

BLOCKBUSTER’S AMENDED PRELIMINARY INVALIDITY CONTENTION

DECEMBER 20, 2006

U.S. PATENT NO. 7,024,381 B1

EXHIBIT F

CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS

(Part 3)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
1.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or	Combine conventional brick and mortar video store rental practice with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the

¹ A reference classified under 35 U.S.C. § 103 is one which Blockbuster contends to render one or more claims of United States Patent No. 7,024,381 B1 obvious.

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Internet, and Netflix’s prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet</p>

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				<p>retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer</p>

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				<p>dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform</p>

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				functions of retail kiosks.
2.	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p>	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine conventional brick and mortar video store rental practice with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
3.	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p>	35 U.S.C. § 103	<p><i>NCR</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or</p>	<p>Combine conventional brick and mortar video store rental practice with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and</p>

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			<p><i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet</p>

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				<p>retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer</p>

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				<p>dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform</p>

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				functions of retail kiosks.
4.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine conventional brick and mortar video store rental practice with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix’s prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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				<p>relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42,</p>

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				<p>00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities,</p>

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				relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.	
5.	<i>Multi Video</i> <i>Pop*Card</i> <i>Video Hit</i> <i>Cine Club</i> <i>Campus Video</i>	and/or and/or and/or and/or	35 U.S.C. § 103 <i>Leason</i> <i>Cook</i> <i>Video Vendor</i> and/or in further combination with <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i>	and/or and/or and/or and/or and/or and/or and/or and/or	Combine conventional brick and mortar video store rental practice with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental

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			<p><i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce</p>

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				<p>businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from</p>

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				<p>limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Internet business. Using PCs over the Internet to perform functions of retail kiosks.
6.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>Stein</i> and/or <i>Herz</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine conventional brick and mortar video store rental practice with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix’s prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
7.	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p>	35 U.S.C. § 103	<p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or</p>	<p>Combine conventional brick and mortar video store rental practice with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Ginter</i> and/or <i>Netflix</i></p>	<p>retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.</p>
9.	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p>	35 U.S.C. § 103	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or in further combination with</p>	Combine conventional brick and mortar video store rental practice with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
10.	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p>	35 U.S.C. § 103	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>Combine conventional brick and mortar video store rental practice with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
11.	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p>	35 U.S.C. § 103	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or</p>	<p>Combine conventional brick and mortar video store rental practice with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
12.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar</p>

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			<p><i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.</p>
13.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or in further combination with</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with library practice having subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
14.	<i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i>	and/or and/or and/or and/or	35 U.S.C. § 103 and/or in further combination with <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>Avis</i> <i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>TBW</i> <i>BOT</i> <i>Morale</i> <i>Saigh</i> <i>Hendricks</i> <i>Ginter</i> <i>Netflix</i>	Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
15.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p>	Combine video rental technology of using computer implemented video rental kiosk machines with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment

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				<p>in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
16.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with user friendly features for allowing a user to make and update a list of desired and/or reserved items user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for</p>

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	Short Name		Classification¹	In Combination with		Motivation for Combination or Modification
						<p>rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
17.	<i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i>	and/or and/or and/or	35 U.S.C. § 103	<i>Stein</i> <i>Herz</i>	and/or	Combine video rental technology of using computer implemented video rental kiosk machines with user friendly features for allowing a user to automatically select desired

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
	<p><i>Crooks</i> and/or <i>Isobe</i></p>		<p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined</p>

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				<p>discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
18.	<p><i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i></p>	<p>and/or and/or and/or and/or</p>	<p>35 U.S.C. § 103</p> <p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
19.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities,</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
20.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Internet business. Using PCs over the Internet to perform functions of retail kiosks.
21.	Yoshida and/or Kuriyama and/or Koya and/or Crooks and/or Isobe	35 U.S.C. § 103	Morale and/or Saigh and/or Hendricks and/or Ginter and/or in further combination with Reference Guide and/or Functional Requirements and/or Maxcess and/or Sirsi and/or Auto Librarian and/or NCR and/or Avis and/or AudioQueue and/or BTCC and/or BTL and/or TBW and/or BOT and/or Netflix	Combine video rental technology of using computer implemented video rental kiosk machines with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental

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				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
22.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
23.	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with conventional brick and mortar video store rental practice, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p>

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				<p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
24.	<p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>Yoshida</i> and/or</p> <p><i>Kuriyama</i> and/or</p> <p><i>Koya</i> and/or</p> <p><i>Crooks</i> and/or</p> <p><i>Isobe</i></p> <p>and/or in further combination with</p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented video rental kiosk machines, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
25.	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>	35 U.S.C. § 103	<i>NCR</i> and/or in further combination with <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
26.	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or</p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized</p>

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			<p><i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
27.	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>	35 U.S.C. § 103	<i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i> and/or in further combination with <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine library practices having computer implemented subscription based no late fee book-lending programs with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar

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				<p>retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.</p>
28.	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>Stein</i> and/or <i>Herz</i> and/or in further combination with <i>NCR</i> and/or <i>Avis</i> and/or</p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
29.	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>	35 U.S.C. § 103	<i>Avis</i> and/or in further combination with <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented online car rental technologies, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix’s prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.</p>
30.	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i> and/or in further combination with <i>NCR</i> and/or</p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental</p>

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			<p><i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
31.	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time</p>

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				<p>required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p>

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				<p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
32.	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>	35 U.S.C. § 103	<i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or in further combination with <i>NCR</i> and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee

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			<p><i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
33.	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>	35 U.S.C. § 103	<i>Netflix</i> and/or in further combination with <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i>	Combine library practices having computer implemented subscription based no late fee book-lending programs with Netflix's prior online DVD rental services and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
34.	<i>NCR</i>	35 U.S.C. § 103	<p><i>Multi Video</i> and/or</p> <p><i>Pop*Card</i> and/or</p> <p><i>Video Hit</i> and/or</p> <p><i>Cine Club</i> and/or</p> <p><i>Campus Video</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> <i>Morale</i> <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				functions of retail kiosks.
35.	NCR	35 U.S.C. § 103	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<i>Netflix</i>	<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
36.	<i>NCR</i>	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i></p> <p>and/or in further combination with</p> <p><i>Avis</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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37.	NCR	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
38.	NCR	35 U.S.C. § 103	<p><i>Leason</i> and/or</p> <p><i>Cook</i> and/or</p> <p><i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
39.	NCR	35 U.S.C. § 103	<p><i>Stein</i> and/or <i>Herz</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
40.	NCR	35 U.S.C. § 103	<p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
41.	NCR	35 U.S.C. § 103	<i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
42.	<i>NCR</i>	35 U.S.C. § 103	<p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, digital electronic telecommunication technologies for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
43.	<i>NCR</i>	35 U.S.C. § 103	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
44.	<i>NCR</i>	35 U.S.C. § 103	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>Avis</i> and/or</p> <p><i>AudioQueue</i> and/or</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with Netflix's prior online DVD rental services and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<i>BTCC</i> <i>BTL</i> <i>TBW</i> <i>BOT</i> <i>Morale</i> <i>Saigh</i> <i>Hendricks</i> <i>Ginter</i>	and/or rental business. and/or Applying computer technology to make retail or and/or rental operations more efficient and capable. and/or Using the Internet to perform functions of and/or computer networks, including networks referred and/or to in the NCR patents. and/or Transformation and expansion of “brick-and- and/or mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g.,

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
45.	<i>Avis</i>	35 U.S.C. § 103	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented online car rental technologies with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,</p>

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				<p>Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages</p>

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				<p>caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
46.	Avis	35 U.S.C. § 103	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or</p>	<p>Combine computer implemented online car rental technologies with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<i>Sirsi</i> <i>Auto Librarian</i> <i>NCR</i> <i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>TBW</i> <i>BOT</i> <i>Morale</i> <i>Saigh</i> <i>Hendricks</i> <i>Ginter</i> <i>Netflix</i>	and/or rental business. and/or Applying computer technology to make retail or and/or rental operations more efficient and capable. and/or Using the Internet to perform functions of and/or computer networks, including networks referred and/or to in the NCR patents. and/or Transformation and expansion of “brick-and- and/or mortar” businesses into “dot-com” businesses. and/or Conducting existing pre-Internet businesses on and/or the Internet. Adaptation of brick-and-mortar and/or retail and rental businesses to the Internet. and/or Adaptation of brick-and-mortar video rental and/or businesses to the Internet. Similarities, and/or relationships, and overlaps between brick-and- and/or mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g.,

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
47.	Avis	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented online car rental technologies with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix’s prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>(E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
48.	Avis	35 U.S.C. § 103	<p>NCR</p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p>	<p>Combine computer implemented online car rental technologies with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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49.	Avis	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented online car rental technologies with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
50.	<i>Avis</i>	35 U.S.C. § 103	<p><i>Leason</i> and/or</p> <p><i>Cook</i> and/or</p> <p><i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p>	<p>Combine computer implemented online car rental technologies with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
51.	<i>Avis</i>	35 U.S.C. § 103	<p><i>Stein</i> and/or <i>Herz</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented online car rental technologies with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
52.	<i>Avis</i>	35 U.S.C. § 103	<p><i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or</p>	<p>Combine computer implemented online car rental technologies with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
53.	<i>Avis</i>	35 U.S.C. § 103	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine computer implemented online car rental technologies with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
54.	<i>Avis</i>	35 U.S.C. § 103	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or</p>	<p>Combine computer implemented online car rental technologies with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
55.	Avis	35 U.S.C. § 103	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>NCR</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p><i>Morale</i> and/or</p> <p><i>Saigh</i> and/or</p> <p><i>Hendricks</i> and/or</p> <p><i>Ginter</i></p>	<p>Combine computer implemented online car rental technologies with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
56.	<p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i></p>	35 U.S.C. § 103	<p><i>Multi Video</i> and/or</p> <p><i>Pop*Card</i> and/or</p> <p><i>Video Hit</i> and/or</p> <p><i>Cine Club</i> and/or</p> <p><i>Campus Video</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior</p>

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			<p><i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				functions of retail kiosks.
57.	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i>	35 U.S.C. § 103	<i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
58.	<p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i></p>	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or</p> <p><i>Avis</i> and/or</p> <p><i>Morale</i> and/or</p>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
59.	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or	35 U.S.C. § 103 <i>NCR</i> and/or in further combination with <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>Avis</i> <i>Morale</i> <i>Saigh</i> <i>Hendricks</i> <i>Ginter</i> <i>Netflix</i>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>(E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
60.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or</p>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if</p>

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				<p>there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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61.	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i>	35 U.S.C. § 103	<i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i>	Combine subscription based no late fee practices utilized in audio book and tape rental business with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-

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				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
62.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	35 U.S.C. § 103	<p><i>Stein</i> and/or <i>Herz</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or</p>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
			<p><i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
63.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	35 U.S.C. § 103	<p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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				<p>mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-</p>

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				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p>

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64.	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or	35 U.S.C. § 103	<i>Bradley</i> <i>Fein</i> <i>TiVo</i> and/or in further combination with <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i>	and/or and/or and/or and/or and/or and/or and/or	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting</p>

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			<p><i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or <i>Netflix</i></p>	<p>e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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65.	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i>	35 U.S.C. § 103	<i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Netflix</i>	Combine subscription based no late fee practices utilized in audio book and tape rental business with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
66.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	35 U.S.C. § 103	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or</p>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, improve item rental</p>

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			<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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67.	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	35 U.S.C. § 103	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art.</p>

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				<p>(E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
68.	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	35 U.S.C. § 103	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or</p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g.,</p>

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				<p>BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p>

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				<p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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69.	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art</p>

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				<p>online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail</p>

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				<p>or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
70.	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	35 U.S.C. § 103	<p><i>NCR</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or</p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p>

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			<p><i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
71.	<p><i>Morale</i> and/or <i>Saigh</i> and/or</p>	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or</p>	Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer systems having memory

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	<p><i>Hendricks</i> and/or <i>Ginter</i></p>		<p><i>Subler</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
72.	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	35 U.S.C. § 103	<p><i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or</p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
73.	<p><i>Morale</i> and/or</p> <p><i>Saigh</i> and/or</p> <p><i>Hendricks</i> and/or</p>	35 U.S.C. § 103	<p><i>Stein</i> and/or</p> <p><i>Herz</i></p>	Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with user friendly features for allowing a user to automatically select desired items

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
	<i>Ginter</i>		and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i>	based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix’s prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
74.	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	35 U.S.C. § 103	<p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
75.	<p><i>Morale</i> and/or</p> <p><i>Saigh</i> and/or</p> <p><i>Hendricks</i> and/or</p> <p><i>Ginter</i></p>	35 U.S.C. § 103	<p><i>Bradley</i> and/or</p> <p><i>Fein</i> and/or</p> <p><i>TiVo</i></p> <p>and/or in further combination with</p>	Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having

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			<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of</p>

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				<p>DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
76.	<p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	35 U.S.C. § 103	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Netflix</i></p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
77.	<p><i>Morale</i> and/or</p> <p><i>Saigh</i> and/or</p> <p><i>Hendricks</i> and/or</p> <p><i>Ginter</i></p>	35 U.S.C. § 103	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p>	<p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	<p>searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
78.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or</p>	<p>Combine Netflix's prior online DVD rental services with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time</p>

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				<p>required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p>

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				<p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
79.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p> <p>and/or in further combination with</p>	<p>Combine Netflix's prior online DVD rental services with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
80.	Netflix	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>Combine Netflix's prior online DVD rental services with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental</p>

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				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
81.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>NCR</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p>	<p>Combine Netflix's prior online DVD rental services with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<p><i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
82.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>Combine Netflix's prior online DVD rental services with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
83.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Leason</i> and/or</p> <p><i>Cook</i> and/or</p> <p><i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p>	<p>Combine Netflix's prior online DVD rental services with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee</p>

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			<p><i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
84.	<i>Netflix</i>	35 U.S.C. § 103	<i>Stein</i> and/or <i>Herz</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i>	Combine Netflix's prior online DVD rental services with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
85.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p>	<p>Combine Netflix's prior online DVD rental services with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based</p>

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			<p><i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				<p>media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
86.	Netflix	35 U.S.C. § 103	<p><i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or</p>	<p>Combine Netflix’s prior online DVD rental services with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			<i>Ginter</i>	<p>retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p>

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				<p>71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
87.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i></p> <p>and/or in further combination with</p>	<p>Combine Netflix's prior online DVD rental services with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a</p>

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			<p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p>	<p>telecommunication network, online car rental technologies, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital</p>

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				media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
88.	Netflix	35 U.S.C. § 103	<i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> and/or in further combination with <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>TBW</i> and/or <i>BOT</i>	Combine Netflix's prior online DVD rental services with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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				<p>relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42,</p>

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				<p>00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification
				<p>relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
89.	Any combination of references cited above	35 U.S.C. § 103	<p>Any combination of references cited above</p> <p>and/or in further combination with</p> <p>any combination of references cited above</p>	Improving item rental business