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*Attorneys for Plaintiff*  
**MASTEROBJECTS, INC.**

**E-filing**

14  
**FILED**

MAR - 7 2011  
RICHARD W. WIEKING  
CLERK, U.S. DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

**HRL**

UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF CALIFORNIA  
SAN FRANCISCO DIVISION

**CV11 1055**

MASTEROBJECTS, INC.,

Plaintiff,

v.

AMAZON.COM, INC.

Defendant.

Case No. \_\_\_\_\_

**ORIGINAL COMPLAINT AND  
DEMAND FOR JURY TRIAL**

✓  
ORIGINAL COMPLAINT AND JURY DEMAND

Case No. \_\_\_\_\_

1 Plaintiff MasterObjects, Inc. (“MasterObjects” or “Plaintiff”) hereby files its  
2 complaint against defendant Amazon.com Inc. (“Amazon” or “Defendant”), for patent  
3 infringement. For its complaint, Plaintiff alleges, on personal knowledge as to its own acts  
4 and on information and belief as to all other matters, as follows:

5 **PARTIES**

6 1. MasterObjects is a corporation organized under the laws of the State of  
7 Delaware, with its principal place of business in San Francisco, California, prior to January 1,  
8 2010, and now Maarsse, Netherlands.

9 2. Amazon is a corporation organized under the laws of the State of Delaware,  
10 with its principal place of business in Seattle, Washington.

11 **JURISDICTION AND VENUE**

12 3. This complaint asserts a cause of action for patent infringement under the  
13 Patent Act, 35 U.S.C. § 271. This Court has subject matter jurisdiction over this matter by  
14 virtue of 28 U.S.C. § 1338(a). Venue is proper in this Court by virtue of 28 U.S.C. § 1391(b)  
15 and (c) and 28 U.S.C. § 1400(b), in that Amazon may be found in this district, has committed  
16 acts of infringement in this district, and a substantial part of the events giving rise to the  
17 claim occurred in this district.

18 4. This Court has personal jurisdiction over Amazon because Amazon has a  
19 place of business in, and provides infringing products and services in, the Northern District  
20 of California.

21 **INTRADISTRICT ASSIGNMENT**

22 5. Pursuant to Civil LR 3-2(c), this case should be subject to district-wide  
23 assignment because it is an Intellectual Property Action.  
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1 **I. STATEMENT OF FACTS**

2 **A. The Plaintiff MasterObjects and its Instant Search Technology**

3 6. From the earliest days of Internet search, the search process has been  
4 hampered by what is known as the “request-response loop.” The user would type a query  
5 into a static input field, click a “submit” or “search” button, wait for the query to be sent to a  
6 remote database, wait for the result set to be returned to the server, wait for the server to  
7 build an HTML page, wait for the page to load into the browser, and then wait for the client  
8 window to be redrawn so that the result set could be viewed.

9  
10 7. Inherent in the “request-response loop” is the pragmatic reality that, if the  
11 result set did not match user expectations, the entire process had to be repeated, recursively,  
12 until the results satisfied the user.

13 8. In 2000, Mark Smit, the founder of Plaintiff MasterObjects, invented a novel  
14 approach to search, an approach that solved the “request-response loop” problem. Smit  
15 envisioned a system where a dynamic and intelligent search field would immediately begin  
16 submitting a search query as soon as the user began typing characters into the query field.  
17 Using asynchronous communications technology, as the user typed more characters, the  
18 results in the drop-down box would change dynamically, becoming increasingly relevant as  
19 the string of characters lengthened. In essence, search would become effective and granular  
20 at the *character* level, not the block request *submit* level. More, this would happen real-time,  
21 as the user typed in characters, and not be dependent on hitting a “search” or “submit  
22 button.”  
23

24  
25 9. MasterObjects filed its first patent application in August 2001, “System and  
26 Method for Asynchronous Client Server Session Communication.”  
27  
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1           10.     MasterObjects filed its second patent application in 2004, as a continuation-  
2 in-part of the 2001 filing. This second application, titled “System and Method for Utilizing  
3 Asynchronous Client Server Communications Objects,” issued as U.S. Patent No. 7,752,326  
4 in July 2010 (“’326” or “instant search”).

5           11.     The ’326 Abstract summarizes the invention as follows:

6                     A session-based client-server asynchronous information  
7 search and retrieval system for sending character-by-  
8 character or multi-character strings of data to an intelligent  
9 server, that can be configured to immediately analyze the  
10 lengthening string and return to the client increasingly  
11 appropriate search information. Embodiments include  
12 integration within an Internet, web or other online  
13 environment, including applications for use in interactive  
14 database searching, data entry, online searching, online  
15 purchasing, music purchasing, people-searching, and other  
16 applications. In some implementations the system may be  
17 used to provide dynamically focused suggestions, auto-  
18 completed text, or other input-related assistance, to the  
19 user.

20           12.     MasterObjects’ products practice the ’326 patent, and MasterObjects has been  
21 selling these products from 2004 forward. MasterObjects remains a going concern today,  
22 selling products that practice its patented technology.

23           **B.     The Infringing Amazon Products.**

24           13.     Amazon products and technologies infringe the claims of MasterObjects’ ’326  
25 patent, as set out below.

26           **Amazon Search Suggestions**

27           14.     Amazon’s Amazon.com website is one of the world’s largest online retail  
28 operations, offering a wide variety of products for sale, with delivery by physical shipment or  
download.

1 15. On information and belief, Amazon enhanced the product search capabilities  
2 available at its Amazon.com website in 2008, with the introduction of “search suggestions,” a  
3 feature that suggests product search queries as the user types.

4 16. Using this feature, a visitor to Amazon.com using a web browser is presented  
5 with a ubiquitous search field at the top of every Amazon.com web page. As the user begins  
6 typing individual characters in the search field, Amazon’s enhanced search system  
7 anticipates the user’s query, and asynchronously suggests complete queries that match the  
8 partial query being typed by retrieving from Amazon’s servers a set of suggested queries. As  
9 the user types additional characters in the search box, the client asynchronously  
10 communicates with the server, and the server returns a more focused set of potentially  
11 matching queries to the user. This process continues as the user continues to type characters,  
12 until a query is selected and search results are retrieved.  
13

14 17. These enhancements provide numerous benefits to Amazon and its customers,  
15 including speeding the search process, lessening user typing, catching mistakes mid-query,  
16 and otherwise increasing user efficiency. Amazon has now extended its enhanced search  
17 capabilities beyond the Amazon.com website, via browser toolbars and add-ins, and mobile  
18 applications for the iPhone, Android, and Windows Phone platforms.  
19

20 **COUNT I**

21 **PATENT INFRINGEMENT**  
22 **(The Instant Search Patent)**

23 18. On July 6, 2010, United States Patent No. 7,752,326 (the “instant search”  
24 patent) entitled “System and Method For Utilizing Asynchronous Client Server  
25 Communications Objects” was duly and legally issued. A true and correct copy of the ’326  
26 patent is attached as Exhibit A.  
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1 E. that Plaintiff be granted pre-judgment and post-judgment interest on the  
2 damages caused to them by reason of Defendant's infringement of the Patents-in-Suit;

3 F. that this Court require Defendant to file with this Court, within thirty (30)  
4 days after entry of final judgment, a written statement under oath setting forth in detail the  
5 manner in which Defendant has complied with the injunction;

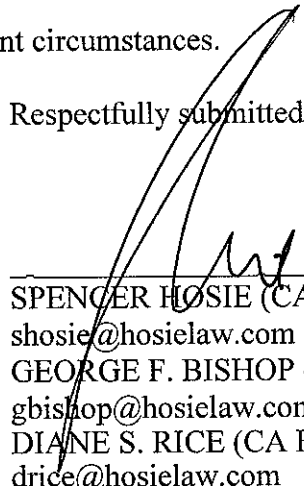
6 G. that this be adjudged an exceptional case and the Plaintiff be awarded its  
7 attorney's fees in this action pursuant to 35 U.S.C. § 285;

8 H. that this Court award Plaintiff its costs and disbursements in this civil  
9 action, including reasonable attorney's fees; and  
10

11 I. that Plaintiff be granted such other and further relief as the Court may  
12 deem just and proper under the current circumstances.

13 Dated: March 7, 2011

Respectfully submitted,

  
\_\_\_\_\_  
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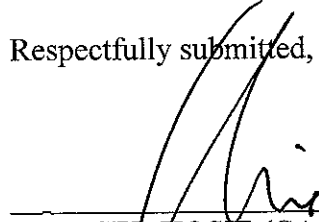
**DEMAND FOR JURY TRIAL**

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Plaintiff, by its undersigned attorneys, demands a trial by jury on all issues so triable.

Dated: March 7, 2011

Respectfully submitted,



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