## **BLOCKBUSTER'S AMENDED PRELIMINARY INVALIDITY CONTENTION**

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

### EXHIBIT D

# CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 1)

	Short Name	<b>Classification</b> <sup>1</sup>	In Combination with	Motivation for Combination or Modification <sup>2</sup>
1.	Yoshida	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting electronic hardware and software technologies and functional features of computer implemented video rental kiosk machines to improve item rental business
2.	Kuriyama	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting electronic hardware and software technologies and functional features of computer implemented video rental kiosk machines to improve item rental business

<sup>&</sup>lt;sup>1</sup> A reference classified under 35 U.S.C. § 102 is one which Blockbuster contends to anticipate one or more claims of United States Patent No. 7,024,381 B1; and/or a reference classified under 35 U.S.C. § 103 is one which Blockbuster contends to render one or more claims of said patent obvious.

<sup>&</sup>lt;sup> $^{2}$ </sup> See also the motivations listed in Exhibits E and F.

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification <sup>2</sup>
3.	Коуа	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting electronic hardware and software technologies and functional features of computer implemented video rental kiosk machines to improve item rental business
4.	Crooks	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting electronic hardware and software technologies and functional features of computer implemented video rental kiosk machines to improve item rental business
5.	Isobe	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting electronic hardware and software technologies and functional features of computer implemented video rental kiosk machines to improve item rental business
6.	Bradley	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting video content storage, distribution and selection technologies used in TV broadcast systems to improve item rental business
7.	Morales	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve item rental business

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification <sup>2</sup>
8.	NCR	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve item rental business
9.	Saigh	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve item rental business
10.	Hendricks	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve item rental business
11.	Cook	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting computer hardware systems and software program technologies with user friendly features for allowing a user to make and update a list of desired and/or reserved items to improve item rental business
12.	Ginter	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve item rental business

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification <sup>2</sup>
13.	Fein	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting video content storage, distribution and selection technologies used in TV broadcast systems to improve item rental business
14.	Leason	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting computer hardware systems and software program technologies with user friendly features for allowing a user to make and update a list of desired and/or reserved items to improve item rental business
15.	Reference Guide	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting library practices with computer implemented subscription based no late fee book-lending programs to improve item rental business
16.	Functional Requirements	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting library practices with computer implemented subscription based no late fee book-lending programs to improve item rental business
17.	Maxcess	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting library practices with computer implemented subscription based no late fee book-lending programs to improve item rental business
18.	Sirsi	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting library practices with computer implemented subscription based no late fee book-lending programs to improve item rental business

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification <sup>2</sup>
19.	Auto Librarian	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting library practices with computer implemented subscription based no late fee book-lending programs to improve item rental business
20.	Multi-Video	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting brick and mortar video store rental practice with subscription based no late fee charge programs to improve item rental business
21.	Pop*Card	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting brick and mortar video store rental practice with subscription based no late fee charge programs to improve item rental business
22.	Video Hit	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting brick and mortar video store rental practice with subscription based no late fee charge programs to improve item rental business
23.	Cine Club	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting brick and mortar video store rental practice with subscription based no late fee charge programs to improve item rental business
24.	Campus Video	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting brick and mortar video store rental practice with subscription based no late fee charge programs to improve item rental business

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification <sup>2</sup>
25.	AudioQueue	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting subscription based no late fee practices utilized in audio book and tape rental business to improve item rental business
26.	BTCC	35 U.S.C. § 102/ 35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting subscription based no late fee practices utilized in audio book and tape rental business to improve item rental business
27.	BTL Web Pages	35 U.S.C. § 102/ 35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting subscription based no late fee practices utilized in audio book and tape rental business to improve item rental business
28.	BTL Services	35 U.S.C. § 102/ 35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting subscription based no late fee practices utilized in audio book and tape rental business to improve item rental business
29.	BTL	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting subscription based no late fee practices utilized in audio book and tape rental business to improve item rental business
30.	TBW	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting subscription based no late fee practices utilized in audio book and tape rental business to improve item rental business

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification <sup>2</sup>
31.	BOT	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting subscription based no late fee practices utilized in audio book and tape rental business to improve item rental business
32.	Video Vendor	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting computer hardware systems and software program technologies with user friendly features for allowing a user to make and update a list of desired and/or reserved items to improve item rental business
33.	Avis	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting telecommunication systems and computer software technologies for conducing online car rental business to improve item rental business
34.	TiVo	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting video content storage, distribution and selection technologies used in TV broadcast systems to improve item rental business
35.	Netflix	35 U.S.C. § 103	By itself or in combination with any one or more of the references cited herein	Adopting Netflix prior per-item online DVD rental business to improve item rental business
36.	Any combination of references cited above	35 U.S.C. § 103	Any combination of references cited above	Improving item rental business