

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION

APRIL 11, 2007

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

EXHIBIT E

CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS

(Part 2)

| | Short Name | | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|----|---|--------------------------------------|-----------------------------|---------------------|---|
| 1. | <i>Multi Video</i> <i>Pop*Card</i> <i>Video Hit</i> <i>Cine Club</i> <i>Campu Video</i> | and/or and/or and/or and/or | 35 U.S.C. § 103 | NCR | Combine conventional brick and mortar video store rental practice with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. |

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

² See also the motivations listed in Exhibit F.

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> |

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

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

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>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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|------------------|--|-----------------------------------|----------------------------|--|
| | | | | <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>2.</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>Avis</i></p> | <p>Combine conventional brick and mortar video store rental practice with computer implemented online car rental technologies to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art</p> |

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

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

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| | | | | <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 3. | <p><i>Multi Video</i> and/or</p> <p><i>Pop*Card</i> and/or</p> <p><i>Video Hit</i> and/or</p> <p><i>Cine Club</i> and/or</p> <p><i>Campus Video</i></p> | 35 U.S.C. § 103 | <p><i>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> | Combine conventional brick and mortar video store rental practice with subscription based no late fee practices utilized in audio book and tape rental business to improve movie rental business. |

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

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| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

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

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| | | | | <p>and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 4. | <p><i>Multi Video</i> and/or</p> <p><i>Pop*Card</i> and/or</p> <p><i>Video Hit</i> and/or</p> <p><i>Cine Club</i> and/or</p> <p><i>Campus Video</i></p> | 35 U.S.C. § 103 | <p><i>Morale</i> and/or</p> <p><i>Saigh</i> and/or</p> <p><i>Hendricks</i> and/or</p> <p><i>Ginter</i></p> | <p>Combine conventional brick and mortar video store rental practice with digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental</p> |

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

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|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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> |

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| | | | | <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> |
| 5. | <i>Multi Video</i> and/or | 35 U.S.C. § 103 | <i>Netflix</i> | Combine conventional brick and mortar video |

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| | <p><i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p> | | | <p>store rental practice with Netflix's prior online DVD rental services to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in</p> |

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

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| | | | | <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. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> |

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| | | | | <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 6. | <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 | NCR | <p>Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred</p> |

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| | | | | <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> |

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| | | | | <p>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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|----|--|---|---------------------|--|
| | | | | <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>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i></p> | and/or and/or and/or and/or 35 U.S.C. § 103 | <i>Avis</i> | <p>Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented online car rental technologies to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p> |

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

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|----|--|---|--|---|
| | | | | <p>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> |
| 8. | <i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> | and/or and/or and/or 35 U.S.C. § 103 | <i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> | and/or and/or and/or 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 |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|--|-----------------------------------|---|---|
| | <p><i>Crooks</i> and/or <i>Isobe</i></p> | | <p><i>BVS</i> and/or <i>TWB</i> and/or <i>BOT</i></p> | <p>business to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship</p> |

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

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

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|----|--|-----------------------------|--|--|
| | | | | <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> |
| 9. | <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>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> | <p>Combine video rental technology of using computer implemented video rental kiosk machines with digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses.</p> |

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|---|---------------------|---|
| | | | | Using PCs over the Internet to perform functions of retail kiosks. |
| 10. | <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> | <p>Combine video rental technology of using computer implemented video rental kiosk machines with Netflix's prior online DVD rental services to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p> |

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|--|-----------------------------|---------------------|--|
| | | | | <p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 11. | <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 | NCR | Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve movie rental business. |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|--|-----------------------------|---------------------|---|
| | | | | <p>and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 12. | <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> | 35 U.S.C. § 103 | <i>Avis</i> | <p>Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented online car rental technologies to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|------------|-------------------------------|-----------------------------------|----------------------------|--|
| | | | | <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> |
| 13. | <i>Reference Guide</i> and/or | 35 U.S.C. § 103 | <i>AudioQueue</i> and/or | Combine library practices having computer |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|---|-----------------------------------|--|---|
| | <p><i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> | | <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>implemented subscription based no late fee book-lending programs with subscription based no late fee practices utilized in audio book and tape rental business to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. 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</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art.</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|--|-----------------------------|--|--|
| | | | | <p>(E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 14. | <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>Morale</i> and/or</p> <p><i>Saigh</i> and/or</p> <p><i>Hendricks</i> and/or</p> <p><i>Ginter</i></p> | <p>Combine library practices having computer implemented subscription based no late fee book-lending programs with digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified.</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|-----|--|-----------------------------------|----------------------------|--|
| | | | | <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 15. | <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> | 35 U.S.C. § 103 | <i>Netflix</i> | <p>Combine library practices having computer implemented subscription based no late fee book-lending programs with Netflix's prior online DVD rental services to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---|---|
| | | | | <p>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> |
| 16. | NCR | 35 U.S.C. § 103 | <i>Multi Video</i> <i>Pop*Card</i> <i>Video Hit</i> | and/or and/or and/or Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|--|---|
| | | | <i>Cine Club</i> and/or <i>Campus Video</i> | <p>network with conventional brick and mortar video store rental practice to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer.</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---|---|
| | | | | <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. | NCR | 35 U.S.C. § 103 | <p><i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> <i>Crooks</i> <i>Isobe</i></p> <p>and/or and/or and/or and/or</p> | <p>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 to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>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. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|--|---|
| | | | | <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 18. | NCR | 35 U.S.C. § 103 | <p><i>Reference Guide</i></p> <p><i>Functional Requirements</i></p> <p><i>Maxcess</i></p> <p><i>Sirsi</i></p> <p><i>Auto Librarian</i></p> | <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with library practices having computer implemented subscription based no late fee book-lending programs to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|------------|------------|-----------------------------|---------------------|--|
| | | | | <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> |
| 19. | <i>NCR</i> | 35 U.S.C. § 103 | <i>Burks</i> and/or | Combine computer implemented method for ordering and downloading resources/contents |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|---|---|
| | | | <i>Hironori</i> and/or <i>Subler</i> | <p>based on searching their digital profiles/attributes over a telecommunication network with computer systems having memory devices and micro-controllers and computer readable medium to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---|---|
| | | | | <p>combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 20. | NCR | 35 U.S.C. § 103 | <i>Leason</i> and/or <i>Cook</i> and/or <i>Video Vendor</i> | <p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with user friendly features for allowing a user to make and update a list of desired and/or reserved items to improve movie rental business.</p> <p>Applying computer technology to make retail or</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---|--|
| | | | | <p>video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 21. | NCR | 35 U.S.C. § 103 | <p><i>Stein</i> and/or</p> <p><i>Herz</i></p> | <p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with user friendly features for allowing a user to automatically select desired items based on item selection criteria to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---------------------|--|
| | | | | functions of retail kiosks. |
| 22. | NCR | 35 U.S.C. § 103 | Avis | <p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer implemented online car rental technologies to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|--|--|
| | | | | <p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 23. | NCR | 35 U.S.C. § 103 | <i>Bradley</i> <i>Fein</i> <i>TiVo</i> | <p>and/or 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 video content storage, distribution and selection technologies used in TV broadcast systems to improve movie rental business.</p> <p>Applying computer technology to make retail or</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---|---|
| | | | | <p>video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 24. | NCR | 35 U.S.C. § 103 | <p><i>AudioQueue</i></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p> | <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with subscription based no late fee practices utilized in audio book and tape rental business to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.)</p> <p>Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive</p> |

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

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

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

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

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|--|--|
| 25. | NCR | 35 U.S.C. § 103 | <i>Morale</i> <i>Saigh</i> <i>Hendricks</i> <i>Ginter</i> | <p>and/or and/or 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 digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p> |

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---------------------|--|
| | | | | <p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 26. | NCR | 35 U.S.C. § 103 | Netflix | <p>Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with Netflix's prior online DVD rental services to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> |

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

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|-------------|-----------------------------|---|--|
| | | | | <p>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. | <i>Avis</i> | 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 online car rental technologies with conventional brick and mortar video store rental practice to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p> |

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

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|-------------|-----------------------------|--|---|
| | | | | <p>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>Avis</i> | 35 U.S.C. § 103 | <i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> | and/or and/or and/or Combine computer implemented online car rental technologies with computer implemented video rental kiosk machines to improve movie rental business. |

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

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|--|------------|-----------------------------|--|--|
| | | | <p><i>Crooks</i> and/or <i>Isobe</i></p> | <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <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. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with</p> |

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|--|---|
| | | | | <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> |
| 29. | Avis | 35 U.S.C. § 103 | <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i></p> | <p>Combine computer implemented online car rental technologies with library practices having computer implemented subscription based no late fee book-lending programs to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar</p> |

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

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

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

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

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

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|------------|-----------------------------|---------------------|--|
| | | | | functions of retail kiosks. |
| 30. | Avis | 35 U.S.C. § 103 | NCR | <p>Combine computer implemented online car rental technologies with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p> |

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|-------------|-----------------------------|--|--|
| | | | | <p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 31. | <i>Avis</i> | 35 U.S.C. § 103 | <i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i> | <p>and/or and/or and/or and/or and/or</p> <p>Combine computer implemented online car rental technologies with subscription based no late fee practices utilized in audio book and tape rental business to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of</p> |

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

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|-------------|-----------------------------|---------------------|---|
| | | | | <p>discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 32. | <i>Avis</i> | 35 U.S.C. § 103 | <i>Netflix</i> | <p>Combine computer implemented online car rental technologies with Netflix's prior online DVD rental services to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p> |

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

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|-----------------------------|--|---|
| | | | | <p>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> |
| 33. | <i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or | 35 U.S.C. § 103 | <i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> 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 to improve movie |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|---|-----------------------------------|--|---|
| | <p><i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i></p> | | <p><i>Cine Club</i> and/or <i>Campus Video</i></p> | <p>rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship</p> |

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

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

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

| | Short Name | | Classification¹ | In Combination with | | Motivation for Combination or Modification² |
|------------|--|--|-----------------------------------|---|--------------------------------------|---|
| | | | | | | <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> |
| 34. | <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 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 to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <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. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|-----------------------------|---|--|
| | | | | Using PCs over the Internet to perform functions of retail kiosks. |
| 35. | <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> | 35 U.S.C. § 103 | <i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i> | <p>Combine subscription based no late fee practices utilized in audio book and tape rental business with library practices having computer implemented subscription based no late fee book-lending programs to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|-----|--|--|---|--|
| | | | | <p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 36. | <i>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>NCR</i> | Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve movie rental business. |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|-----------------------------|---------------------|---|
| | | | | <p>and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 37. | <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 | <i>Avis</i> | <p>Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented online car rental technologies to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|------------|--------------------------|-----------------------------|----------------------|--|
| | | | | <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> |
| 38. | <i>AudioQueue</i> and/or | 35 U.S.C. § 103 | <i>Morale</i> and/or | Combine subscription based no late fee |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|---|-----------------------------------|--|---|
| | <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><i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> | <p>practices utilized in audio book and tape rental business with digital electronic telecommunication technologies for conducting e-commerce on the Internet to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental 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</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|------------|---|---|--|--|
| | | | | <p>(E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 39. | <p><i>AudioQueue</i></p> <p><i>BTCC</i></p> <p><i>BTL</i></p> <p><i>BVS</i></p> <p><i>TBW</i></p> <p><i>BOT</i></p> | <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> <p>and/or</p> | <p>35 U.S.C. § 103</p> <p><i>Netflix</i></p> | <p>Combine subscription based no late fee practices utilized in audio book and tape rental business with Netflix's prior online DVD rental services to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> |

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

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|-----------------------------|---|---|
| | | | | <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 40. | <p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> | 35 U.S.C. § 103 | <p><i>Multi Video</i> and/or <i>Pop*Card</i> and/or <i>Video Hit</i> and/or <i>Cine Club</i> and/or <i>Campus Video</i></p> | <p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with conventional brick and mortar video store rental practice to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|-----------------------------|---|---|
| | | | | <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 41. | <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> | 35 U.S.C. § 103 | <i>Yoshida</i> and/or <i>Kuriyama</i> and/or <i>Koya</i> and/or <i>Crooks</i> and/or | Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer implemented video rental kiosk machines to improve movie rental business. |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | <i>Isobe</i> | <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <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. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. 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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(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|-----|---|-----------------------------------|--|--|
| | | | | <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> |
| 42. | <p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> | 35 U.S.C. § 103 | <p><i>Reference Guide</i> and/or <i>Functional Requirements</i> and/or <i>Maxcess</i> and/or <i>Sirsi</i> and/or <i>Auto Librarian</i></p> | <p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with library practices having computer implemented subscription based no late fee book-lending programs to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on</p> |

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

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> |

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|-----------------------------|---------------------|--|
| | | | | Using PCs over the Internet to perform functions of retail kiosks. |
| 43. | <i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i> | 35 U.S.C. § 103 | NCR | <p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g.,</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities,</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|---|-----------------------------|---|--|
| | | | | <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> |
| 44. | <p><i>Morale</i> and/or <i>Saigh</i> and/or <i>Hendricks</i> and/or <i>Ginter</i></p> | 35 U.S.C. § 103 | <p><i>AudioQueue</i> and/or <i>BTCC</i> and/or <i>BTL</i> and/or <i>BVS</i> and/or <i>TBW</i> and/or <i>BOT</i></p> | <p>Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with subscription based no late fee practices utilized in audio book and tape rental business to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable.</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|-----|-------------------|-----------------------------------|---|---|
| | | | | <p>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. | <i>Netflix</i> | 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 Netflix's prior online DVD rental services with conventional brick and mortar video store rental practice to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|----------------|-----------------------------|--|---|
| | | | | <p>71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 46. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>Yoshida</i> <i>Kuriyama</i> <i>Koya</i> | and/or and/or and/or Combine Netflix's prior online DVD rental services with computer implemented video rental kiosk machines to improve movie rental business. |

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

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|--|------------|-----------------------------|--|--|
| | | | <p><i>Crooks</i> and/or <i>Isobe</i></p> | <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <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. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. 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. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|----------------|-----------------------------|--|--|
| | | | | <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> |
| 47. | <i>Netflix</i> | 35 U.S.C. § 103 | <p><i>Reference Guide</i> and/or</p> <p><i>Functional Requirements</i> and/or</p> <p><i>Maxcess</i> and/or</p> <p><i>Sirsi</i> and/or</p> <p><i>Auto Librarian</i></p> | <p>Combine Netflix's prior online DVD rental services with library practices having computer implemented subscription based no late fee book-lending programs to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar</p> |

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

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

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| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|----------------|-----------------------------|---------------------|---|
| | | | | functions of retail kiosks. |
| 48. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>NCR</i> | <p>Combine Netflix's prior online DVD rental services with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p> |

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

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|----------------|-----------------------------|--|--|
| | | | | <p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 49. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>Burks</i> <i>Hironori</i> <i>Subler</i> | <p>and/or 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 to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <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. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|------------|-------------------|-----------------------------------|---|---|
| | | | | discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks. |
| 50. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>Leason</i> <i>Cook</i> <i>Video Vendor</i> | and/or and/or Combine Netflix's prior online DVD rental services with user friendly features for allowing a user to make and update a list of desired and/or reserved items to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost 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> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|----------------|-----------------------------|------------------------------------|---|
| | | | | <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> |
| 51. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>Stein</i> and/or <i>Herz</i> | Combine Netflix's prior online DVD rental services with user friendly features for allowing a user to automatically select desired items |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>based on item selection criteria to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. 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> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|-----|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 52. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>Avis</i> | <p>Combine Netflix's prior online DVD rental services with computer implemented online car rental technologies to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

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

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos.</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <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. 7,024,381 B1)

| | Short Name | Classification ¹ | In Combination with | Motivation for Combination or Modification ² |
|-----|----------------|-----------------------------|--|--|
| | | | | Using PCs over the Internet to perform functions of retail kiosks. |
| 53. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>Bradley</i> <i>Fein</i> <i>TiVo</i> and/or and/or | <p>Combine Netflix's prior online DVD rental services with video content storage, distribution and selection technologies used in TV broadcast systems to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|-----|-------------------|-----------------------------------|--|---|
| | | | | <p>combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 54. | <i>Netflix</i> | 35 U.S.C. § 103 | <i>AudioQueue</i> <i>BTCC</i> <i>BTL</i> <i>BVS</i> <i>TBW</i> <i>BOT</i> | <p>and/or and/or and/or and/or and/or</p> <p>Combine Netflix's prior online DVD rental services with subscription based no late fee practices utilized in audio book and tape rental business to improve movie rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|---|
| | | | | <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further</p> |

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>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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(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|-----|---|-----------------------------------|---|---|
| | | | | <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |
| 55. | Any combination of references cited above | 35 U.S.C. § 103 | Any combination of references cited above | <p>Improving item rental business.</p> <p>Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.</p> <p>Transformation and expansion of “brick-and-mortar” businesses into “dot-com” businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster’s brick-and-mortar business) and Internet video rental (e.g., Netflix’s prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60,</p> |

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| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)</p> <p>Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,</p> |

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

BLOCKBUSTER'S FINAL INVALIDITY CONTENTION
(U.S. PATENT NO. 7,024,381 B1)

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>BB00008541-42, 00008563-64, 00008969-71.)</p> <p>Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.</p> <p>Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)</p> <p>Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries</p> |

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

| | Short Name | Classification¹ | In Combination with | Motivation for Combination or Modification² |
|--|-------------------|-----------------------------------|----------------------------|--|
| | | | | <p>and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)</p> <p>Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.</p> <p>Use of standard computer hardware and digital media for computerized business operations and Internet business.</p> <p>Using PCs over the Internet to perform functions of retail kiosks.</p> |