

## **Exhibit 17**

# U.S. Patent 7,240,025

## Yahoo

These charts contain two types of claims:

Asserted claims. These claims are highlighted in blue.
Claims that are not directly asserted but that are parent claims of the claims that are asserted. These claims are highlighted in green.

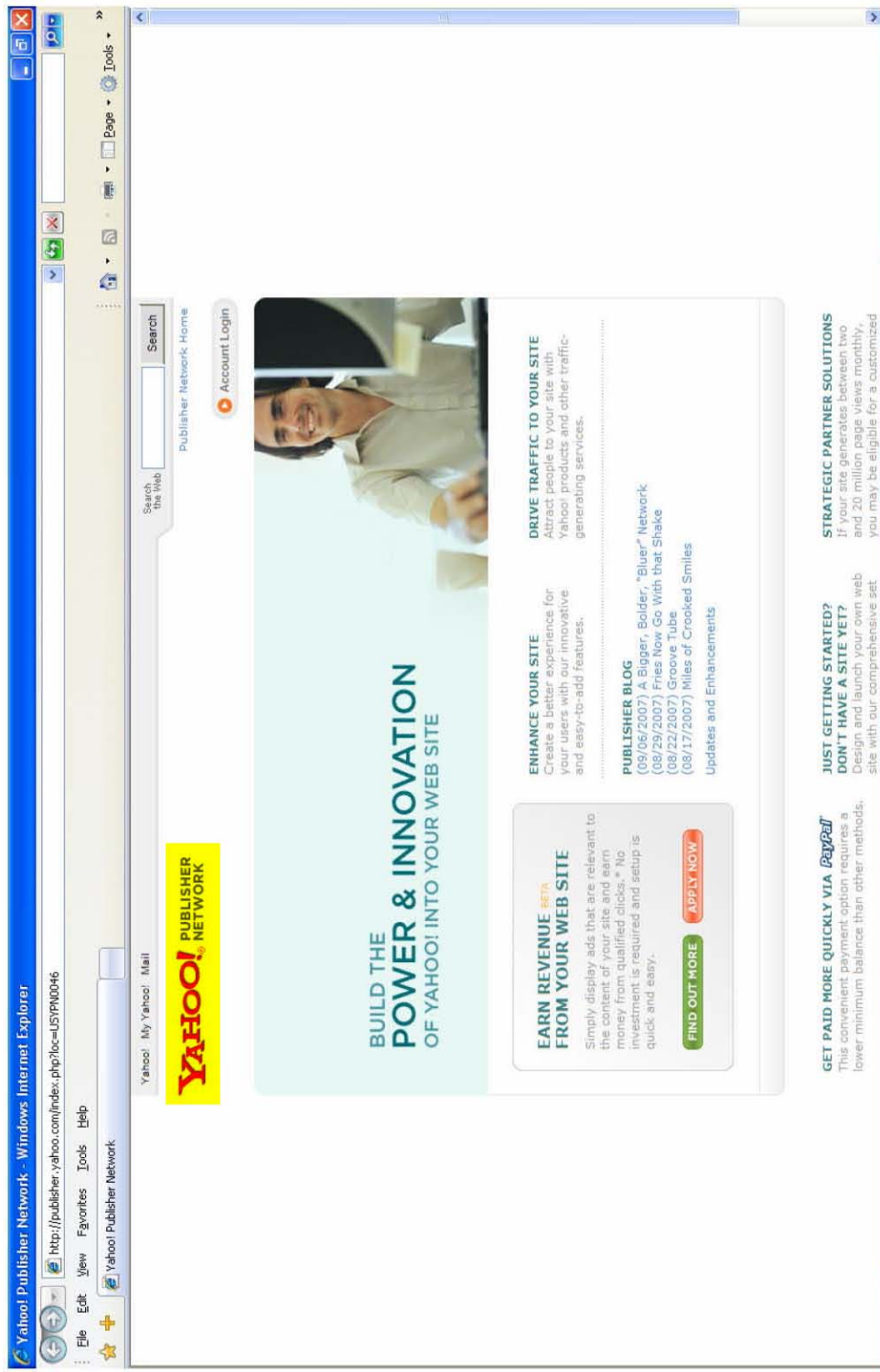
The claims are split into twelve files:

1. Y-025-01 (Claims 1, 6)
2. Y-025-02 (Claims 7, 15, 16)
3. Y-025-03 (Claims 20, 23, 24, 28, 46, 63, 91)
4. Y-025-04 (Claims 31, 32, 45, 62, 90)
5. Y-025-05 (Claims 47, 50, 51, 52, 79, 81)
6. Y-025-06 (Claims 140, 141, 148)
7. Y-025-07 (Claims 179, 185)
8. Y-025-08 (Claims 186, 194, 195)
9. Y-025-09 (Claims 199, 202, 203, 207, 225, 242, 270)
10. Y-025-10 (Claims 210, 211, 224, 241, 269)
11. Y-025-11 (Claims 226, 229, 230, 231, 258, 260)
12. Y-025-12 (Claims 319, 320, 327)

1. A computer system for creating and publishing customized electronic advertisements, for a Seller, to internet media venues owned or controlled by Seller, comprising:

The preamble is not a claim limitation.

Yahoo has a computer system that provides for the creation and publication of customized electronic advertisements to various internet media that are controlled by parties other than the sellers.



Yahoo! Search Marketing - Sponsored Search - Content Match® - Windows Internet Explorer

http://searchmarketing.yahoo.com/srch/contentmatch.php

File Edit View Favorites Tools Help

Yahoo! Search Marketing - Sponsored Search - Conte...

Yahoo! My Yahoo! Mail

**YAHOO! SEARCH MARKETING**

Search Marketing Home Help

Search the Web

Search

Or sign up by phone at **866-255-0107**  
Mon-Fri 6am - 6pm PT

**Sign Up**

**Sponsored Search**

**Content Match®**  
Extend your reach beyond search results.

Content Match®, a feature of Sponsored Search, enables you to broaden your reach beyond search results and attract more customers who are interested in what you offer.

**Content Match® can help you:**

- Reach customers through online publishers, newsletters and emails.

The Yahoo! Publisher Network includes:


- Target interested prospects at the right time: when they are ready to buy or make an impulse purchase.
- Drive additional targeted sales leads to your site.

Products and Services

- Sponsored Search
  - Product Features
  - Geo-targeting
  - Content Match®
- Pricing
- Why Use Sponsored Search
- How to Get Started
- FAQs
- Terms & Conditions

Product Submit

Travel Submit

Local Listings

Search Submit

Directory Submit

**Large Advertisers**  
Customized online advertising programs for companies with

Done

start

3 InternetEx... 2 Microsoft... MFG-PRO - Ou... 2 Microsoft... 92% 8:00 PM