

**IN THE UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

FUNCTION MEDIA, L.L.C.,

v.

GOOGLE, INC. AND YAHOO!, INC.

Civil Case No. 2:07-cv-279 (CE)

JURY TRIAL DEMANDED

GOOGLE INC.'S NOTICE PURSUANT TO 35 U.S.C. § 282

Google Inc. hereby provides and/or confirms its written notice pursuant to 35 U.S.C. § 282 of the patents and publications that it may rely upon to anticipate, render obvious or show the state of the art with respect to United States Patent No. 6,446,045 (“the `045 patent”), United States Patent No. 7,240,025 (“the `025 patent”), and United States Patent No. 7,249,059 (“the `059 patent”). Google Inc. may also rely on the person(s) listed below as being prior inventors or having prior knowledge of or as having previously used or offered for sale the invention of the patents-in-suit. In addition to the items expressly listed in this notice, Google Inc. also incorporates by reference, all information set forth in the expert reports which Google Inc. will be submitting in this matter, and the file histories and reexaminations for each of the asserted patents.

I. PATENTS AND PRINTED PUBLICATIONS ON WHICH GOOGLE INTENDS TO RELY ON AT TRIAL TO ANTICIPATE OR RENDER OBVIOUS THE ASSERTED PATENTS

A. Patents

TITLE	COUNTRY	DATE	INVENTOR(S)
U.S. Patent No. 5,918,014 – <i>Automated Collaborative Filtering in World Wide Web Advertising</i> [G025074-G025086]	USA	06/29/1999	Gary B. Robinson
U.S. Patent No. 5,948,061 – <i>Method of Delivery, Targeting, and Measuring Advertising Over Networks</i> [G000550-G000561]	USA	09/07/1999	Dwight Allen Merriman and Kevin Joseph O'Connor
U.S. Patent No. 6,026,368 – <i>On-Line Interactive System and Method for Providing Content and Advertising Information to a Targeted Set of Viewers</i> [G000597-G000623]	USA	02/15/2000	Yale Robert Brown and Matthew Brown Walker
U.S. Patent No. 6,401,075 – <i>Methods of Placing, Purchasing and Monitoring Internet Advertising</i> [G001011-G001017]	USA	06/04/2002	James C. Mason, John Grant, Arnold Behrman and Dennis Stillwell
U.S. Patent No. 6,985,882 – <i>Method and System for Selling and Purchasing Media Advertising Over a Distributed Communication Network</i> [G001178-G001227]	USA	01/10/2006	Justin Del Sesto
WO 97/21183 – <i>Method and System for Placing Advertisements in a Computer Network</i> [G000170-G00246]	Int'l	06/12/1997	Sharmin Naqvi and Tomasz Imielinski

B. Systems and Printed Publications

PRINTED PUBLICATION/SYSTEM	DATE	AUTHOR(S)
<i>Advertising on the Internet</i> , John Wiley & Sons [G018953-G019257]	1997	Zeff, Robbin and Aronson, Brad
<i>Advertising on the Internet</i> , John Wiley & Sons [G018509-G018952]	1999	Zeff, Robbin and Aronson, Brad
<i>Unintrusive Customization Techniques for Web Advertising</i> , 31 Computer Networks, pp. 1259–1272 [G016452-G016465]	05/1999	Langheinrich, et al.

PRINTED PUBLICATION/SYSTEM		DATE	AUTHOR(S)
AdForce	<i>User Guide: A Complete Guide to AdForce</i> , Version 2.6 [G005430-G00714]	1998	AdForce, Inc.
	<i>Passing and using multiple parameters in AdForce tags</i> [G005733-G005740]	November 17, 1998	AdForce, Inc.
	<i>Guidelines for Creating and Submitting Creatives</i> [G008119-G008133]	January 8, 1999	AdForce, Inc.
IAT, Inc., Aaddzz System	<i>Information Access Technologies, Inc., Aaddzz Brochure</i> [G005296-G005301]	1997	IAT, Inc.
AdKnowledge, Inc., AdKnowledge System	<i>Campaign Manager: Reviewer's Guide</i> [G014779-G014801]	1996	AdKnowledge
	AdKnowledge, Inc. <i>MarketMatch Planner: Reviewer's Guide</i> [G014856-G014881]	1996	AdKnowledge, Inc.
NetGravity, Inc., AdServer System	<i>NetGravity AdServer v. 3.5, User Assistance Guide</i> [G017154-G017482]	1998	NetGravity, Inc.
DoubleClick, Inc., DART System	<i>DART User Manual</i> [G003512-G003587]	1998	DoubleClick, Inc.
	<i>DoubleClick DART Brochure</i> [G014967-G14989]	1998	DoubleClick, Inc.
	<i>DoubleClick University: Essential DART Concepts Student Guide, Version 2</i> [GGL-FM0040181-GGL-FM0040220]	1998	DoubleClick, Inc.
	<i>Page 40 from DoubleClick University: Essential DART Concepts Student Guide, Version 2, and Exhibit 616</i>	1998	DoubleClick, Inc.
	<i>DART for Advertisers Quick Reference Cards</i> [GGL-FM0040221-GGL-FM0040239]	1998	DoubleClick, Inc.

PRINTED PUBLICATION/SYSTEM	DATE	AUTHOR(S)	
<i>DART for Advertisers Trafficking Training</i> [GGL-FM0040240-GGL-FM0040271]I	1998-1999	DoubleClick, Inc.	
<i>DART for advertisers</i> [G004607 – 97]	12/6/98	DoubleClick, Inc.	
DoubleClick from December 6, 1998, “ <i>Standard Ad Sizes</i> ” [G015162 – 63]		DoubleClick, Inc.	
DoubleClick from December 5, 1998, “ <i>DART FAQ</i> ” [G015095 – 97]	12/5/98	DoubleClick, Inc.	
Local Resellers Guide, February 1999 [G003851 – 3942]	2/99	DoubleClick, Inc.	
DoubleClick from December 6, 1998, “ <i>Ad Trafficking: Sending GIF/JPEG Files</i> ” [G015008 – 09]	12/6/98	DoubleClick, Inc.	
<i>Local Resellers Manual</i> [G003818 – 3843; Kdelfa00000397]	1999	DoubleClick, Inc.	
<i>DART for Advertisers (DFA5) Reports and User interface</i> [G002-000710691 – 98]	1999	DoubleClick, Inc.	
<i>Training Manual</i> [G004162 – 4293]	02/99	DoubleClick, Inc.	
<i>FAQ</i> [G004581 – 4603]	02/99	DoubleClick, Inc.	
<i>Documentation Projects</i> , Feb. 1999 [G004016 – 4700]	02/99	DoubleClick, Inc.	
“ <i>Welcome To DoubleClick</i> ” [G015018 – 94]	1996	DoubleClick, Inc.	
Ad-Star, Inc., Ad-Star System	<i>Ad-Star Orange County Register User's Manual</i> [Depo Exh. 167]	1996	Ad-Star, Inc.
	<i>Ad-Star.com website archive from www.archive.org</i> [Depo Exh. 169]	04/12/1997 and 02/01/1997	Ad-Star, Inc.
AdManagerPro	<i>AdManagerPro Administrator's Manual, Version 2.0</i> [G068214-G068440]	06/1998	Baseview Products, Inc.
	<i>AdManagerPro User Manual, v. 2.0</i> [G068441-G068566]	06/1998	Baseview Products, Inc.

II. PATENTS AND PRINTED PUBLICATIONS ON WHICH GOOGLE MAY RELY AFTER THE COURT CONSTRUES THE LIMITATIONS OF THE ASSERTED CLAIMS OR TO SHOW STATE OF THE ART

A. Patents

TITLE	COUNTRY	DATE	INVENTOR(S)
U.S. Patent No. 5,347,632 – <i>Reception System for an Interactive Computer Network and Method of Operation</i>	USA	09/13/1994	Robert Filepp, Michael L. Gordon, Alexander Bidwell, Francis Young, Allan M. Wolf, Sam Meo, Duane Tiemann, Robert D. Cohen, Mel Bellar, Kenneth H. Appleman, Lawrence Abrahams, Michael J. Silfen
U.S. Patent No. 5,710,884 – <i>System for Automatically Updating Personal Profile Server with Updates to Additional User Information Gathered from Monitoring User’s Electronic Consuming Habits Generated on Computer During Use</i> [G025040-G025063]	USA	01/20/1998	Rick Dedrick
U.S. Patent No. 5,724,521 – <i>Method and Apparatus for Providing Electronic Advertisements to End Users in a Consumer Best-Fit Pricing Manner</i> [G000381-G000399]	USA	03/03/1998	Rick Dedrick
U.S. Patent No. 5,819,092 – <i>Online Service Development Tool with Fee Setting Capabilities</i> [G000424-G000471]	USA	10/06/1998	Charles H. Ferguson and Randy J. Forgaard
U.S. Patent No. 5,848,396 – <i>Method and Apparatus for Determining Behavioral Profile of a Computer User</i> [G000472-G000502]	USA	12/08/1998	Thomas A. Gerace
U.S. Patent No. 5,933,811 – <i>System and Method for Delivering Customized Advertisements within Interactive Communication Systems</i> [G000524-G000549]	USA	08/03/1999	Paul D. Angles and Douglas O. Blattner
U.S. Patent No. 5,937,392 – <i>Banner Advertising Display System and Method with Frequency of Advertisement Control</i> [G025087-G025097]	USA	08/10/1999	Charles D. Alberts
U.S. Patent No. 5,999,912 – <i>Dynamic Advertising Scheduling, Display, and Tracking</i> [G025110-G025116]	USA	12/07/1999	Dennis Wodarz, Donald L. Fairall and Douglas Hall
U.S. Patent No. 6,014,638 – <i>System for</i>	USA	01/11/2000	Gary L. Burge and William

TITLE	COUNTRY	DATE	INVENTOR(S)
<i>Customizing Computer Displays in Accordance with User Preferences</i> [G025117-G025126]			A. Luddy
U.S. Patent No. 6,026,369 – <i>Method for Distributing Advertising in a Distributed Web Modification System</i> [G000624-G000630]	USA	02/15/2000	Peter George Capek
U.S. Patent No. 6,044,376 – <i>Content Stream Analysis</i> [G000631-G000640]	USA	03/28/2000	Stephen J. Kurtzman, II
U.S. Patent No. 6,047,310 – <i>Information Disseminating Apparatus for Automatically Delivering Information to Suitable Distributees</i> [G025161-G025194]	USA	04/04/2000	Akira Kamakura, Hideo Oneda and Hideki Tanaka
U.S. Patent No. 6,112,192 – <i>Method for Providing Individually Customized Content in a Network</i>	USA	08/29/2000	Peter George Capek
U.S. Patent No. 6,128,663 – <i>Method and Apparatus for Customization of Information Content Provided to a Requestor Over a Network Using Demographic Information Yet the User Remains Anonymous to the Server</i> [G025195-G025217]	USA	10/03/2000	C. Douglass Thomas
U.S. Patent No. 6,134,532 – <i>System and Method for Optimal Adaptive Matching of Users to Most Relevant Entity and Information in Real-Time</i> [G000676-G000715]	USA	10/17/2000	Michael A. Lazarus, William R. Caid, Richard S. Pugh, Bradley D. Kindig, Gerald S. Russell, Kenneth B. Brown, Ted E. Dunning and Joel L. Carleton
U.S. Patent No. 6,144,944 – <i>Computer System for Efficiently Selecting and Providing Information</i> [G000716-G000734]	USA	11/07/2000	Stephen J. Kurtzman, II and Sandeep A. Nawathe
U.S. Patent No. 6,167,382 – <i>Design and Production of Print Advertising and Commercial Display Materials Over the Internet</i> [G000762-G000818]	USA	12/26/2000	Don R. Sparks, M. James Scott and Wally Tremel
U.S. Patent No. 6,188,396 – <i>Targeting Advertising Using Web Pages with Video</i> [G000819-G000824]	USA	02/13/2001	Mark Collins-Rector, Chad Shakley, James Sabo and Chris Fulton
U.S. Patent No. 6,205,432 – <i>Background Advertising System</i> [G000825-G000853]	USA	03/20/2001	Chuck E. Gabbard, Bruce R. Chaffins and Everett B. Howerton, III
U.S. Patent No. 6,216,112 – <i>Method for Software Distribution and Compensation with Replenishable Advertisements</i>	USA	04/10/2001	William H. Fuller, Joel A. Pugh and Douglas E. Neel

TITLE	COUNTRY	DATE	INVENTOR(S)
[G000854-G000870]			
U.S. Patent No. 6,285,987 – <i>Internet Advertising System</i> [G000900-G000925]	USA	09/04/2001	David William Roth and Dylan Salisbury
U.S. Patent No. 6,308,202 – <i>System for Targeting Information to Specific Users on a Computer Network</i> [G000947-G000960]	USA	10/23/2001	Alan Cohn, John L. Adelus, Dean Blacketter, Samuel Thomas Scott, III and Stephen G. Perlman
U.S. Patent No. 6,385,592 – <i>System and Method for Delivering Customized Advertisements within Interactive Communication Systems</i> [G000985-G001010]	USA	05/07/2002	Paul D. Angles and Douglas O. Blattner
U.S. Patent No. 6,408,278 – <i>System and Method for Delivering Out-of-Home Programming</i> [G025291-G025306]	USA	06/18/2002	Patrick J. Carney, Joel B. Pina, James J. Boyle and Corey A. Perine
U.S. Patent No. 6,415,270 – <i>Multiple Auction Coordination Method and System</i> [G025307-G025333]	USA	07/02/2002	Randall I. Rackson, Jonathan Adam Krane and Peter J. Trevisani
U.S. Patent No. 6,449,657 – <i>Internet Hosting System</i> [G001029-G001053]	USA	09/10/2002	Francis J. Stanbach, Jr., Daniel G. Hoffman and Bruce R. Keiser
U.S. Patent No. 6,633,850 – <i>Background Advertising System</i> [G001100-G001128]	USA	10/14/2003	Chuck E. Gabbard, Bruce R. Chaffins and Everett B. Howerton, III
U.S. Patent No. 6,654,725 – <i>System and Method for Providing Customized Advertising on the World Wide Web</i> [G001129-G001144]	USA	11/25/2003	Marc Langheinrich and Atsuyoshi Nakamura
U.S. Patent No. 6,810,527 – <i>System and Method for Distribution and Delivery of Media Context and Other Data to Aircraft Passengers</i> [G001157-G001177]	USA	10/26/2004	Adam P. Conrad, John L. Norin, Romulo Pontula, Peter W. Smith and Jeffrey M. Wales
U.S. Patent No. 6,907,566 – <i>Method and System for Optimum Placement of Advertisements on a Webpage</i> [G025334-G025349]	USA	06/14/2005	Charles McElfresh, Paul Minerio and Michael Radford
U.S. Patent No. 7,038,637 – <i>System and Method for Selling Advertising Space on Electronic Billboards Over the Internet</i> [G001424-G001435]	USA	05/02/2006	Marc Eller and Zvi Yaniz
U.S. Patent Application Publication No. 2001/0042002 – <i>Method and System for Communicating Targeted Information</i> [G024996-G025039]	USA	11/15/2001	Jeff Koopersmith
WO 99/57660 – <i>Content Enhancement</i>	Int'l	11/11/1999	Ja'acob Samboursky and

TITLE	COUNTRY	DATE	INVENTOR(S)
<i>System</i> [G025350-G025391]			Alon Girmonsky
WO 01/37119 – <i>Apparatus and Method for Providing Advertising on Internet-enabled Channels</i> [D065903-D065034]	Int'l	05/25/2001	John B. Ferber, Scott Ferber, Todd Walderman and Daniel Joensen

B. Systems and Printed Publications

TITLE	DATE	AUTHOR(S)
<i>A Consumption Model for Targeted Electronic Advertising,</i> Intel Architecture Labs, IEEE [G017758-G017766]	1995	Dedrick, R.
<i>Interactive Electronic Advertising,</i> IEEE [G017603-G017614]	1994	Dedrick, R.
<i>8th World Wide Web Conference, AdWiz PowerPoint Presentation, in Toronto</i> [G016419-G016451]	05/11-14/1999	Langheinrich, et al.
<i>Network Notebook</i> [G003589-G003689, Kdelfa0000077]	1998	DoubleClick, Inc.
<i>“Beyond Targeting: try on ‘Micro-Segmentation’”</i> [G014990 – 95]	2/19/98	DoubleClick, Inc.
<i>“DoubleClick Technical Specifications”</i> [G014996 – G014998]	1998	DoubleClick, Inc.
<i>“DoubleClick: Lead Form”</i> [G015001]	1998	DoubleClick, Inc.
Advertising Age, <i>“Agencies Centralize Web Ad Serving,”</i> s1, s18-s19	3/8/99	DoubleClick, Inc.
<i>Cross-network functionality File Name- X-10 Functionality – U.S. Version</i> [G015443.01]	04/09/1998	DoubleClick, Inc.
<i>Cross-network FAQ File name: X-10 Functionality – FAQ</i> [G015443.01]	04/09/1998	DoubleClick, Inc.
<i>“Terms of Agreement”</i> [G015166 – 67]	1998	DoubleClick, Inc.
Glossary [G173214 – 53]		DoubleClick, Inc.
Spreadsheet [G036543 – 83]	1998	DoubleClick, Inc.
Spreadsheet [G035977 - 36019]	1998	DoubleClick, Inc.
DART for Advertisers [G034339 – 34434]		DoubleClick, Inc.
DoubleClick CDs [G015443.01, G015443.02, G015443.03, G015443.04, G017496.01, G046080]		DoubleClick, Inc.

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AdForce CD [G014688.01]	various file dates	AdForce, Inc.
NetGravity CD [G017496.01]	various file dates	Netgravity, Inc.
AdStar CD [G014963.01]	various file dates	Ad-Star, Inc.
AdKnowledge CDs [G065016, G068204]	various file dates	AdKnowledge, Inc.
DoubleClick and NetGravity CD [G064578, G065907 G177035]	various file dates	DoubleClick, Inc. and NetGravity, Inc.
NetGravity Source Code [G026190-27485]	1998	NetGravity, Inc.
AdKnowledge Source Code [G065016, all.tar.gz]	various	AdKnowledge, Inc.
<i>Aaddzz.com website archive from www.archive.org</i> [G005311-G005352]	01/30/1998	IAT, Inc.
<i>Accipiter.com website archive from www.archive.org</i> [G005358-G005359]	02/01/1998	Accipiter, Inc.
<i>Campaign Manager: Quick Reference Card</i> [G014815-G014818]	1996	AdKnowledge, Inc.
<i>NetGravity AdServer v. 2.0, User Assistance Guide</i> [G015241-G015443]	1996	NetGravity, Inc.
<i>NetGravity AdServer v. 1.0.5, AdServer Help Contents</i> [G015168-G015240]	1996	NetGravity, Inc.
<i>Ad-Star Windows User's Manual</i> [G084303-G084333]	1999	Ad-Star, Inc.
<i>AdManagerPro Brochure</i> [G014899-G014913]	1999	Baseview Products, Inc.
<i>AdManagerPro web site</i> [GGL-FM0042833-GGL-FM0042934]		Baseview Products, Inc.
<i>Flycast Communications Corp. Form S-1 SEC Filing</i> [G015473-G015994]	02/05/1999	Flycast, Inc.
<i>Flycast Network Competitive Overview</i> [G029926-G029946]	12/31/1998	Flycast, Inc.
<i>Hyper System: Interactive Direct Marketing System, Presentation Materials</i> [G029125-G029133]	1996	Hyper Net, Inc.
<i>Hyper Net Presentation - What is Hyper Space?</i> [G029125-G029133]	1996	Hyper Net, Inc.
<i>List of Targeting Criteria</i> [G029134]	1996	Hyper Net, Inc.

TITLE	DATE	AUTHOR(S)
<i>The View Message System</i> [G029135-G029136]	04/1996	Hyper Net, Inc.
<i>HTML Explanation v. 1.0</i> [G029137-G029143]	04/12/1996	Hyper Net, Inc.
<i>Internet Advertising Federation Confidential Business Plan</i> [G045772-G045791]	09/25/1995	IAF (DoubleClick, Inc.)
<i>RealMedia.com website archive from www.archive.org</i> [G024818-G024880]	1997-1998	RealMedia, Inc.
<i>Competitive Analysis of RealMedia</i> [G027948-G027963]	Prior to 01/19/2000	NetGravity, Inc.
<i>Competitive Analysis of RealMedia</i> [G029972-G029976]	08/1999	DoubleClick, Inc.
<i>Sabela Brochure</i> [G028305-G028337]	1999	Sabela Media
<i>Competitive Analysis of DART and Sabela Media</i> [G029947-G029950]	08/1999	DoubleClick, Inc.
<i>Sabela.com website archive from www.archive.org</i> [G045970-G045993]	05/08/1999	Sabela Media
<i>Project Freud, Due Diligence Materials</i> [G027532-G027535]	12/23/1999	DoubleClick, Inc.
<i>Sabela and AdKnowledge Presentation</i> [G046050-G045079]	11/07/1999	Martin Wesley
Email from John Black, Sabela Media [G030277]	8/17/99	Sabela Media
<i>baseview.com website from www.archive.org (ClassManagerPro)</i> [G026146-G026163]	01/16/1997	Baseview Products, Inc.
<i>Internet Advertising Network, "How Ads Are Placed"</i> [G045822]	1995	The Ian System
<i>Simple HTML Change</i> [G045823]	1996	
<i>1996 Ian Advertising Rates</i> [G045824-G045830]	06/09/1998	Internet Advertising Network
<i>L90, Inc. Form S-1 SEC Filing</i> [G029977-G030034]	09/30/1999	L90, Inc.
<i>www.Spinbox.com website archive from www.archive.org</i> [G029925]	11/11/1998	Spinbox
<i>Focalink Marketing Materials and Presentation Slides</i> [G029283-G029305]	1996	Focalink
Focalink MarketMatch UserGuide, Version 1.0 [G014828 – 55]	9/30/96	Focalink

TITLE	DATE	AUTHOR(S)
<i>Direct Marketing Management, 2nd Edition, Prentice-Hall, Inc., Upper Saddle River, NJ</i> [G020792]	1999	Mary Lou Roberts and Paul D. Berger
<i>After the gold rush, The Economist, New York</i> [GGL-FM0039680-GGL-FM0039681]	04/20/2000	The Economist
<i>Chopping tech-stocks down to size, The Economist.com</i> [GGL-FM0039682-GGL-FM000039684]	12/05/2000	The Economist
<i>CMGI's Web deal making hits big-time: Group preps two portals: AltaVista and MyWay.com, Advertising Age</i> [G005715-5718]	10/04/1999	Jennifer Gilbert, Advertising Age
<i>The Internet Advertising Report, Harper Business</i> [G022202]	1997	Mary Meeker, Morgan Stanley
<i>The Forrester Report – Media Technology – Ad Serving and Measurement</i> [G029212-G029228]]	05/1997	Susan Gertzis, et al.
<i>2 Web Ad Firms Decide to Marry: Palo Alto's Focalink, ClickOver merging, San Francisco Chronicle</i> [G016001]	11/17/1997	Carol Emert
<i>Ad Management – Debunking the Turnkey Myth, Jupiter Strategic Planning Services</i> [G017767]	07/1998	Evan Neufeld, Strategic Planning Services
<i>Small networks chase per-click ad business – Aaddzz, ValueClick compete</i> [G005308]	09/08/1997	Advertising Age
<i>NetGravity Launches AdCenter Service Solution, ClickZ News</i> [GGL-FM0039391]	08/12/1998	ClickZ
<i>Competitive Analysis of ATG Dynamo Ad Station (approx 1998)</i> [G027902-G027903]	1998	NetGravity, Inc.
<i>Avenue A, FAQ, www.avenuea.comlcorpinfo/faq.html</i> [G029920-G029924]	09/29/1999	Avenue A, Inc.
<i>Competitive Analysis of Avenue A (prior to November 14, 1999)</i> [G029959-G029960]	11/14/1999	DoubleClick, Inc.
<i>Competitive Summary of the Infoseek Search Engine</i> [G043058-G043059]	02/26/1997	Kevin O'Connor
<i>Competitive Summary of Lycos (2/26/1997)</i> [G043060]	02/26/1997	Kevin O'Connor
<i>Competitive Analysis of Match Logic (prior to 1/14/1999)</i> [G029918-G029919]	01/14/1999	DoubleClick, Inc.

TITLE	DATE	AUTHOR(S)
<i>Competitive Analysis of MatchLogic (approximately 1998)</i> [G027933-G027939]	1998	NetGravity, Inc.
<i>Competitive Analysis of Microsoft (approximately 1998)</i> [G027941-G027946]	1998	NetGravity, Inc.
<i>Competitive Analysis (approximately 1998)</i> [G027834-G027851]	1998	NetGravity, Inc.
<i>Competitive Analysis 2Q98 Presentation (7/9/1998)</i> [G027812-G027833]	07/09/1998	NetGravity, Inc.
<i>Feature Comparison: DoubleClick DART vs. NetGravity AdServ(prior to 1/14/1999)</i> [G029951-G029952]	01/14/1999	DoubleClick, Inc.
<i>Competitive Analysis of AdCenter</i> [G029042-G029047]	1/11/2000	NetGravity, Inc.
<i>Competition Coverage (approximately 1998)</i> [G028962-G028966]	1998	NetGravity, Inc.
<i>Industry Perceptions of Net Gravity</i> [G028974-G028990]	12/01/1998	Blanc & Otus
<i>Competitive Positioning Brief, Approx. 1998</i> [G027810-G027811]	1998	NetGravity, Inc.
<i>Competitive Analysis of Double Click, MatchLogic, AdKnowledge, Avenue A, AdForce, 24/7, Flycast</i> [G029030-G029041]	01/11/2000	NetGravity, Inc.
<i>Targeted Media: reality check on the road to one-to-one marketing - Fig. 6: Ad Management Tools Overviews</i> [G029020-G029021]	1998	Jupiter Research
<i>Server Software: Integrated Approaches will Drive Sophisticated Personalization</i> [G045994-G046016]	1998	Seamus McAteer, Jupiter Communications
<i>DART for Advertisers, Sabela and AdKnowledge Competitive Overview</i> [G046050-G046079]	12/17/1999	DoubleClick, Inc.
<i>Competitive Analysis of Softbank's Foundation Buy Program</i> [G043062]	02/26/1997	Kevin O'Connor
<i>Competitive Analysis of Soliant's Adapt/X Software (approximately 1998)</i> [G027964-G027966]	1998	NetGravity, Inc.
<i>www.anon.user.anonymizer.com, Switchboard Corporate Background</i> [G029886-G029887]	9/13/1999	Switchboard, Inc.

TITLE	DATE	AUTHOR(S)
<i>Competitive Analysis of ThinkingMedia</i> [G027967-G027968]	1998	NetGravity, Inc.
<i>Competitive Analysis of W3 (approximately 1998)</i> [G027975]	1998	NetGravity, Inc.
<i>Competitive Analysis of the Web Connect Network</i> [G043063]	2/26/1997	Web Connect Network
<i>Competitive Analysis of the Yahoo! Directory</i> [G043064]	2/26/1997	Kevin O'Connor
<i>NetGravity Presentation</i> [G028509-G028535]	1999	Stephen E. Recht
<i>Analyst Report Summary - Internet Marketing Management Solutions</i> [G028991-G029000]	12/01/1998	Blanc & Otus
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Deposition Exhibit 312	02/22/1999	Accipiter, Inc., republished by The Internet Archive
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Deposition Exhibit 328	1997	Robbin Zeff
Deposition Exhibit 331	1998	AdForce, Inc.
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Deposition Exhibit 338	1998-1999	AdForce, Inc. employees and Roy T. Fielding
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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of GOOGLE INC.'S NOTICE PURSUANT TO 35 U.S.C. § 282 has been served on October 2, 2009 to all counsel of record who are deemed to have consented to electronic service via the Court's CM/ECF system per Local Rule CV-5(a)(3), listed below:

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