BLOCKBUSTER'S FINAL INVALIDITY CONTENTION

APRIL 11, 2007 U.S. PATENT NO. 6,584,450 B1

EXHIBIT F

CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

	Short Name		Classification ¹	In Combination wi	th	Motivation for Combination or Modification
1.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks Isobe and/or in further combination with Reference Guide Functional Requirements	and/or and/or and/or and/or on and/or and/or	store rental practice with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental

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.

Short Name	Classification ¹	In Combinatio	on with	Motivation for Combination or Modification
		Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-64).
			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.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.

	Short Name		Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
2.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combination with NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	store rental practice with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" businesses into "dot-com" businesses.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

	Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
					delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
3.	Multi Videoand/orPop*Cardand/orVideo Hitand/orCine Cluband/orCampus Videoand/or		NCR and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC BTL BVS TBW	on and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve 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.

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BOT and/or Netflix	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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.) 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.
			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

	Short Name	e	Classification ¹	In Combination with	Motivation for Combination or Modification
					prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
4.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or and/or	35 U.S.C. § 103	Burksand/orHironoriand/orSublerand/or in further combinationwithand/or in further combination	

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Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.) 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.

	Short Nam	e	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
						Using PCs over the Internet to perform functions of retail kiosks.
5.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	35 U.S.C. § 103	Leason Cook Video Vendor and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	store rental practice with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" businesses into "dot-com" businesses.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.)
			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.,

	Short Name	Classification ¹	In Combination wi	th	Motivation for Combination or Modification
					BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
6.	Multi Video and/o Pop*Card and/o Video Hit and/o Cine Club and/o Campus Video And/o		Stein Herz and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR	and/or and/or and/or and/or and/or and/or and/or	Combine conventional brick and mortar video store rental practice with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 18 of 260

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		AudioQueueandBTCCandBTLandBVSandTBWand	 Ivor rental operations more efficient and capable. Ivor Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Ivor Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Ivor 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 retail and rental businesses to the Internet. Adaptation of brick-and-mortar retail on brick-and-mortar video rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-andmortar 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, 00008558-60, 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 (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			 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.

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				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.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
7.	Multi Videoand/oPop*Cardand/oVideo Hitand/o	r	McMullan and/o Bakoglu	r Combine conventional brick and mortar video store rental practice with methods of renting, distributing and delivering games, and further with computer implemented library practices

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 21 of 260

	Short Name	Classification ¹	In Combination wi	th	Motivation for Combination or Modification
Cine Clu Campus			and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	having subscription based no late fee book- lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve game 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 retail and rental businesses (e.g., Blockbuster's brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar 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

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			delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.) 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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. 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
8.	Pop*CardanVideo Hitan	d/or d/or d/or d/or	Avis and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC BTL BVS TBW BOT Netflix	on and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve 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-

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.) Applying methods and technologies used for libraries to rental services. Similarities,

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combinatio	on with	Motivation for Combination or Modification
		Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	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.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 are delays providing further items. 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.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			 Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital
			media for computerized business operations and Internet business.Using PCs over the Internet to perform functions of retail kiosks.

	Short Name		Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
10.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	35 U.S.C. § 103	AudioQueue BTCC BTL BVS TBW BOT and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or on and/or and/or and/or and/or and/or and/or and/or	store rental practice with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, 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" businesses into "dot-com" businesses.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					 delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and
					Internet business. Using PCs over the Internet to perform functions of retail kiosks.
11.	Multi Videoand/Pop*Cardand/Video Hitand/Cine Cluband/Campus Video	or or	Netflix and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS	on and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve 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-

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 35 of 260

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		TBW and/or BOT	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.) 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.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				 prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for
				subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
12.	Yoshida and/ Kuriyama and/ Koya and/ Crooks and/ Isobe	or or	Pop*CardandVideo Hitand	nd/or nd/or

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 38 of 260

Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
		with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	business, and Netflix's prior online DVD rental services, 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" 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.

	Short Name		Classification ¹	In Combination with	ith	Motivation for Combination or Modification
						Using PCs over the Internet to perform functions of retail kiosks.
13.	Yoshida Kuriyama Koya Crooks Isobe	and/or and/or and/or	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combination with NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	computer implemented video rental kiosk machines with library practice having subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve 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-

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.)
			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.)

	Short Name	Classification ¹	In Combination wi	th	Motivation for Combination or Modification
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
14.	Yoshida and/o	0	NCR		Combine video rental technology of using
	Kuriyamaand/oKoyaand/oCrooksand/oIsobeIsobe		and/or in further combination with	on	computer implemented video rental kiosk machines with computer implemented method for ordering and downloading resources/contents based on searching their digital
	Isobe		Reference Guide	and/or	profiles/attributes over a telecommunication network, and further with computer implemented
			Functional Requirements	and/or	library practices having subscription based no
			Maxcess	and/or	late fee book-lending programs, online car rental
			Sirsi	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
			Auto Librarian	and/or	business, and Netflix's prior online DVD rental
			Avis	and/or	· 1
			AudioQueue		Applying computer technology to make retail or
			BTCC	and/or	rental operations more efficient and capable. Using the Internet to perform functions of

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 45 of 260

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BTL and/or BVS and/or T and/or BOT and/or Netflix	to in the NCR patents. Transformation and expansion of "brick-and- mortar" husinesses into "dot com" husinesses

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			 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.
			rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				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.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
15.	KuriyamaandKoyaand	d/or d/or d/or d/or	Burksand/orHironoriand/orSublerand/or in further combination	

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
		with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.) 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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. 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on

	Short Name	•	Classification ¹	In Combination w	rith	Motivation for Combination or Modification
						discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
16.	Yoshida Kuriyama Koya Crooks Isobe	and/or and/or and/or	35 U.S.C. § 103	Leason Cook Video Vendor and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	computer implemented video rental kiosk machines with user friendly features for allowing a user to make and update a list of desired and/or reserved items user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable.

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BOT and/or Netflix	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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.) 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.
			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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
17.	Yoshidaand/oKuriyamaand/oKoyaand/oCrooksand/oIsobeI	or or	Steinand/orHerzand/or in further combinationwith	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, and further with computer implemented library practices having subscription based no late fee book-lending
			Reference Guide and/or	-

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
		Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve 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.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and

	Short Name		Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
						Internet business. Using PCs over the Internet to perform functions of retail kiosks.
18.	Yoshida Kuriyama Koya Crooks Isobe	and/or and/or and/or	35 U.S.C. § 103	McMullan Bakoglu and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or on and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	computer implemented video rental kiosk machines with methods of renting, distributing and delivering games, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve game 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.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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.)
			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.
			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.)
			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

	Short Name		Classification ¹	In Combination wi	th	Motivation for Combination or Modification
						discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
19.	Yoshida	and/or	35 U.S.C. § 103	Avis		Combine video rental technology of using
	Kuriyama	and/or				computer implemented video rental kiosk
	Коуа	and/or		and/or in further combination	on	machines with computer implemented online car rental technologies, and further with computer
	Crooks	and/or		with		implemented library practices having
	Isobe			Deferme Carile	and/an	subscription based no late fee book-lending
				Reference Guide Functional Requirements	and/or and/or	Programs, memorial or ordering and to minorating
				Maxcess	and/or	
				Sirsi	and/or	telecommunication network, online car rental
				Auto Librarian	and/or	technologies, subscription based no late fee
				NCR	and/or	practices utilized in addit book and tape rental
				AudioQueue	and/or	

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 62 of 260

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BTCCand/orBTLand/orBVSand/orBOTand/orNetflixNetflix	rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-64).
			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.

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				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.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
20.	Yoshida and/or	35 U.S.C. § 103	Bradley and/or	Combine video rental technology of using computer implemented video rental kiosk

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 65 of 260

Short 1	Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
Kuriyama Koya Crooks Isobe	and/or and/or and/or		Fein TiVo and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" businesses into "dot-com" businesses.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

	Short Name		Classification ¹	In Combination wi	th	Motivation for Combination or Modification
						 delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions
01	Yoshida	and/an	25 11 5 0 8 102	AndiaOnana	and/an	of retail kiosks.
21.		and/or and/or	35 U.S.C. § 103	AudioQueue BTCC	and/or and/or	
	2	and/or		BTL	and/or	machines with subscription based no late fee
	2	and/or		BVS	and/or	practices utilized in audio book and tape rental
	Isobe			TBW	and/or	business, and further with computer
				BOT		subscription based no late fee book-lending
				and/or in further combination with	on	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD
				Reference Guide	and/or	
				Functional Requirements	and/or	
				Maxcess	and/or	Using the Internet to nonform functions of
				Sirsi	and/or	computer networks including networks referred
				Auto Librarian	and/or	to in the NCR patents.
<u> </u>				NCR	and/or	Transformation and expansion of "brick-and-

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		Avis and/or Netflix	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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.) 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.
			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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
22.	Yoshida and/or Kuriyama and/or Koya and/or Crooks and/or Isobe		<i>Netflix</i> and/or in further combination with	Combine video rental technology of using computer implemented video rental kiosk machines with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late for book landing programs, mathed for
			Reference Guideand/orFunctional Requirementsand/or	

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 72 of 260

Short Name	Classification ¹	In Combinatio	on with	Motivation for Combination or Modification
		Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT	and/or and/or and/or and/or and/or and/or and/or and/or	subscription based no late fee practices utilized in audio book and tape rental business, 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" businesses into "dot-com" businesses

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

	Short Name		Classification ¹	In Combinatio	on with	Motivation for Combination or Modification
						of retail kiosks.
23.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Multi Video Pop*Card Video Hit Cine Club Campus Video and/or in further comb with NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	 implemented subscription based no late fee book-lending programs with conventional brick and mortar video store rental practice, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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-

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

	Short Name		Classification ¹	In Combination	with	Motivation for Combination or Modification
						subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
24.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks Isobe and/or in further combina with NCR Avis	and/or	implemented subscription based no late fee book-lending programs with computer implemented video rental kiosk machines, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and
				AudioQueue BTCC BTL	and/or and/or and/or	Applying computer technology to make retail or

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BVS and/or	to in the NCR patents.
		TBW and/or BOT and/or Netflix	Transformation and expansion of "brick-and-

S	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				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. (E.g., BB00008541-42, 00008563-64, 00008969-71.) 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.
				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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
Func Max Sirsi	ctional Requirements cess	35 U.S.C. § 103	<i>NCR</i> and/or in further combination with	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
Auto) Librarian		Avis and/or	searching their digital profiles/attribu

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Short Name	Classification ¹	In Combinat	ion with	Motivation for Combination or Modification
		AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.

	Short Name	Classification ¹	In Combina	tion with	Motivation for Combination or Modification
					Using PCs over the Internet to perform functions of retail kiosks.
26.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	35 U.S.C. § 103	Burks Hironori Subler and/or in further co with NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or mbination and/or and/or and/or and/or and/or and/or and/or and/or	implemented subscription based no late fee book-lending programs with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.)
			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.)

	Short Name		Classification ¹	In Combination w	vith	Motivation for Combination or Modification
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
27.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Leason Cook Video Vendor and/or in further combinat with NCR Avis AudioQueue BTCC	and/or and/or ion and/or and/or and/or and/or	implemented subscription based no late fee book-lending programs with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental
				BTL BVS	and/or and/or	Applying computer technology to make retail or

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BOT and/or	
		Netflix and or	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.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			 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.
			rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 92 of 260

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		AvisaAudioQueueaBTCCaBTLaBVSaTBWa	method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve 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 retail on for 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

	Short Name		Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
						Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
29.	Functional Requirements Maxcess	and/or and/or and/or	35 U.S.C. § 103	McMullan Bakoglu and/or in further combination with NCR Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or on and/or and/or and/or and/or and/or and/or	implemented subscription based no late fee book-lending programs with methods of renting, distributing and delivering games, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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.)
			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.
			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.)
			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

	Short Name		Classification ¹	In Combination	with	Motivation for Combination or Modification
						discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
30.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Avis and/or in further combin with NCR AudioQueue BTCC BTL BVS TBW BOT	nation and/or and/or and/or and/or and/or and/or and/or	profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for

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

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
Auto Librarian		and/or in further combination withNCRand/orAvisand/orAudioQueueand/orBTCCand/orBTLand/orBVSand/orBOTand/orNetflixNetflix	business, and Netflix's prior online DVD rental services, 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

	Short Name		Classification ¹	In Combination wi	th	Motivation for Combination or Modification
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
32.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	AudioQueue BTCC BTL BVS TBW BOT and/or in further combination with NCR Avis Netflix	and/or and/or and/or and/or on and/or and/or	implemented subscription based no late fee book-lending programs with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.)
			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.,

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

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

S	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				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. (E.g., BB00008541-42, 00008563-64, 00008969-71.) 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.
				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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
34.	NCR	35 U.S.C. § 103	Multi VideoandPop*CardandVideo HitandCine ClubandCampus Videoand	/or ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 112 of 260

Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
		and/or in further combination with <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>Avis</i> <i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i> <i>Netflix</i>	and/or and/or and/or and/or and/or and/or and/or and/or and/or	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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and

	Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
					Internet business. Using PCs over the Internet to perform functions of retail kiosks.
35.	NCR	35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks Isobe and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" 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

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.)
			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.,

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BTL and/or BVS and/or BOT and/or Netflix	to in the NCR patents. Transformation and expansion of "brick-and- mortor" husinesses into "dot com" husinesses

	In Combination with	Motivation for Combination or Modification
		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.)
		 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. Applying methods and technologies used for rental of other items to rental of videos.

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				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.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
37.	NCR	35 U.S.C. § 103	Burksand/orHironoriand/orSublerand/or in further combination	

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
		with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or	Netflix's prior online DVD rental services, 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-

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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 by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
38.	NCR	35 U.S.C. § 103	Leason Cook Video Vendor and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or on and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" businesses into "dot-com" businesses.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.) Applying methods and technologies used for libraries to rental services. Similarities,

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

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Short Name	Classification ¹	In Combination	on with	Motivation for Combination or Modification
		Auto Librarian Avis	and/or and/or	Netflix's prior online DVD rental services, to improve item rental business.
			and/or and/or and/or and/or and/or and/or	
				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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			are delays providing further items. 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.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g.,
			BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
40.	NCR	35 U.S.C. § 103	McMullan Bakoglu and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with methods of renting, distributing and delivering games, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve game 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.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008541-42, 00008563-64, 00008969-71.)
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided

	Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
					electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
41.	NCR	35 U.S.C. § 103	Avis and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian AudioQueue BTCC BTL BVS TBW	on and/or and/or and/or and/or and/or and/or and/or and/or and/or	subscription based no late fee book-lending programs, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 136 of 260

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BOT and/or Netflix	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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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. (E.g., BB00008541-42, 00008541-42, 00008553-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) 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. 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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
42.	NCR	35 U.S.C. § 103	Bradleyand/orFeinand/orTiVoand/or in further combinationwithand/or in further combination	

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 139 of 260

Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					of retail kiosks.
43.	NCR	35 U.S.C. § 103	AudioQueue BTCC BTL BVS TBW BOT and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, and Netflix's prior online DVD rental services, 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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 rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.,

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008541-42, 00008563-64, 00008969-71.)
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		TBW and/or BOT	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.) 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.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
45.	Avis	35 U.S.C. § 103	Multi Videoand/oPop*Cardand/oVideo Hitand/oCine Cluband/oCampus Videoand/o	rental technologies with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book- lending programs, method for ordering and downloading resources/contents based on
			and/or in further combination	searching their digital profiles/attributes over a telecommunication network, subscription based

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 149 of 260

Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
		with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or	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.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					of retail kiosks.
46.	Avis	35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks Isobe and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	rental technologies with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for new par item rantal arrivage. Similarities
			 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., BB00008551, 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			 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.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

	Short Name	Classification ¹	In Combination wi	th	Motivation for Combination or Modification
					subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
47.	Avis	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combination with	and/or and/or and/or and/or	
			NCR	and/or	business.
			AudioQueue BTCC	and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable.
			BTL	and/or	Using the Internet to perform functions of computer networks, including networks referred
			BVS	and/or	to in the NCR patents.

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		TBW and/or BOT and/or Netflix	1

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
48.	Avis	35 U.S.C. § 103	NCR	Combine computer implemented online car rental technologies with computer implemented method for ordering and downloading
			and/or in further combination with	resources/contents based on searching their digital profiles/attributes over a
			Reference Guide and/or	telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 159 of 260

Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
		Functional Requirements Maxcess Sirsi Auto Librarian AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or	practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, 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" businesses into "dot-com" businesses

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					of retail kiosks.
49.	Avis	35 U.S.C. § 103	Burks Hironori Subler and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or and/or	rental technologies with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental
			Auto Librarian NCR AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or	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.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.)
			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.)

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BTCC an BTL an BVS an TBW an	 d/or Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-andmortar" 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 retail and rental businesses to the Internet. Adaptation of brick-and-mortar retail and 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 and combined discussions of them in there tratil sites and ecommerce businesses (e.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				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.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
51.	Avis	35 U.S.C. § 103	Stein and/or Herz	Combine computer implemented online car rental technologies with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further
			and/or in further combination	with computer implemented library practices

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Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
		with <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>NCR</i> <i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i> <i>Netflix</i>	and/or and/or and/or and/or and/or and/or and/or and/or	Using the internet to perform functions of

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.) 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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. 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
52.	Avis	35 U.S.C. § 103	McMullan Bakoglu and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or on and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	rental technologies with methods of renting, distributing and delivering games, and further with computer implemented library practices having subscription based no late fee book- lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve game 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.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.) Applying methods and technologies used for libraries to rental services. Similarities,

	Short Name	Classification ¹	In Combination with	n Motivation for Combination or Modification
				relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
53.	Avis	35 U.S.C. § 103	2	and/or and/or combine computer implemented online car rental technologies with video content storage, distribution and selection technologies used in TV broadcast systems, and further with
			and/or in further combination with	computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their
			Functional Requirements	and/or and/or and/or and/or and/or and/or and/or

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Short Name	Classification ¹	In Combinatio	on with	Motivation for Combination or Modification
		Sirsi Auto Librarian NCR AudioQueue BTCC BTL BVS TBW BOT Netflix	and/or and/or and/or and/or and/or and/or and/or	DVD rental services, 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" 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 retail 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			are delays providing further items. 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.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g.,
			BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
54.	Avis	35 U.S.C. § 103	AudioQueue BTCC BTL BVS TBW BOT and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Netflix	and/or and/or and/or and/or on and/or and/or and/or and/or and/or	rental technologies with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and Netflix's prior online DVD rental services, 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-

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

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

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		TBW and/or BOT	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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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. (E.g., BB00008541-42, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) 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. 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

	Short Name	Classification ¹	In Combination wit	h	Motivation for Combination or Modification
				l l r c	prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				r I U	Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
56.	AudioQueueandBTCCandBTLandBVSandTBWandBOTand	/or /or /or	Pop*Card Video Hit	and/or and/or and/or i s	Combine subscription based no late fee practices utilized in audio book and tape rental business with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
			and/or in further combination	1	resources/contents based on searching their digital profiles/attributes over a

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
		with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or and/or	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-

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			dissatisfaction with a subscription service if there are delays providing further items.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.
			Using PCs over the Internet to perform functions of retail kiosks.

	Short Name		Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
57.	AudioQueue BTCC BTL BVS TBW BOT	and/or and/or and/or and/or	35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks Isobe and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	utilized in audio book and tape rental business with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, 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-

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				 delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
58.	AudioQueueand/oBTCCand/oBTLand/oBVSand/oTBWand/oBOT		Functional RequirementsandMaxcessandSirsiandAuto Librarianand/or in further combinationwithNCRand	nd/or nd/or

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.)

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
59.	BTCC and BTL and BVS and	d/or 35 U.S.C. § 103 d/or d/or d/or d/or	NCR and/or in further combination with Reference Guide and/or Functional Requirements and/or	subscription based no late fee book-lending
			Maxcess and/or	programs, online car rental technologies, and Netflix's prior online DVD rental services, to

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

Short Name	Classification ¹	In Combinatior	n with	Motivation for Combination or Modification
		Sirsi	and/or	improve item rental business.
		Auto Librarian Avis Netflix	and/or and/or	
				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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 are delays providing further items. 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.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			 Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital
			media for computerized business operations and Internet business.Using PCs over the Internet to perform functions of retail kiosks.

	Short Name		Classification ¹	In Combination w	ith	Motivation for Combination or Modification
60.	AudioQueue BTCC BTL BVS TBW BOT	and/or and/or and/or and/or	35 U.S.C. § 103	Burks Hironori Subler and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or	with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008541-42, 00008563-64, 00008969-71.)
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided

	Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
					electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
61.	AudioQueueand/ and/ BTCCBTLand/ and/ BVSBVSand/ and/ BOT	or or or	Leason Cook Video Vendor and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or on and/or and/or and/or and/or and/or and/or	utilized in audio book and tape rental business with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable.

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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 for DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,
			relationships, and overlaps between subscription and pay-per-item rental services and combined

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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

	Short Name	(Classification ¹	In Combination with	Motivation for Combination or Modification
					businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
62.	AudioQueue BTCC BTL BVS TBW BOT	and/or 3 and/or and/or and/or and/or	35 U.S.C. § 103	Stein and/or Herz and/or in further combination with	Combine subscription based no late fee practices utilized in audio book and tape rental business with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 206 of 260

Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or and/or	digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.

	Short Name		Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
						Using PCs over the Internet to perform functions of retail kiosks.
63.	AudioQueue BTCC BTL BVS TBW BOT	and/or and/or and/or and/or	35 U.S.C. § 103	McMullan Bakoglu and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or on and/or and/or and/or and/or and/or	utilized in audio book and tape rental business with methods of renting, distributing and delivering games, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and online car rental technologies, to improve game rental business. Applying computer technology to make retail or

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			 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.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

	Short Name	Classification ¹	In Combination wi	th	Motivation for Combination or Modification
					subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
64.	AudioQueueand/orBTCCand/orBTLand/orBVSand/orTBWand/orBOT	35 U.S.C. § 103	Avis and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Netflix	on and/or and/or and/or and/or and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and Netflix's prior online DVD rental services, to improve item rental business.

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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 for DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,
			relationships, and overlaps between subscription and pay-per-item rental services and combined

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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

	Short Name	Classif	fication ¹	In Combination with	Motivation for Combination or Modification
					 businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
65.	BTCC BTL BVS	and/or 35 U.S.0 and/or and/or and/or and/or	C. § 103	BradleyandFeinandTiVoand/or in further combinationwithand/or in further combination	

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Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification	
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or and/or	network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable.	

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.

	Short Name		Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
						Using PCs over the Internet to perform functions of retail kiosks.
66.	AudioQueue BTCC BTL BVS TBW BOT	and/or and/or and/or and/or	35 U.S.C. § 103	Netflix and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis	on and/or and/or and/or and/or and/or	searching their digital profiles/attributes over a telecommunication network, and online car

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008541-42, 00008563-64, 00008969-71.)
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided

	Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
					electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
67.	Netflix	35 U.S.C. § 103	Multi Video Pop*Card Video Hit Cine Club Campus Video and/or in further combinatio with Reference Guide	and/or	Combine Netflix's prior online DVD rental services with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business.
			Functional Requirements Maxcess Sirsi Auto Librarian NCR	and/or and/or and/or and/or	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-

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		Avisand/oAudioQueueand/oBTCCand/oBTLand/oBVSand/oTBWand/oBOT	 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,

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 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. (E.g., BB00008541-42, 00008541-42, 00008553-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) 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. 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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
68.	Netflix	35 U.S.C. § 103	Yoshida and/or Kuriyama and/or Koya and/or Crooks and/or Isobe	services with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their
			and/or in further combination	digital profiles/attributes over a telecommunication network, online car rental

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Short Name	Classification ¹	In Combination with	ith	Motivation for Combination or Modification
		with <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>NCR</i> <i>Avis</i> <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 and/or and/or and/or and/or	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,

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			dissatisfaction with a subscription service if there are delays providing further items.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.
			Using PCs over the Internet to perform functions of retail kiosks.

	Short Name	Classification ¹	In Combination wi	th	Motivation for Combination or Modification
69.	Netflix	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combination with NCR Avis AudioQueue BTCC BTL BVS TBW BOT	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	services with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, 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" businesses into "dot-com" businesses

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item sand related uncertainties. (E.g., BB00008559, 00008563-64.) 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., BB00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time related uncertainties. (E.g., BB00008541-42, 00008557, 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 by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items by mail or of other del
			caused for online rental on a pay-per-item by cost of delivery and return of items by r of other delivery and return of items. (E.g.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
70.	Netflix	35 U.S.C. § 103	NCR		Combine Netflix's prior online DVD rental
			and/or in further combinati with	on	services with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented
			Reference Guide	and/or	
			Functional Requirements	and/or	late fee book-lending programs, online car rental
			Maxcess	and/or	technologies, and subscription based no late fee
			Sirsi	and/or	practices utilized in audio book and tape rental business, to improve item rental business.
			Auto Librarian	and/or	Applying computer technology to make retail or
			Avis	and/or	rental operations more efficient and capable.
			AudioQueue	and/or	
			BTCC	and/or	to in the NCD notants
			BTL	and/or	Transformation and expansion of "brick and
			BVS	and/or	mortar" businesses into "dot-com" businesses
			TBW	and/or	Conducting existing pre-Internet businesses on
			BOT		the Internet. Adaptation of brick-and-mortar

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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.) Applying methods and technologies used for

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 236 of 260

Short Name	Classification ¹	In Combination	on with	Motivation for Combination or Modification
Short Name	Classification ¹	In Combination Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT	on with and/or and/or and/or and/or and/or and/or and/or and/or and/or	Modification practices utilized in audio book and tape rental business, 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" 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			 are delays providing further items. 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.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			 Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital
			media for computerized business operations and Internet business.Using PCs over the Internet to perform functions of retail kiosks.

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
72.	Netflix	35 U.S.C. § 103	Leason Cook Video Vendor and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT	and/or	a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, 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" businesses into "dot-com" businesses.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008541-42, 00008563-64, 00008969-71.)
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided

	Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
					electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
73.	Netflix	35 U.S.C. § 103	Stein Herz and/or in further combination	and/or	services with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with
			with	on	computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
			Reference Guide	and/or	
			Functional Requirements Maxcess	and/or and/or	digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee
			Sirsi	and/or	practices utilized in audio book and tape rental
			Auto Librarian	and/or	business, to improve item rental business.
			NCR	and/or	
			Avis	and/or	rental operations more efficient and capable.
			AudioQueue BTCC	and/or and/or	Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BTL and/or BVS and/or BOT And/or	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.) 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
74.	Netflix	35 U.S.C. § 103	McMullanand/orBakogluand/or in further combinationwith	Combine Netflix's prior online DVD rental services with methods of renting, distributing and delivering games, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a

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Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC BTL BVS TBW BOT	and/or and/or and/or and/or and/or and/or and/or and/or and/or	practices utilized in audio book and tape rental business, to improve game 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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			 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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

	Short Name	Classification ¹	In Combination w	ith	Motivation for Combination or Modification
					of retail kiosks.
75.	Netflix	35 U.S.C. § 103	Avis and/or in further combinati with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC BTL BVS TBW BOT	on and/or and/or and/or and/or and/or and/or and/or and/or	digital profiles/attributes over a telecommunication network, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable.

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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			BB00008541-42, 00008563-64, 00008969-71.)
			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.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided

	Short Name	Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
					electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
76.	Netflix	35 U.S.C. § 103	Bradley Fein TiVo and/or in further combination	and/or and/or on	services with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for
			with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue	and/or and/or and/or and/or and/or and/or and/or	network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, 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

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Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
		BTCCand/orBVSand/orBVSand/orBOTAnd/or	the Internet. Adaptation of brick-and-mortar

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			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.)
			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.
			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

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				 businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
77.	Netflix	35 U.S.C. § 103	BTCC a BTL a BVS a	nd/or nd/or

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Short Na	me Classification ¹	In Combination wi	ith	Motivation for Combination or Modification
		and/or in further combination with	on	digital profiles/attributes over a telecommunication network, and online car rental technologies, to improve item rental business.
		Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or and/or	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.
		Auto Librarian NCR Avis	and/or and/or	-

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused 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, 00008563-64, 00008563-71.)
			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

Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
			site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			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.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

	Short Name	Classification ¹	In Combination with	Motivation for Combination or Modification
				of retail kiosks.
78.	Any combination of references cited above	35 U.S.C. § 103	Any combination of references cited above and/or in further combination with any combination of references cited above	Improving item rental business