



I, Robert Needham, declare:

1. I am an associate for SNR DENTON US LLP. I submit this Declaration in support of Plaintiff Personalized User Model, LLP's Answering Brief In Opposition To Google Inc's Motion To Dismiss Patent Infringement Claims For Lack of Subject Matter Jurisdiction and Opening Brief in Support of PUM's Alternative Cross-Motion. Unless stated otherwise, I have personal knowledge of the facts set forth herein.

2. Attached as Exhibit 1 is a true and correct copy of the **REDACTED**

**REDACTED**

3. Attached as Exhibit 2 is a true and correct copy of **REDACTED**


4. Attached as Exhibit 3 is a true and correct copy of excerpts from **REDACTED**

**REDACTED**

5. Attached as Exhibit 4 is a true and correct copy of the PTO Filing Receipt for U.S. Patent Application No. 12/008,148.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed this 12<sup>th</sup> day of August, 2011, in Dallas, Texas.

  
Robert Needham

# EXHIBIT 1

FULLY REDACTED

# EXHIBIT 2

FULLY REDACTED

**EXHIBIT 3**  
**FULLY REDACTED**

# Exhibit 4



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1150  
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FILE FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
12/008,148	01/08/2008	2155	915	UTO-101/CON2	36	3

CONFIRMATION NO. 8504

FILING RECEIPT



30869  
LUMEN PATENT FIRM, INC.  
2345 YALE STREET  
SECOND FLOOR  
PALO ALTO, CA 94306

Date Mailed: 02/04/2008

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Applicant(s)

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Assignment For Published Patent Application

Levino  
Personalized User Model (PUM)

Power of Attorney: The patent practitioners associated with Customer Number 30869

Domestic Priority data as claimed by applicant

This application is a CON of 11/316,785 12/22/2005 PAT 7,320,031  
which is a CON of 09/597,975 06/20/2000 PAT 6,981,040  
which claims benefit of 60/173,392 12/28/1999

Foreign Applications

If Required, Foreign Filing License Granted: 02/01/2008

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 12/008,148**

Projected Publication Date: 05/15/2008

Non-Publication Request: No

Early Publication Request: No

\*\* SMALL ENTITY \*\*

**Title**

Automatic, personalized online information and product services

**Preliminary Class**

709

**PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES**

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at <http://www.uspto.gov/web/offices/pac/doc/general/index.html>.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

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**Title 35, United States Code, Section 184**

**Title 37, Code of Federal Regulations, 5.11 & 5.15**

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**CERTIFICATE OF SERVICE**

I hereby certify that on August 18, 2011, I caused the foregoing to be electronically filed with the Clerk of the Court using CM/ECF which will send electronic notification of such filing to all registered participants.

Additionally, I hereby certify that true and correct copies of the foregoing were caused to be served on August 18, 2011, upon the following individuals in the manner indicated:

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