

**BLOCKBUSTER'S FINAL INVALIDITY CONTENTION****APRIL 11, 2007****U.S. PATENT NO. 6,584,450 B1****EXHIBIT F****CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS****(Part 3)**

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

<sup>1</sup> 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.

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>(E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p>

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

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<b>2.</b>	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>  and/or in further combination with  <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i>	Combine conventional brick and mortar video store rental practice with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, 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, 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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with</p>

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



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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>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.</p>
4.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i>  and/or in further combination with	Combine conventional brick and mortar video store rental practice with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<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> <i>Netflix</i>	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. and/or Applying computer technology to make retail or rental operations more efficient and capable. and/or Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. and/or Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. and/or Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. and/or 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

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

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
5.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i>  and/or in further combination with  <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i>	Combine conventional brick and mortar video store rental practice with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental 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, relationships, and overlaps between brick-and-

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g.,</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
6.	<p><i>Multi Video</i> and/or  <i>Pop*Card</i> and/or  <i>Video Hit</i> and/or  <i>Cine Club</i> and/or  <i>Campus Video</i></p>	35 U.S.C. § 103	<p><i>Stein</i> and/or  <i>Herz</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>NCR</i> and/or</p>	<p>Combine 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 services, to improve item rental business.</p> <p>Applying computer technology to make retail or</p>

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

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

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p>

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

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

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
	<p><i>Cine Club</i> and/or <i>Campus Video</i></p>		<p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p>



BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
8.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>Avis</i>  and/or in further combination with  <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i>	Combine conventional brick and mortar video store rental practice with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and 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.

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities,</p>

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

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

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
10.	<i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i>	35 U.S.C. § 103	<i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i>  and/or in further combination with  <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Netflix</i>	Combine conventional brick and mortar video store rental practice with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a 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.  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



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p>

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with</p>

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
<p><b>11.</b></p>	<p><i>Multi Video</i> and/or  <i>Pop*Card</i> and/or  <i>Video Hit</i> and/or  <i>Cine Club</i> and/or  <i>Campus Video</i></p>	<p>35 U.S.C. § 103</p>	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>NCR</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or</p>	<p>Combine conventional brick and mortar video store rental practice with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p>

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

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

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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

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

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

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p>with</p> <p><i>Reference Guide</i></p> <p><i>Functional Requirements</i></p> <p><i>Maxcess</i></p> <p><i>Sirsi</i></p> <p><i>Auto Librarian</i></p> <p><i>NCR</i></p> <p><i>Avis</i></p> <p><i>AudioQueue</i></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p> <p><i>Netflix</i></p>	<p>telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) 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</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from</p>



BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				Using PCs over the Internet to perform functions of retail kiosks.
13.	<i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i>	35 U.S.C. § 103	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>  and/or in further combination with  <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i>	Combine video rental technology of using computer implemented video rental kiosk machines with library practice having subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental 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 video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p>

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
14.	<p><i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i></p> <p>and/or and/or and/or and/or</p>	35 U.S.C. § 103	<p><i>NCR</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of</p>

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

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to</p>

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

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
15.	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i></p> <p>and/or in further combination</p>	Combine video rental technology of using computer implemented video rental kiosk machines with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having



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

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship</p>

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p>

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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>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.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
17.	<i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i>	35 U.S.C. § 103	<i>Stein</i> and/or <i>Herz</i>  and/or in further combination with  <i>Reference Guide</i> and/or	Combine video rental technology of using computer implemented video rental kiosk machines with user friendly features for allowing a user to automatically select desired 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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				Internet business. Using PCs over the Internet to perform functions of retail kiosks.
18.	<p><i>Yoshida</i>           and/or  <i>Kuriyama</i>         and/or  <i>Koya</i>                and/or  <i>Crooks</i>             and/or  <i>Isobe</i></p>	35 U.S.C. § 103	<p><i>McMullan</i>                 and/or  <i>Bakoglu</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i>             and/or  <i>Functional Requirements</i>   and/or  <i>Maxcess</i>                     and/or  <i>Sirsi</i>                         and/or  <i>Auto Librarian</i>             and/or  <i>NCR</i>                         and/or  <i>Avis</i>                         and/or  <i>AudioQueue</i>                and/or  <i>BTCC</i>                       and/or  <i>BTL</i>                         and/or  <i>BVS</i>                         and/or  <i>TBW</i>                         and/or  <i>BOT</i>                         and/or  <i>Netflix</i></p>	<p>Combine video rental technology of using 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
<b>19.</b>	<p><i>Yoshida</i></p> <p><i>Kuriyama</i></p> <p><i>Koya</i></p> <p><i>Crooks</i></p> <p><i>Isobe</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p>	<p>35 U.S.C. § 103</p> <p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i></p> <p><i>Functional Requirements</i></p> <p><i>Maxcess</i></p> <p><i>Sirsi</i></p> <p><i>Auto Librarian</i></p> <p><i>NCR</i></p> <p><i>AudioQueue</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business.</p>

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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>(E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p>



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
<b>20.</b>	<i>Yoshida</i> and/or	35 U.S.C. § 103	<i>Bradley</i> and/or	Combine video rental technology of using computer implemented video rental kiosk

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
	<i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i>		<i>Fein</i> and/or <i>TiVo</i>  and/or in further combination with  <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i>	machines with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, 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, 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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
<p><b>21.</b></p>	<p><i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or <i>Isobe</i></p>	<p>35 U.S.C. § 103</p>	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or</p>	<p>Combine video rental technology of using computer implemented video rental kiosk machines with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>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.</p>
22.	<i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i>	and/or and/or and/or and/or	35 U.S.C. § 103  <i>Netflix</i>  and/or in further combination with  <i>Reference Guide</i> <i>Functional Requirements</i>	and/or and/or Combine video rental technology of using computer implemented video rental kiosk machines with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication



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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p><i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>NCR</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i></p>	<p>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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) 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</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and</p>

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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	<b>Short Name</b>		<b>Classification<sup>1</sup></b>	<b>In Combination with</b>		<b>Motivation for Combination or Modification</b>
						Using PCs over the Internet to perform functions of retail kiosks.
<b>26.</b>	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i>		35 U.S.C. § 103	<i>Burks</i> and/or <i>Hironori</i> and/or <i>Subler</i>  and/or in further combination with  <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i>		Combine library practices having computer implemented subscription based no late fee book-lending programs with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized 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 video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p>



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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
27.	<p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>Leason</i> and/or  <i>Cook</i> and/or  <i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or</p>	<p>Combine library practices having computer implemented subscription based no late fee book-lending programs with user friendly features for allowing a user to 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 services, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to</p>

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

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

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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
29.	<p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>McMullan</i> and/or  <i>Bakoglu</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i> and/or  <i>Netflix</i></p>	<p>Combine library practices having computer 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,</p>



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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
31.	<i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or	35 U.S.C. § 103	<i>Bradley</i> and/or <i>Fein</i> and/or <i>TiVo</i>	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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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
	<i>Auto Librarian</i>		<p>and/or in further combination with</p> <p><i>NCR</i> and/or</p> <p><i>Avis</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p><i>Netflix</i></p>	<p>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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to</p>



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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p>

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

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

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

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g.,</p>

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
33.	<p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i></p>	35 U.S.C. § 103	<p><i>Netflix</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or</p> <p><i>Avis</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p>	<p>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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and</p>

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

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
34.	NCR	35 U.S.C. § 103	<p><i>Multi Video</i></p> <p><i>Pop*Card</i></p> <p><i>Video Hit</i></p> <p><i>Cine Club</i></p> <p><i>Campus Video</i></p>	<p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with conventional brick and mortar video store rental practice, and further with computer implemented library practices having</p>



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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i> and/or  <i>Netflix</i></p>	<p>subscription based no late fee book-lending programs, 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g.,</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and</p>

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

	Short Name	Classification <sup>1</sup>	In Combination with	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	<p><i>Yoshida</i> and/or  <i>Kuriyama</i> and/or  <i>Koya</i> and/or  <i>Crooks</i> and/or  <i>Isobe</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i> and/or  <i>Netflix</i></p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-</p>

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g.,</p>

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

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

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

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



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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to</p>

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

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

	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
37.	NCR	35 U.S.C. § 103	<p><i>Burks</i> and/or</p> <p><i>Hironori</i> and/or</p> <p><i>Subler</i></p> <p>and/or in further combination</p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer systems having memory devices and micro-controllers and computer</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p>with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>Avis</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p><i>Netflix</i></p>	<p>readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet</p>

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
38.	NCR	35 U.S.C. § 103	<p><i>Leason</i> and/or</p> <p><i>Cook</i> and/or</p> <p><i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>Avis</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p><i>Netflix</i></p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with user friendly features for allowing a user to 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities,</p>



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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
40.	NCR	35 U.S.C. § 103	<p><i>McMullan</i> and/or <i>Bakoglu</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i> and/or <i>Netflix</i></p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided</p>

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



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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>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.</p>
42.	NCR	35 U.S.C. § 103	<i>Bradley</i> <i>Fein</i> <i>TiVo</i>  and/or in further combination with	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 video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				of retail kiosks.
43.	NCR	35 U.S.C. § 103	<p><i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i> and/or</p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>Avis</i> and/or  <i>Netflix</i></p>	<p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art</p>

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



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p>with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>NCR</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p><i>Netflix</i></p>	<p>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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) 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</p>

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions</p>



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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for</p>

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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental</p>

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

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p><i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i> and/or  <i>Netflix</i></p>	<p>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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) 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</p>

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



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for</p>



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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
51.	<i>Avis</i>	35 U.S.C. § 103	<p><i>Stein</i> and/or</p> <p><i>Herz</i></p> <p>and/or in further combination</p>	Combine computer implemented online car rental technologies with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p>with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>NCR</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p><i>Netflix</i></p>	<p>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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
52.	Avis	35 U.S.C. § 103	<p><i>McMullan</i> and/or</p> <p><i>Bakoglu</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>NCR</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i> and/or</p> <p><i>Netflix</i></p>	<p>Combine computer implemented online car 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities,</p>

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



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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with</p>

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

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



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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

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	<b>Short Name</b>		<b>Classification<sup>1</sup></b>	<b>In Combination with</b>		<b>Motivation for Combination or Modification</b>
						<p>prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
<b>56.</b>	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103	<i>Multi Video</i> <i>Pop*Card</i> <i>Video Hit</i> <i>Cine Club</i> <i>Campus Video</i>  and/or in further combination	and/or and/or and/or and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with conventional brick and mortar video store rental practice, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<p>with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>NCR</i> and/or</p> <p><i>Avis</i> and/or</p> <p><i>Netflix</i></p>	<p>telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) 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</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	<b>Short Name</b>		<b>Classification<sup>1</sup></b>	<b>In Combination with</b>		<b>Motivation for Combination or Modification</b>
<b>57.</b>	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103	<i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i>  and/or in further combination with  <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>NCR</i> <i>Avis</i> <i>Netflix</i>	and/or and/or and/or and/or  and/or and/or and/or and/or and/or and/or and/or	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with</p>



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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	<b>Short Name</b>		<b>Classification<sup>1</sup></b>	<b>In Combination with</b>		<b>Motivation for Combination or Modification</b>
<b>60.</b>	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103	<i>Burks</i> <i>Hironori</i> <i>Subler</i>  and/or in further combination with  <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>NCR</i> <i>Avis</i> <i>Netflix</i>	and/or and/or  and/or 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 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 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



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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
61.	<p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i></p>	35 U.S.C. § 103	<p><i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>Netflix</i></p>	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with user friendly features for allowing a user to 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental</p>

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

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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from</p>



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	<b>Short Name</b>		<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>	
					Using PCs over the Internet to perform functions of retail kiosks.	
<b>63.</b>	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103	<i>McMullan</i> <i>Bakoglu</i>  and/or in further combination with  <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>NCR</i> <i>Avis</i> <i>Netflix</i>	and/or and/or and/or 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 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 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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental</p>

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
65.	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103          and/or in further combination with	<i>Bradley</i> <i>Fein</i> <i>TiVo</i> and/or and/or <p>Combine subscription based no late fee practices utilized in audio book and tape rental business with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents</p>

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



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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p>

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	<b>Short Name</b>		<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>	
					Using PCs over the Internet to perform functions of retail kiosks.	
<b>66.</b>	<i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i>	and/or and/or and/or and/or and/or	35 U.S.C. § 103	<i>Netflix</i>  and/or in further combination with  <i>Reference Guide</i> <i>Functional Requirements</i> <i>Maxcess</i> <i>Sirsi</i> <i>Auto Librarian</i> <i>NCR</i> <i>Avis</i>	and/or and/or and/or and/or and/or	<p>Combine subscription based no late fee practices utilized in audio book and tape rental business with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and online car rental technologies, improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided</p>

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

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



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in</p>

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>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.</p>
68.	<i>Netflix</i>	35 U.S.C. § 103	<i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i>  and/or in further combination	and/or and/or and/or and/or  Combine Netflix's prior online DVD rental services with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental



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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
69.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i></p> <p>and/or in further combination with</p> <p><i>NCR</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i></p>	<p>Combine Netflix's prior online DVD rental services with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.</p> <p>Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64,</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail</p>



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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for</p>

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

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
72.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Leason</i> and/or  <i>Cook</i> and/or  <i>Video Vendor</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>NCR</i> and/or  <i>Avis</i> and/or  <i>AudioQueue</i> and/or  <i>BTCC</i> and/or  <i>BTL</i> and/or  <i>BVS</i> and/or  <i>TBW</i> and/or  <i>BOT</i></p>	<p>Combine Netflix's prior online DVD rental services with user friendly features for allowing a user to make and update a list of desired and/or reserved items, 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art</p>



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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided</p>

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
				<p>electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p>
73.	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Stein</i> and/or <i>Herz</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> and/or <i>NCR</i> and/or <i>Avis</i> and/or <i>AudioQueue</i> and/or <i>BTCC</i> and/or</p>	<p>Combine Netflix's prior online DVD rental services with user friendly features for allowing a user to automatically select desired items based on item selection criteria, 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.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p>

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

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental</p>

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

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

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	Short Name	Classification <sup>1</sup>	In Combination with	Motivation for Combination or Modification
			<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 telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve game rental business. and/or Applying computer technology to make retail or rental operations more efficient and capable. and/or Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. and/or Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. and/or Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. and/or 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

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

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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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



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

	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				of retail kiosks.
<b>75.</b>	<i>Netflix</i>	35 U.S.C. § 103	<p><i>Avis</i></p> <p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i> and/or</p> <p><i>NCR</i> and/or</p> <p><i>AudioQueue</i> and/or</p> <p><i>BTCC</i> and/or</p> <p><i>BTL</i> and/or</p> <p><i>BVS</i> and/or</p> <p><i>TBW</i> and/or</p> <p><i>BOT</i></p>	<p>Combine Netflix's prior online DVD rental services with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> <p>Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art</p>

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

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided</p>

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

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION  
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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental</p>

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

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

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



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			<p>and/or in further combination with</p> <p><i>Reference Guide</i> and/or  <i>Functional Requirements</i> and/or  <i>Maxcess</i> and/or  <i>Sirsi</i> and/or  <i>Auto Librarian</i> and/or  <i>NCR</i> and/or  <i>Avis</i></p>	<p>digital profiles/attributes over a telecommunication network, and online car rental technologies, to improve item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. 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</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.</p> <p>Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				<p>site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions</p>

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	<b>Short Name</b>	<b>Classification<sup>1</sup></b>	<b>In Combination with</b>	<b>Motivation for Combination or Modification</b>
				of retail kiosks.
<b>78.</b>	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