

**BLOCKBUSTER'S AMENDED PRELIMINARY INVALIDITY CONTENTIONS**

**DECEMBER 20, 2006**  
**U.S. PATENT NO. 7,024,381 B1**

**EXHIBIT A**

**IDENTIFICATION OF PRIOR ART**  
**Prior Art Patents and Published Patent Applications**

	<b>Country of Origin/ Publisher</b>	<b>Patent/ Publication Number</b>	<b>Title</b>	<b>Issued to/ Filed by</b>	<b>Date of Issue/ Publication</b>	<b>Short Name</b>	<b>Bates Numbers</b>
1.	Europe	0,286,130 A2	Automatic Article Renting Machine	Yoshida	10/12/1988	<i>Yoshida</i>	BB00004230 – 4231
2.	U.S.	4,839,875	Technique for Automatic Tracking of Cassette Rentals and Managing of Information Related Thereto	Kuriyama <i>et al.</i>	06/13/1989	<i>Kuriyama</i>	BB00004454 – 4476
3.	Europe	0,329,076 A2	Apparatus for Selling/Lending Video Cassettes	Koya	08/23/1989	<i>Koya</i>	BB00003815 – 3832
4.	U.S.	5,007,518	Apparatus for Renting Articles	Crooks <i>et al.</i>	04/16/1991	<i>Crooks</i>	BB00004198 – 4227
5.	U.S.	5,088,586	Automatic Renting Apparatus	Isobe <i>et al.</i>	02/18/1992	<i>Isobe</i>	BB00003146 – 3157

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6.	U.S.	5,172,413	Secure Hierarchial Video Delivery System and Method	Bradley <i>et al.</i>	12/15/1992	<i>Bradley</i>	BB00004435 – 4453
7.	U.S.	5,291,554	Shared-Price Custom Video Rentals via Interactive TV	Morales	03/01/1994	<i>Morales</i>	BB00004493 – 4503
8.	U.S.	5,396,417	Product Distribution Equipment and Method	Burks <i>et al.</i>	03/07/1995	<i>Burks</i>	BB00004504 – 4543
9.	Japan	07-085151	Rental Management System for Video and Music Software	Hironori	03/31/1995	<i>Hironori</i>	BB00004504 – 4543
10.	U.S.	5,459,306	Method and System for Delivering On Demand, Individually Targeted Promotions	Stein <i>et al.</i>	10/17/1995	<i>Stein</i>	BB00012482 - 12491
11.	Canada	2,207,868	System and Method for Scheduling Broadcast of and Access to Video Programs and other Data Using Customer Profiles	Herz <i>et al.</i>	06/06/1996	<i>Herz</i>	BB00003193 – 3311
12.	U.S.	5,632,681	Universal Electronic Video Game Renting/Distributing System	Bakoglu	05/27/1997	<i>Bakoglu</i>	BB00012492 – 12497
13.	U.S.	5,646,992	Assembly, Distribution, and Use of Digital Information	Subler <i>et al.</i>	07/08/1997	<i>Subler</i>	BB00005224 – 5248
14.	U.S.	5,654,746	Secure Authorization and Control Method and Apparatus for a Game Delivery Service	McMullan, Jr. <i>et al.</i>	08/05/1997	<i>McMullan</i>	BB00012498 – 12521

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15.	U.S.	5,699,526	Ordering and Downloading Resources from Computerized Repositories	Siefert	12/16/1997	<i>Siefert '526</i>	BB00001277 – 1391
16.	U.S.	5,734,823	Systems and Apparatus for Electronic Communication and Storage of Information	Saigh <i>et al.</i>	03/31/1998	<i>Saigh</i>	BB00003619 – 3640
17.	U.S.	5,734,853	Set Top Terminal for Cable Television Delivery Systems	Hendricks <i>et al.</i>	03/31/1998	<i>Hendricks</i>	BB00012522 – 12614
18.	U.S.	5,860,068	Method and System for Custom Manufacture and Delivery of A Data Product	Cook	01/12/1999	<i>Cook</i>	BB00003641 – 3649
19.	U.S.	5,892,900	Systems and Methods for Secure Transmission Management and Electronic Rights Protection	Ginter <i>et al.</i>	04/06/1999	<i>Ginter</i>	BB00012615 – 12974
20.	U.S.	5,897,623	Interface Method for Providing Information about Items on A List for Interactive Television	Fein <i>et al.</i>	04/27/1999	<i>Fein</i>	BB00006226 – 6245
21.	U.S.	5,898,594	Method and Apparatus for Enabling a Selection of Catalog Items	Leason <i>et al.</i>	04/27/1999	<i>Leason</i>	BB00003116 – 3132
22.	U.S.	5,991,791	Security Aspect of Computer Resource Repositories	Siefert	11/23/1999	<i>Siefert '791</i>	BB00001427 – 1541
23.	U.S.	6,026,403	Computer System for Management of Resources	Siefert	02/15/2000	<i>Siefert '403</i>	BB00001542 – 1657

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24.	U.S.	6,480,855 B1	Managing A Resource on A Network Where Each Resource Has An Associated Profile with An Image	Siefert	11/12/2002	<i>Siefert '855</i>	BB00001701 – 1815
25.	U.S.	6,502,096 B1	Computerized Asset Management System	Siefert	12/31/2002	<i>Siefert '096</i> <sup>1</sup>	BB00001816 – 1931

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<sup>1</sup> *Siefert '526, '791, '403, '855 and '095* are hereinafter referred to collectively as “NCR”.