menu". This new button will allow users to get back to Yahoo! 2.5 Yahoo! users will only be allowed to choose ticketing through the Customer Service Center - Tickets By Mail (CSC). Modify BUTKTOPT so that the only option available for Yahoo! users for tickt:ting is CSc. We should be able to accomplish this with our new Global table. *See also* DFNDT000388-412, at p. 47: 3 *Cobranded Pages* All pages (including error pages and help pages, but not including side paths such as SABRE atlas, rules, etc.) in the main path (page names provided in section 3.0 of the requirements) prior to forcing the guest users to proceed as members will be modified to have the Yahoo! "look and feel". This "look and feel" will include the Yahoollogo, the background color, and the toolbars. The pages will not be cobranded when a user has selected the "Make Changes" option anywhere in the application. In addition, when a user reaches glchoice.pgd, exreview.pgd, or bureview.pgd, and selects the "Flights", "Cars", or "Hotels" icon, the user will return to cobranded pages. In order to determine if the page requires cobranding, a global parameter will be stored in the PDB. This parameter will be referred to in shTools.inc in the pageHeader and pageFooter procs to determine if the page is to be cobranded or not. The parameter will be set at the cntry point ofthe Yahoo! user into Travelocity. In addition, it may be set at any entry into the hotel, car, or flight request pages as long as it is not the "Make Changes" path. The parameter will be deleted beyond any point that membership is required (lgbecome, buprofil, crprofil, htprofil).

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		3.1 Each cobranded page will have the Yahoo! masthead (460 wide by 60 high) in place of the Travelocity logo. The Th1G SRC to this masthead will point to the Yahoo! site. This will require modification of the pageHeader proc in sbTools.inc. In addition, the pageHeader proc will be modified to provide the Yahoo! background. Lastly, the toolbars will be modified for Yahoo!. This will require modification of the pageFooter proc in sbTools.inc. There are approximately 25 templates that will require cobranding. 3.2 All error pages (pages provided in section 3.0 of the requirements) served from the cobranded pages will be cobranded. Approximately 30 error pages will require cobranding. 3.3 Help Pages that correlate with the Yahoo! cobranded pages (page names provided in section 3.0 of the requirements) will be cobranded. The help pages do not contain toolbars and therefore will not contain toolbars on the Yahoo! product. This involves approximately 25 help pages. In addition, the verbiage on each help page must be modified to be Yahoo! specific.
18	The method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages.	The Travelocity/Yahoo! Prior Art discloses the method of claim 1, wherein the visually perceptible elements displayed on the second web page are retrieved from a database storing data associated with visually perceptible elements for each of the first web pages. "The following pages within Travelocity will be co-branded for Yahoo!: **Path** / **Page Name** 3 Best: ffrqst, ffdisp, ffprice Flights & Prices: fprqst, fpdisp1, fpdisp2, fppric1

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		Hotels: htrqst, htavail, htdisp, htcdnbr1, htcdnbr2 Cars: crrqst, crcdnbr1, crcdnbr2, crdisp, crdetail Existing Reservations: Exrqst *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428. "2.1 Yahoo! Travel Page. Yahoo! shall provide a prominent hyperlink on the Yahoo! Travel Page to the Co-Branded Pages described in Section 2.2. Such hyperlink shall be placed above the fold on the Yahoo! Travel Page." *Travel Services Advertising and Promotion Agreement,* June 30, 1997. *See* DFNDT000388-412 "Purpose: To provide the ability to make flight, car and hotel reservations via Travelocity starting from a prominent hyperlink on the Yahoo! Travel Page." *Yahoo! Travel Booking Engine - High Level Requirements,* July 14, 1997, last modified on February 18, 1998. *See* DFNDT000423-428. "Travelocity URL's and URL parameter names will be provided to Yahoo! three weeks after start of development. *** The Yahoo! travel page will include a flight express path. Modify the Travelocity entry point to accept the following parameters: - Number of passengers