BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION

SEPTEMBER 18, 2006 U.S. PATENT NO. 6,584,450 B1

EXHIBIT F

CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
1.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks Isobe and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR	and/or and/or and/or	video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of

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

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

	Short Nam	ne	Classification	In Combination w	ith	Motivation for Combination
						 prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
2.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or and/or	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combination	and/or and/or and/or and/or on with	store rental practice with library practices having computer implemented subscription based no late fee book-lending programs, and further with

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

Short Name	Classification	In Combination with	Motivation for Combination
		NCR and/or Avis and/or AudioQueue and/or BTCC and/or BOT and/or BTL and/or Netflix	compared networks, merading networks referred

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

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

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Short Name		Classification	In Combination wi	ith	Motivation for Combination
Video Hit Cine Club Campus Video	and/or and/or		and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	on with and/or and/or and/or and/or and/or and/or and/or and/or	subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable.

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

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

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

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

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

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

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

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

	Short Nam	e	Classification	In Combination with	Motivation for Combination
					businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					 Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
6.	Multi Video Pop*Card	and/or and/or	35 U.S.C. § 103	Stein and/ Herz	or Combine conventional brick and mortar video store rental practice with user friendly features for allowing a user to automatically select desired
	Video Hit Cine Club Campus Video	and/or and/or		and/or in further combination wit	items based on item selection criteria, and further
				Reference Guideand/Functional Requirementsand/	or lending programs, method for ordering and

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 17 of 250

Short Name	Classification	In Combination	with	Motivation for Combination
		Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or and/or and/or and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of

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

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

	Short Nan	ne	Classification	In Combination w	ith	Motivation for Combination
7.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	35 U.S.C. § 103	McMullan Bakoglu and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or ion with and/or and/or and/or and/or and/or and/or and/or and/or and/or	store rental practice with methods of renting, distributing and delivering games, and further with computer implemented library practices having subscription based no late fee book- lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental

Short Name	Classification	In Combination with	Motivation for Combination
			 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item sand related uncertainties. (E.g., BB00008555, 00008559, 00008563-64.) Problems and competitive disadvantages
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer.

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

	Short Name		Classification	In Combination wi	ith	Motivation for Combination
						other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
8.	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	35 U.S.C. § 103	Avis and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or and/or	resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of

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

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

	Short Name	Classification	In Combination wi	ith	Motivation for Combination
					BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
9.	Multi Video an	d/or 35 U.S.C. § 103	Bradley	and/or	
	1	d/or	Fein	and/or	
		d/or	TiVo		distribution and selection technologies used in TV broadcast systems, and further with computer
	Cine Club an Campus Video	d/or	and/or in further combination	on with	implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
			Reference Guide	and/or	resources/contents based on searching their
			Functional Requirements	and/or	digital profiles/attributes over a telecommunication network, online car rental
			Maxcess	and/or	technologies, subscription based no late fee
			Sirsi	and/or	practices utilized in audio book and tape rental
			Auto Librarian	and/or	
			NCR	and/or	
			Avis	and/or	Applying computer technology to make retail or rental operations more efficient and capable.

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

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

	Short Nar	ne	Classification	In Combination with	Motivation for Combination
					overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
10.	Multi Video Pop*Card Video Hit Cine Club	and/or and/or and/or and/or	35 U.S.C. § 103	AudioQueueand/oBTCCand/oTBWand/oBOT and/or BTLand/o	r store rental practice with subscription based no
	Campus Video			and/or in further combination with	subscription based no late fee book-lending

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 30 of 250

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

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

	Short Name	Classification	In Combination with	Motivation for Combination
				are delays providing further items.
				Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
11.	Multi Video and/or	35 U.S.C. § 103	Netflix	Combine conventional brick and mortar video store rental practice with Netflix's prior online

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 33 of 250

Pop*(Short Name		Classification	In Combination wi	ith	Motivation for Combination
Video Cine (Card Hit	and/or and/or and/or	Classification	In Combination with and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW BOT and/or BTL		DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a

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

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

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

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

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

	Short Name	Classification	In Combination wit	th	Motivation for Combination
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
13.	Yoshidaand/Kuriyamaand/Koyaand/Crooksand/Isobe	or or	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or and/or	computer implemented video rental kiosk machines with library practice having subscription based no late fee book-lending programs, and further with computer implemented method for ordering and
			and/or in further combinatio	n with	downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental
			NCR	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
			Avis	and/or	business, and Netflix's prior online DVD rental
			AudioQueue	and/or	services, to improve item rental business.
			BTCC	and/or	
			TBW	and/or	rental operations more efficient and capable. Using the Internet to perform functions of
			BOT and/or BTL	and/or	computer networks, including networks referred

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 40 of 250

Short Name	Classification	In Combination with	Motivation for Combination
		Netflix	to in the NCR patents.
			 Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008558-60, 00008570-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental and combined discussions of them internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to
			or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined

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

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 43 of 250

Short Name	Classification	In Combination wi	th	Motivation for Combination
		Auto Librarian Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or	prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of

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

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 46 of 250

Short Name		Classification	In Combination wi	ith	Motivation for Combination
Koya Crooks	and/or and/or		Subler		devices and micro-controllers and computer readable medium, and further with computer
Isobe			and/or in further combination	on with	implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
			Reference Guide	and/or	resources/contents based on searching their
			Functional Requirements	and/or	0 1
			Maxcess	and/or	telecommunication network, online car rental
			Sirsi	and/or	technologies, subscription based no late fee
			Auto Librarian	and/or	practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental
			NCR	and/or	services, to improve item rental business.
			Avis	and/or	Applying computer technology to make retail or
			AudioQueue	and/or	rental operations more efficient and capable.
			BTCC	and/or	Using the Internet to perform functions of
			TBW	and/or	computer networks, including networks referred to in the NCR patents.
			BOT and/or BTL	and/or	-
			Netflix		Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses.
			0		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,

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

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

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

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

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

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

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

Short Name	Classification	In Combination with	Motivation for Combination
		Avisand/orAudioQueueand/or	
		BTCCand/orTBWand/orBOT and/or BTLand/orNetflixand/or	rental operations more efficient and capable. Using the Internet to perform functions of
			Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental

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

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

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

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

Short	t Name Classification	In Combination with	Motivation for Combination
			time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

	Short Name	;	Classification	In Combination w	ith	Motivation for Combination
						media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
19.	Yoshida Kuriyama Koya Crooks Isobe	and/or and/or and/or	35 U.S.C. § 103	Avis and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW BOT and/or BTL Netflix	ion with and/or and/or and/or and/or and/or and/or and/or and/or and/or	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable
						Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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

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

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

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

Short Name	Classification	In Combination with	Motivation for Combination
			and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563- 64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., PB00008541 42, 00008563 64, 00008060, 71.)
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental

	Short Name	Classification	In Combination with	Motivation for Combination
				businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
21.	Yoshidaand/oKuriyamaand/oKoyaand/oCrooksand/o	or or	AudioQueueand/orBTCCand/orTBWand/orBOT and/or BTL	computer implemented video rental kiosk machines with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented
	Isobe		and/or in further combination with	library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 66 of 250

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

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

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 69 of 250

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

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

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

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

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

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

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

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

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

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 79 of 250

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

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

	Short Name	Classification	In Combination with	Motivation for Combination
				rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions
• •				of retail kiosks.
26.	Reference Guide Functional Requirements Maxcess	and/or	Burksand/orHironoriand/orSubler	implemented subscription based no late fee book- lending programs with computer systems having memory devices and micro-controllers and
	Sirsi Auto Librarian	and/or	and/or in further combination with	computer readable medium, and further with computer implemented method for ordering and downloading resources/contents based on

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

Short Name	Classification	In Combination with	Motivation for Combination
		NCR and/or Avis and/or AudioQueue and/or BTCC and/or TBW and/or BOT and/or BTL and/or Netflix and/or	telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business.

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

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

	Short Name		Classification	In Combination	with	Motivation for Combination
27.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Leason Cook Video Vendor and/or in further combina NCR Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or ation with and/or and/or and/or and/or and/or	implemented subscription based no late fee book- lending programs with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business.

Short Name	Classification	In Combination with	Motivation for Combination
			 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties.
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)

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

	Short Name		Classification	In Combination	with	Motivation for Combination
						other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
28.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Stein Herz and/or in further combina NCR Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or ation with and/or and/or and/or and/or and/or	implemented subscription based no late fee book- lending programs with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental

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

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

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

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

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

	Short Name		Classification	In Combination v	vith	Motivation for Combination
						prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
30.	Reference Guide Functional Requirements Maxcess	and/or and/or	35 U.S.C. § 103	<i>Avis</i> and/or in further combinat	ion with	Combine library practices having computer implemented subscription based no late fee book- lending programs with computer implemented online car rental technologies, and further with
	Sirsi Auto Librarian	and/or		NCD	and/an	computer implemented method for ordering and
	Auto Librarian			NCR	and/or and/or	do winouding resources, contents oused on
				AudioQueue BTCC	and/or and/or	
				TBW	and/or	no late fee practices utilized in audio book and tape rental business, and Netflix's prior online

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 95 of 250

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

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

	Short Name		Classification	In Combination with	Motivation for Combination
					rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
31.	Reference Guide Functional Requirements Maxcess	and/or and/or and/or	35 U.S.C. § 103	2	nd/or nd/or implemented subscription based no late fee book- lending programs with video content storage, distribution and selection technologies used in

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 98 of 250

Short Name	Classification	In Combination with	Motivation for Combination
Short Name Sirsi and/or Auto Librarian	Classification	and/or in further combination wNCRandAvisandAudioQueueandBTCCandTBWand	TV broadcast systems, and further with computer
			 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

Short Name	Classification	In Combination with	Motivation for Combination
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008559, 00008563- 64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to
			determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to

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

	Short Name		Classification	In Combinatio	on with	Motivation for Combination
						Internet business. Using PCs over the Internet to perform functions of retail kiosks.
32.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	AudioQueue BTCC TBW BOT and/or BTL and/or in further comb NCR Avis Netflix	and/or and/or and/or bination with and/or and/or	implemented subscription based no late fee book- lending programs with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network_online car rental

Short Name	Classification	In Combination with	Motivation for Combination
			 online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			 (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008564-71.)

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

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

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

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

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

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Short Name	Classification	In Combination v	vith	Motivation for Combination
		Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or	Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet Adaptation of brick-and-mortar

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

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

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

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

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	Short Name	Classification	In Combination wi	ith	Motivation for Combination
					rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
36.	NCR	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess	and/or and/or and/or	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with library

Short N	ame Classification	In Combination with	Motivation for Combination
		Sirsi and/or Auto Librarian	practices having computer implemented subscription based no late fee book-lending programs, and further with computer
		and/or in further combination with	implemented online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's
		Avisand/orAudioQueueand/or	prior online DVD rental services, to improve item
		BTCCand/orTBWand/or	rental operations more efficient and canable
		<i>BOT and/or BTL</i> and/or <i>Netflix</i>	computer networks, including networks referred to in the NCR patents.
			Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses.
			Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar
			retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental
			businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g.,
			Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art
			online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64,
			00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage
			of increased suitability of DVD format for mail delivery or other shipment in response to Internet
			orders and lower cost of mailing or delivering

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

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

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					Using PCs over the Internet to perform functions of retail kiosks.
37.	NCR	35 U.S.C. § 103	Burks Hironori Subler and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or on with and/or and/or and/or and/or and/or and/or and/or and/or and/or	ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer systems having memory devices and micro- controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.

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

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

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

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

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

	Short Name	Classification	In Combination wit	th	Motivation for Combination
					relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
39.	NCR	35 U.S.C. § 103	Stein Herz and/or in further combinatio	and/or	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
			Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis	and/or and/or and/or and/or and/or	•

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Short Name	Classification	In Combination w	rith	Motivation for Combination
Short Name	Classification	In Combination w AudioQueue BTCC TBW BOT and/or BTL Netflix	ith and/or and/or and/or	rental business. Applying computer technology to make retail or rental operations more efficient and capable.
				00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.

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

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

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Short Name	Classification	In Combination w	ith	Motivation for Combination
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	

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

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

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

She	ort Name Classificati	on In Combination with	Motivation for Combination
			 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item sand related uncertainties. (E.g., BB00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis
			by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer.

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

	Short Name	Classification	In Combination wi	ith	Motivation for Combination
					other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
42.	NCR	35 U.S.C. § 103	Bradley Fein TiVo and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or	based on searching their digital profiles/attributes over a telecommunication network with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.

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

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

	Short Name	Classification	In Combination wit	th	Motivation for Combination
					BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
43.	NCR	35 U.S.C. § 103	AudioQueue BTCC TBW BOT and/or BTL	and/or and/or and/or and/or	
			and/or in further combinatio	on with	with computer implemented library practices having subscription based no late fee book-
			Reference Guide Functional Requirements	and/or and/or	lending programs, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business.
			Maxcess Sirsi	and/or	Applying computer technology to make retail or
			Sirsi Auto Librarian	and/or and/or	rental operations more efficient and capable. Using the Internet to perform functions of
			Avis	and/or	computer networks, including networks referred to in the NCR patents.

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

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

	Short Name	Classification	In Combination wi	th	Motivation for Combination
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
44.	NCR	35 U.S.C. § 103	<i>Netflix</i> and/or in further combination	on with	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with Netflix's
			Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or and/or	computer implemented normy practices having

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

Short Name	Classification	In Combination with	Motivation for Combination
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008551, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008541-42, 00008563-64.) Problems and competitive disadvantages
			 Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
45.	Avis	35 U.S.C. § 103	Multi Video Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or and/or	technologies with conventional brick and mortar video store rental practice, and further with computer implemented library practices having

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Short Name	Classification	In Combination w	ith	Motivation for Combination
		and/or in further combinati	on with	resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based
		Reference Guide Functional Requirements	and/or and/or	no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental
		Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or and/or and/or	business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses.

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

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

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

Short Name	Classification	In Combination with	Motivation for Combination
			 online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			 (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008564-71.)

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

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

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

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

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

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Conducting existing pre-Internet businesses of 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 discussio of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advanta of increased suitability of DVD format for ma delivery or other shipment in response to Inter- orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVI rental. Similarities, relationships, and overlap between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rent and combined discussions of them in prior art (E.g., BB00008550-51, 00008550-61, 0008550-61, Adding or substituting subscription programs or for pay-per-item rental services. Similarities	Short Name	Classification	In Combination with	Motivation for Combination
or for pay-per-item rental services. Similaritie			Netflix	mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
and now now item mental complete and complete				Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined

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

	Short Name	Classification	In Combination with	h Motivation for Combination
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
49.	Avis	35 U.S.C. § 103		and/or and/or and/or Combine computer implemented online car rental technologies with computer systems having memory devices and micro-controllers and computer readable medium, and further with
			and/or in further combination	programs, method for ordering and downloading
			Functional Requirements	and/or and/or and/or and/or and/or

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Short Name	Classification	In Combination w	vith	Motivation for Combination
		Sirsi Auto Librarian NCR AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or and/or and/or	DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred

Short Name	Classification	In Combination with	Motivation for Combination
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008551, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008541-42, 00008563-64, 00008541-42, 00008563-64, 00008563-64, 00008541-42, 00008563-64, 00008541-42, 00008563-64, 00008541-42, 00008563-64, 00008541-42, 00008563-64, 00008541-42, 00008563-64, 00008563-6
			 Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.

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

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

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

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

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
51.	Avis	35 U.S.C. § 103	Stein Herz and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or ion with and/or and/or and/or and/or and/or and/or and/or and/or and/or	technologies with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-

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

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

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

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

Short Name	Classification	In Combination with	Motivation for Combination
		TBWand/orBOT and/or BTLand/or	
		BOT and/or BTL and/or Netflix	 to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 0000870-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses for DVD rental
			and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription

Short Name	Classification	In Combination with	Motivation for Combination
			and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563- 64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., DB00008541 42, 00008562 64, 00008060, 71)
			 BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental

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

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Short Name	Classification	In Combination w	ith	Motivation for Combination
		Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW BOT and/or BTL Netflix	and/or and/or and/or and/or and/or and/or and/or	telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar retail of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD

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

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

	Short Name	Classification	In Combination wi	ith	Motivation for Combination
54.	Avis	35 U.S.C. § 103	AudioQueue BTCC TBW BOT and/or BTL and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Netflix	and/or and/or and/or on with and/or and/or and/or and/or	Combine computer implemented online car rental technologies with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage

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

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

	Short Name	Classification	In Combination with	ith	Motivation for Combination
					Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
55.	Avis	35 U.S.C. § 103	Netflix and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW BOT and/or BTL	on with and/or and/or and/or and/or and/or and/or and/or	resources/contents based on searching their digital profiles/attributes over a telecommunication network, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business. Applying computer technology to make retail or

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

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

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

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

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

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 182 of 250

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

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

	Short Nam	e	Classification	In Combination w	ith	Motivation for Combination
						Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
58.	AudioQueue BTCC TBW BOT and/or BTL	and/or and/or and/or	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with library practices having computer implemented subscription based no late fee book- lending programs, and further with computer

Short Name	Classification	In Combination with	Motivation for Combination
		<i>Auto Librarian</i> and/or in further combination with <i>NCR</i> and/or	implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business.
		Avis and/or Netflix	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
			Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet
			delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet

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

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

	Short Name		Classification	In Combination w	rith	Motivation for Combination
59.	Short Name AudioQueue BTCC TBW BOT and/or BTL	and/or and/or and/or	Classification 35 U.S.C. § 103	In Combination w NCR and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis Netflix		Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
						Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage

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

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

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

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

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

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

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t Name Classification	In Combination with	Motivation for Combination
		to in the NCR patents.
		 Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental and combined discussions of them internet retail sites and ecommerce
		(E.g., BB00008550-51, 00008558-60.)
		(E.g., BB00008550-51, 00008558-60.)Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription
	t Name Classification	t Name Classification In Combination with

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

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

EXHIBIT F: CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3) Page 198 of 250

Short Name	Classification	In Combinatio	on with	Motivation for Combination
		Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or	

Short Name	Classification	In Combination with	Motivation for Combination
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008551, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008563-64, 00008563-64, 00008563-64, 00008563-64, 00008563-64.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.

	Short Name		Classification	In Combination	with	Motivation for Combination
						Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g.,
						BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
63.	~	and/or and/or	35 U.S.C. § 103	McMullan Bakoglu	and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with methods of renting, distributing and

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

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

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

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						Using PCs over the Internet to perform functions of retail kiosks.
64.	AudioQueue BTCC TBW BOT and/or BTL	and/or and/or and/or	35 U.S.C. § 103	Avis and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Netflix	on with and/or and/or and/or and/or	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and Netflix's prior online DVD rental services, to improve item

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

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

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
65.	AudioQueue and/or BTCC and/or TBW and/or BOT and/or BTL		Bradley Fein TiVo and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or on with and/or and/or and/or and/or and/or and/or	utilized in audio book and tape rental business with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve item rental business.

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

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

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

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

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

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

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Short Name	Classification	In Combination w	ith	Motivation for Combination
		Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW BOT and/or BTL	and/or and/or and/or and/or and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses.

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

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Short Name	Classification	In Combination wi	ith	Motivation for Combination
		Isobe and/or in further combination Reference Guide Functional Requirements	on with and/or and/or	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business.
		Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW BOT and/or BTL	and/or and/or and/or and/or and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet.

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

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

	Short Name	Classification	In Combination w	rith	Motivation for Combination
					of retail kiosks.
69.	Netflix	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or and/or	services with library practices having computer implemented subscription based no late fee book- lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
			and/or in further combination	ion with and/or	telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business.
			Avis AudioQueue BTCC TBW	and/or and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of
			BOT and/or BTL		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,

	In Combination with	Motivation for Combination
		 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008557, 00008559, 00008563-64.) Problems and competitive disadvantages
		 caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental

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

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
70.	Netflix	35 U.S.C. § 103	NCR and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW BOT and/or BTL	on with and/or and/or and/or and/or and/or and/or and/or	having subscription based no late fee book- lending programs, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of

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

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

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

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Short Name	Classification	In Combination with	Motivation for Combination
		TBW and/or BOT and/or BTL	
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined

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

	Short Name	Classification	In Combination wi	vith Motivation for Combination
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
72.	Netflix	35 U.S.C. § 103	Leason Cook Video Vendor	and/or 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, and further with computer
			and/or in further combination	ion with implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
			Reference Guide Functional Requirements Maxcess	and/or and/or and/or and/or and/or and/or

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

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

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

and/or in further combination with Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Avis AudioQueue BTCC TBW BOT and/or BTLcomputer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.BOT and/or BTLBOT and/or BTL	Short Name	Classification	In Combination w	ith	Motivation for Combination
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	Short Name	Classification	and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW	on with and/or and/or and/or and/or and/or and/or and/or and/or and/or	computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. 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.,

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

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

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

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

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

	Short Name	Classification	In Combination wi	ith	Motivation for Combination
					of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
75.	Netflix	35 U.S.C. § 103	Avis and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue	and/or and/or and/or and/or and/or and/or	
			BTCC TBW BOT and/or BTL	and/or and/or	rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on

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

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

	Short Name	Classification	In Combination wit	th	Motivation for Combination
					audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
76.	Netflix	35 U.S.C. § 103	2	and/or and/or n with	services with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for
			Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or and/or and/or	over a telecommunication network, online car rental technologies, and subscription based no late fee practices utilized in audio book and tape rental business, to improve item rental business. Applying computer technology to make retail or

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Short Name	Classification	In Combination with	Motivation for Combination
		Avis and/or AudioQueue and/or BTCC and/or TBW and/or BOT and/or BTL	computer networks, including networks referred to in the NCR patents.

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

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

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Short Nam	e Classification	In Combination with	h	Motivation for Combination
Short Nam	e Classification	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	h and/or and/or and/or and/or	over a telecommunication network, and online car rental technologies, to improve item rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred
				rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce

Short Name	Classification	In Combination with	Motivation for Combination
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			 Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008551, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008541-42, 00008563-64.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.

	Short Name	Classification	In Combination with	Motivation for Combination
				Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
78.	Any combination of references cited above	35 U.S.C. § 103	Any combination of references cited above	Improving item rental business

Short Name	Classification	In Combination with	Motivation for Combination
		and/or in further combination with	
		any combination of references cited above	