

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION

APRIL 11, 2007

U.S. PATENT NO. 6,584,450 B1

EXHIBIT E

CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS

(Part 2)

	Short Name		Classification ¹	In Combination with		Motivation for Combination or Modification ²
1.	<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>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i>	and/or and/or and/or and/or	Combine conventional brick and mortar video store rental practice with computer implemented video rental kiosk machines to improve item 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"

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. 6,584,450 B1 obvious.

² See also the motivations listed in Exhibit F.

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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				<p>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. 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
2.	<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>	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>	Combine conventional brick and mortar video store rental practice with library practices having computer implemented subscription based no late fee book-lending programs to improve item rental business.

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
	<i>Campus Video</i>		<i>Auto Librarian</i>	<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., Amazon.com) and DVD rental and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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				<p>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> <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</p>

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					<p>business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
3.	<p><i>Multi Video</i></p> <p><i>Pop*Card</i></p> <p><i>Video Hit</i></p> <p><i>Cine Club</i></p> <p><i>Campu Video</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	35 U.S.C. § 103	<i>NCR</i>	<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 to improve item 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</p>

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				<p>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 or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p>

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				<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> <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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				<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>
4.	<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>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p>	<p>Combine conventional brick and mortar video store rental practice with computer systems having memory devices and micro-controllers and computer readable medium to improve item 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</p>

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				<p>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 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</p>

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				<p>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 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>
5.	<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>	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>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 to improve item 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</p>

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				<p>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 or for pay-per-item rental services. Similarities,</p>

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				<p>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. Applying methods and technologies used for rental of audio tapes or</p>

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				<p>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>
6.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or	35 U.S.C. § 103	<i>Stein</i> and/or <i>Herz</i>	Combine conventional brick and mortar video store rental practice with user friendly features for

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	<p><i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p>			<p>allowing a user to automatically select desired items based on item selection criteria to improve item 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</p>

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				<p>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.</p>

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				<p>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> <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 ²
				<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</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>	35 U.S.C. § 103	<p><i>McMullan</i> and/or</p> <p><i>Bakoglu</i></p>	<p>Combine conventional brick and mortar video store rental practice with methods of renting, distributing and delivering games to improve game 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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 Modification²
				<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> <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	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>
8.	<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	<i>Avis</i>	<p>Combine conventional brick and mortar video store rental practice with computer implemented online car rental technologies to improve item 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.</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>
9.	<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>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i>	Combine conventional brick and mortar video store rental practice with video content storage, distribution and selection technologies used in TV broadcast systems to improve improve item rental business.

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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., Amazon.com) and DVD rental and</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name		Classification¹	In Combination with		Motivation for Combination or Modification²
						<p>business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
10.	<p><i>Multi Video</i></p> <p><i>Pop*Card</i></p> <p><i>Video Hit</i></p> <p><i>Cine Club</i></p> <p><i>Campus Video</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	35 U.S.C. § 103	<p><i>AudioQueue</i></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	<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 to improve improve item 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,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
				<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> <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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>
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	<i>Netflix</i>	<p>Combine conventional brick and mortar video store rental practice with Netflix's prior online DVD rental services to improve improve item 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-</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
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>Combine video rental technology of using computer implemented video rental kiosk machines with conventional brick and mortar video store rental practice to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 or for pay-per-item rental services. Similarities,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Applying methods</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
13.	<i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i>	35 U.S.C. § 103	<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>Combine video rental technology of using computer implemented video rental kiosk machines with library practice having subscription based no late fee book-lending programs to improve improve item 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</p>

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BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
14.	<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	<i>NCR</i>	<p>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 to improve improve item 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.</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and</p>

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BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>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 to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 or for pay-per-item rental services. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Applying methods</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
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>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 to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.	<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>Stein</i> and/or <i>Herz</i></p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with user friendly features for allowing a user to automatically select desired items based on item selection criteria to improve improve item 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.</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
18.	<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>McMullan</i> and/or <i>Bakoglu</i></p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with methods of renting, distributing and delivering games to improve game 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>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
19.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or</p>	35 U.S.C. § 103	<i>Avis</i>	Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented online car rental technologies to improve improve item rental business.

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
	<p><i>Crooks</i> and/or <i>Isobe</i></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., Amazon.com) and DVD rental and combined</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name		Classification¹	In Combination with		Motivation for Combination or Modification²
						<p>business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
20.	<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>		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>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 to improve improve item 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,</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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> <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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>
21.	<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>BVS</i> and/or <i>TWB</i> and/or <i>BOT</i></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 to improve improve item 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.</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>
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	<i>Netflix</i>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with Netflix's prior online DVD rental services to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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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(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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> <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</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				retail kiosks.
23.	<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>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>Combine library practices having computer implemented subscription based no late fee book-lending programs with conventional brick and mortar video store rental practice to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 <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>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented video rental kiosk machines to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
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	NCR	<p>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 to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 or</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
26.	<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>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i>	<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 to improve improve item 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.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
27.	<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>Leason</i> and/or</p> <p><i>Cook</i> and/or</p> <p><i>Video Vendor</i></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 make and update a list of desired and/or reserved items to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
28.	<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>Stein</i> and/or <i>Herz</i>	<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 to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 or for pay-per-item rental services. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Applying methods</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
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>McMullan</i> and/or <i>Bakoglu</i>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with methods of renting, distributing and delivering games to improve game 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
30.	<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	<i>Avis</i>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented online car rental technologies to improve improve item 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.,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 caused for online rental on a pay-per-item basis by cost of delivery and return of items by</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
31.	<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>Bradley</i> and/or</p> <p><i>Fein</i> and/or</p> <p><i>TiVo</i></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 to improve improve item 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>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Applying methods and technologies used for rental of audio tapes or</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
32.	<i>Reference Guide</i> and/or	35 U.S.C. § 103	<i>AudioQueue</i> and/or	Combine library practices having computer implemented subscription based no late fee book-

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
	<i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>		<i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i>	<p>lending programs with subscription based no late fee practices utilized in audio book and tape rental business to improve improve item 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.</p>

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BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.</p>

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BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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 Modification²
				<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>
33.	<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	<i>Netflix</i>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with Netflix's prior online DVD rental services to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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. 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</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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.	NCR	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>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 to improve improve item 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>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Applying methods and technologies used for rental of audio tapes or</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
35.	<i>NCR</i>	35 U.S.C. § 103	<i>Yoshida</i> and/or	Combine computer implemented 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 ²
			<p><i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	<p>searching their digital profiles/attributes over a telecommunication network with computer implemented video rental kiosk machines to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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.	NCR	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>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 to improve improve item 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.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
37.	NCR	35 U.S.C. § 103	<i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i>	<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 to improve improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
				<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 Modification²
				<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> <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</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				retail kiosks.
38.	NCR	35 U.S.C. § 103	<i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i>	<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 to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>Obvious need for subscription service to determine, on return of an item, what to ship next.</p> <p>Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items.</p> <p>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.</p> <p>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</p>

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BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
39.	NCR	35 U.S.C. § 103	Stein Herz and/or	<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 to improve improve item 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.</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for</p>

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(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 ²
				<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>
40.	NCR	35 U.S.C. § 103	<i>McMullan</i> and/or <i>Bakoglu</i>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with methods of renting, distributing and delivering games to improve game rental business.</p> <p>Applying computer technology to make retail or</p>

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(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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., BB00008550-51, 00008558-60.)</p>

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BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 Modification²
				<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> <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 ²
				Using PCs over the Internet to perform functions of retail kiosks.
41.	NCR	35 U.S.C. § 103	Avis	<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 to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>Obvious need for subscription service to determine, on return of an item, what to ship next.</p> <p>Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items.</p> <p>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.</p> <p>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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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.	NCR	35 U.S.C. § 103	<i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i>	<p>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 to improve improve item 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.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 ²
				<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>
43.	NCR	35 U.S.C. § 103	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i>	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 to improve improve item rental business.

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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., Amazon.com) and DVD rental and combined</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
44.	NCR	35 U.S.C. § 103	<i>Netflix</i>	<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 to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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 Modification²
				<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> <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	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>
45.	Avis	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>Combine computer implemented online car rental technologies with conventional brick and mortar video store rental practice to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 prior art. (E.g., BB00008587-</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
46.	<i>Avis</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>	Combine computer implemented online car rental technologies with computer implemented video rental kiosk machines to improve improve item rental business.

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-</p>

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(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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 ²
				Using PCs over the Internet to perform functions of retail kiosks.
47.	Avis	35 U.S.C. § 103	<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>Combine computer implemented online car rental technologies with library practices having computer implemented subscription based no late fee book-lending programs to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
				<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. 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.	<i>Avis</i>	35 U.S.C. § 103	<i>NCR</i>	<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 to improve improve item 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.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 ²
				<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>
49.	<i>Avis</i>	35 U.S.C. § 103	<i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i>	<p>Combine computer implemented online car rental technologies with computer systems having memory devices and micro-controllers and computer readable medium to improve improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
				<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 Modification²
				<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> <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</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				retail kiosks.
50.	Avis	35 U.S.C. § 103	<i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i>	<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 to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
51.	<i>Avis</i>	35 U.S.C. § 103	<i>Stein</i> and/or <i>Herz</i>	<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 to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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	<i>McMullan</i> and/or <i>Bakoglu</i>	Combine computer implemented online car rental technologies with methods of renting, distributing and delivering games to improve game rental business
53.	<i>Avis</i>	35 U.S.C. § 103	<i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i>	Combine computer implemented online car rental technologies with video content storage, distribution and selection technologies used in TV broadcast systems to improve improve item rental business. Applying computer technology to make retail or

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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., BB00008550-51, 00008558-60.)</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 Modification²
				<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> <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 ²
				Using PCs over the Internet to perform functions of retail kiosks.
54.	<i>Avis</i>	35 U.S.C. § 103	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i>	<p>Combine computer implemented online car rental technologies with subscription based no late fee practices utilized in audio book and tape rental business to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
55.	<i>Avis</i>	35 U.S.C. § 103	<i>Netflix</i>	<p>Combine computer implemented online car rental technologies with Netflix's prior online DVD rental services to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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 Modification²
				<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. 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</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	<p>35 U.S.C. § 103</p> <p><i>Multi Video</i></p> <p><i>Pop*Card</i></p> <p><i>Video Hit</i></p> <p><i>Cine Club</i></p> <p><i>Campus Video</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>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 to improve improve item 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>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
57.	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or	35 U.S.C. § 103	<i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented video rental kiosk machines to improve improve item rental business.

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
	<p><i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i></p>		<p><i>Crooks</i> and/or <i>Isobe</i></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., Amazon.com) and DVD rental and combined</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name		Classification¹	In Combination with		Motivation for Combination or Modification²
						<p>business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
58.	<p><i>AudioQueue</i></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	<p>35 U.S.C. § 103</p>	<p><i>Reference Guide</i></p> <p><i>Functional Requirements</i></p> <p><i>Maxcess</i></p> <p><i>Sirsi</i></p> <p><i>Auto Librarian</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>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 to improve improve item 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,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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.</p> <p>Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items.</p> <p>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.</p> <p>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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<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>
59.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	35 U.S.C. § 103	<i>NCR</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 to improve improve item 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"</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
60.	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i>	and/or and/or and/or and/or 35 U.S.C. § 103	<i>Burks</i> <i>Hironori</i> <i>Subler</i>	and/or and/or 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 to improve improve item rental business.

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
	<p><i>TBW</i> and/or <i>BOT</i></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., Amazon.com) and DVD rental and combined</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name		Classification¹	In Combination with		Motivation for Combination or Modification²
						<p>business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
61.	<p><i>AudioQueue</i></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	35 U.S.C. § 103	<p><i>Leason</i></p> <p><i>Cook</i></p> <p><i>Video Vendor</i></p>	<p>and/or</p> <p>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 make and update a list of desired and/or reserved items to improve improve item 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,</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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.</p> <p>Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items.</p> <p>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.</p> <p>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>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<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>
62.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</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>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 to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 prior art. (E.g., BB00008587-</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
63.	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103 <i>McMullan</i> <i>Bakoglu</i>	and/or Combine subscription based no late fee practices utilized in audio book and tape rental business with methods of renting, distributing and delivering games to improve game rental business

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name		Classification¹	In Combination with	Motivation for Combination or Modification²
	<i>BOT</i>				
64.	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103	<i>Avis</i>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented online car rental technologies to improve improve item 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.,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
65.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	35 U.S.C. § 103	<p><i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i></p>	<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 to improve improve item 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.,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 caused for online rental on a pay-per-item basis by cost of delivery and return of items by</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	<p>35 U.S.C. § 103</p> <p><i>Netflix</i></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 to improve item 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>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
67.	<i>Netflix</i>	35 U.S.C. § 103	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or	Combine Netflix's prior online DVD rental services with conventional brick and mortar video store rental practice to improve improve item rental business.

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
			<p><i>Cine Club</i> and/or <i>Campus Video</i></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., Amazon.com) and DVD rental and combined</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				business. Using PCs over the Internet to perform functions of retail kiosks.
68.	<i>Netflix</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>	Combine Netflix's prior online DVD rental services with computer implemented video rental kiosk machines to improve item rental business
69.	<i>Netflix</i>	35 U.S.C. § 103	<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>	Combine Netflix's prior online DVD rental services with library practices having computer implemented subscription based no late fee book-lending programs to improve improve item 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

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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>
70.	<i>Netflix</i>	35 U.S.C. § 103	<i>NCR</i>	<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 to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 or for pay-per-item rental services. Similarities,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Applying methods</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 Modification²
71.	<i>Netflix</i>	35 U.S.C. § 103	<i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i>	<p>Combine Netflix's prior online DVD rental services with computer systems having memory devices and micro-controllers and computer readable medium to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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.	<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>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 to improve improve item 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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 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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(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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. 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</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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.	<i>Netflix</i>	35 U.S.C. § 103	<i>Stein</i> and/or <i>Herz</i>	<p>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 to improve improve item 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>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and</p>

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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. Applying methods and technologies used for rental of audio tapes or</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
74.	<i>Netflix</i>	35 U.S.C. § 103	<i>McMullan</i> and/or	Combine Netflix's prior online DVD rental services with methods of renting, distributing and delivering

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
			<i>Bakoglu</i>	games to improve game rental business
75.	<i>Netflix</i>	35 U.S.C. § 103	<i>Avis</i>	<p>Combine Netflix's prior online DVD rental services with computer implemented online car rental technologies to improve improve item 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.,</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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> <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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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.	<i>Netflix</i>	35 U.S.C. § 103	<i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i>	<p>Combine Netflix's prior online DVD rental services with video content storage, distribution and selection technologies used in TV broadcast systems to improve improve item 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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 by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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. 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</p>

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	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification ²
				<p>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.	<i>Netflix</i>	35 U.S.C. § 103	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	<p>and/or and/or and/or and/or and/or</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 to improve improve item 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>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 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</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<p>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>
78.	Any combination of references cited above	35 U.S.C. § 103	Any combination of references cited above	<p>Improving improve item rental business.</p> <p>Applying computer technology to make retail or</p>

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	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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., BB00008550-51, 00008558-60.)</p>

EXHIBIT E: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 2)

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 6,584,450 B1)

	Short Name	Classification¹	In Combination with	Motivation for Combination or Modification²
				<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 Modification²
				<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> <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 Modification²
				Using PCs over the Internet to perform functions of retail kiosks.