Exhibit B

Defendants' Claim Constructions and Evidence for Disputed Terms[1]

Term	Proposed Construction(s)	Evidence
advertisement database	a database [as defined] of products or services with corresponding advertisements	2:16-21; 3:20-28; 3:66 to 4:25; 4:31-45; 5:29-38; 5:45-49; 5:64 to 6:16; Figs 1 and 2.
advertising machine	computer configured to provide advertisements	3:43 to 4:2; 5:18-57; Figs. 1 and 2. machine "A mechanical, electric, or electronic device, such as a computer, tabulator, sorter, or collator."[2] "[A]n instrument (as a lever) designed to transmit or modify the application of power, force, or motion."[3] "A computer or processor."[4] "an apparatus consisting of interrelated parts with separate functions"[5] "a device that transmits or modifies force or motion"[6]
associate search engine	indefinite	

1 All patent cites are to the '065 Patent.
2 McGraw-Hill Dictionary of Scientific and Technical Terms (4th Ed. 1989)
3 Webster's Third New International Dictionary (1993)
4 Modern Dictionary of Electronics (6th Ed. 1997)
5 Random House Webster's College Dictionary (1999)
6 *Id.*

"the associate search engine" as recited in claim 26 of the '883 Patent	indefinite	
associative search engine	a search engine that selects the product or service that is closest to the need of the end user	2:16-21; 3:43-47; 4:14-25; 4:31-40; 5:7-17; 5:39-48; 5:64 to 6:4; Figs. 1, 2.
client	end user computer	3:62-65; 5:18-26; Figs 1, 2. <u>client</u> "1. In an Internet service, a program that can communicate with a server located on the Internet to exchange data of a certain type, such as a Web document or an e-mail message. A web browser is a client for accessing information available on Web servers. 2. In a client/server network, a program that is designed to request information from a server."[7] "Clients are devices and software that request information. Clients are objects that use the resources of another object. A client is a fancy name for a PC on a local area network. It used to be called a workstation. Now it is the 'client' of the server."[8] "a computer that receives services from another computer, or (on multitasking operating systems) a process that receives services from another process. The machine or process that is supplying the services is called the server."[9]

[7] Webster's New World Dictionary of Computer Terms (2000)
[8] Newton's Telecom Dictionary, 16th Edition (2000)
[9] Barron's Dictionary of Computer and Internet Terms (1996)

		"a workstation on a network that gains access to central data files, programs, and peripheral devices through a server"[10]
communications interface	indefinite, or alternately "browser application"	3:50-62; Figs. 1 and 2. <u>interface</u> "The connection between two hardware devices, between two applications, or between different sections of a computer network."[11] "A mechanical or electrical link connecting two or more pieces of equipment together."[12] "Some form of electronic device that enables one piece of gear to communicate with or control another."[13] "The hardware for linking two units of electronic equipment, for example, a hardware component to link a computer with its input (or output) device."[14] "computer hardware or software designed to communicate information between hardware devices, between software programs, between devices and programs, or between a computer and a user."[15] "Connection between two systems or devices."[16]

[10] Random House Webster's College Dictionary (1999)
[11] Webster's New World Dictionary of Computer Terms (2000)
[12] Newton's Telecom Dictionary, 16th Edition (2000)
[13] McGraw-Hill Dictionary of Scientific and Technical Terms (4th Ed. 1989)
[14] Modern Dictionary of Electronics (6th Ed. 1997)
[15] Random House Webster's College Dictionary (1999)
[16] Dictionary of Internetworking Terms and Acronyms (2001)

		"the point of interaction or communication between a computer and any other entity, such as a printer"[17]
"the communication interface" as recited in claim 12 of the '183 Patent	indefinite	
communications link	the physical network connection between the data processing device and the advertising machine	3:43-62; 4:5-10; 5:12-15; Figs. 1 and 2. Communication Link "The physical means of connecting one location to another for the purpose of transmitting and receiving the information."[18] Data Link "the physical equipment for automatic transmission and reception of information. Also known as communication link"[19] "equipment, especially transmission cables and interface modules, which permits the transmission of information"[20] "A term used to describe the communications link used for data transmission from a source to a destination. In short, a phone line for data transmission. Or, a fiber optic."[21]
correlating	matching	4:14-19; 4:31-40; 5:29-34; 5:64 to 6:11. '969 File History, 6/2/05 Corrected Reply Brief, at 10-11; *Id*., 2/17/07 Notice of Allowability at 2-3; *Id*., 3/28/07 Comments on Statement for Reasons of Allowance at 1; File History, U.S.

[17] American Heritage College Dictionary (Third Ed. 1997)
[18] Modern Dictionary of Electronics (6th Ed. 1997)
[19] McGraw-Hill Dictionary of Scientific and Technical Terms (4th Ed. 1989)
[20] Modern Dictionary of Electronics (6th Ed. 1997)
[21] Newton's Telecom Dictionary, 16th Edition (2000)

		Appl. 13/031478, 3/6/14 Reply to Office Action at 9-10; File History, U.S. Appl. 13/723642, 9/20/13 Reply at 9; *Id*. at 12. correlate "to establish a one-to-one correspondence of (two sets or series of things)"[22]
[correlating/ correlates] the received search argument to a particular advertisement	*See* constructions of constituent components	
data network related information	information from the data network being searched	1:38-49; 1:58 to 2:2; 3:53-58. Computer Network "A system of two or more computers interconnected by communication channels"[23] Network "collection of computers, printers, routers, switches, and other devices that can communicate with each other over some transmission medium"[24] "a communications, data exchange, and resource sharing system created by linking two or more computers and establishing standards, or protocols, so that they can work together[25]"

[22] Webster's Third New International Dictionary (1993)
[23] McGraw-Hill Dictionary of Scientific and Technical Terms (4th Ed. 1989)
[24] Dictionary of Internetworking Terms and Acronyms (2001)
[25] Webster's New World Dictionary of Computer Terms (2000)

database	an organized collection of data stored on a computer storage medium	1:42 to 2:9; 3:9-19; 4:31-40; 5:29-57; 5:64 to 6:11; Figs. 1, 2. <u>database</u> "a collection of organized, related data, esp. one in electronic form that can be accessed and manipulated by specialized computer software."[26] "A collection of data structured and organized in a disciplined fashion so that access is possible quickly to information of interest."[27] "The entire body of data that has to do with one or more related subjects. Typically, it consists of a collection of data files . . . stored in a computer system so that they are readily available."[28] "A block of computer memory containing information about one given thing."[29] "a collection of data stored on a computer storage medium, such as a disk, that can be used for more than one purpose."[30]
database search engine	indefinite	1:8-31; 2:34-39; 4:2-13; 4:32-33; 5:64-65; Figs. 1, 2. "Why are my submitted pages (or site) not in the index yet? The Open Text Index is updated on a regular basis, typically at least once a month and sometimes more frequently than that. Each version of the database is based on pages and links found in the previous one, plus submitted pages and sites. Due to the way

[26] Random House Webster's College Dictionary (1999)
[27] Newton's Telecom Dictionary (16th Ed. 2000)
[28] Modern Dictionary of Electronics, def. 1. (6th Ed. 1997)
[29] *Id.* at def. 2.
[30] Dictionary of Computer and Internet Terms (5th Ed. 1996)

		our crawler works, we cannot guarantee that any particular page or site will be included in any version of the Open Text Index. Reasonable efforts are made to include such submissions in the index, but there are many factors that can affect which pages or sites actually make it into the final index (sites or pages may be inaccessible at the time they are crawled, duplicate pages and pages with repeating text strings are removed, to name a few)."[31] "Open Text has been a leader in the full-text indexing software business for years. The strength of our software lies in its ability to search extremely large textual databases at blazing speed. It also understands the structure of documents, and handles SGML and HTML. When the World Wide Web came along, we thought it would be cool to see if our software would run on it. And guess what? It does! So now we maintain the Open Text Index as a live demonstration of the power of our software, which you can purchase or license for your organization."[32] "People find information on the Internet through directories or search engines, but they often use the wrong one for what they are looking for. Directory sites are best for finding sites on a specific subject: Yahoo!, LookSmart and other Internet directories have categorized sites by subject matter. When looking for a very specific subject, such as Nairobi-based flautists with gout, a search engine is a better choice because it will examine all words on all pages of the Internet. Infoseek, Excite, AltaVista and other search engines can provide information not available from a directory, but they may also generate hundreds of thousands of responses to a query. Web-site designers can make their sites more search-engine-friendly by being sure that each page has a unique, descriptive title. There should also be links from every page to the site's home page….

[31] The Open Text Index - Frequently Asked Questions, *available at* http://web.archive.org/web/19971210183120/http://index.opentext.net/main/faq.html

[32] The Open Text Index - Frequently Asked Questions, *available at* http://web.archive.org/web/19971210183120/http://index.opentext.net/main/faq.html

		When you're looking for a site devoted to a particular topic, directory sites are the place to start. These sites, including Yahoo! and LookSmart, offer orderly listings created by a team of editors who've combed through the Internet and categorized sites based on their subject matter. Directory sites such as Yahoo! try to be complete guides to the Web and will include just about any submitted site in their listings…. Search engines send out "robots," automated Web browsers that surf endlessly from link to link, keeping track of what text appears on Webpages. As a result, when you use Infoseek, Excite, or AltaVista, you're combing through a massive database."[33] "There are dozens of Web search tools available, but most of them fall into one of two basic categories: search engines and directories. Search engines typically use automation to assemble massive indexes of Web sites. Controlled by software running on powerful machines, they crawl electronically through every Web site they can find, downloading pages as they go. The crawlers, often called "spiders," extract information from the Web pages and store it in the search engine's index. Directories are compiled by human beings who collect information about Web sites by looking at them individually. Unlike a search engine, which tries to include as much information as possible, a directory is more selective, categorizing sites in an attempt at useful organization. Yahoo, the most famous of the Web directories, has a staff of 55 surfers. Most of their work consists of examining and categorizing sites submitted to them by computer users and site developers, although they also do some active browsing to catch pages that aren't called to their attention."[34] "Iain Osborne, marketing director of Yahoo!'s European operation, says: 'I don't like being called a search engine. We are not a search engine, and we never have been a search engine: we're an Internet media company.' While it's possible to dismiss

[33] "When Hits Are Misses" ZDNet (1997)
[34] "WEAVING THROUGH THE WEB" (1997)

		Osborne's complaint as semantics - Yahoo! is a hierarchical directory of Web sites created by human beings, rather than an index compiled by software robots called 'crawlers' or 'spiders', like Alta Vista - he is making a serious point."[35] "Spiders are widely recognized as one of the key technologies which have made the Internet's vast resources accessible to end users by collecting and organizing information into searchable databases. Without them, the wells of data located on Internet-connected machines worldwide would be nearly impossible for average users to find. The patent covers two important areas of spider technology: that which uses an intelligent, heuristic method to determine which sites to spider; and using Web site "popularity" as a determinant."[36] "Web-based engines like Lycos (http://www.lycos.com), Infoseek Guide (http://www2.infoseek.com), Excite (http://www.excite.com) and Alta Vista (http://www.altavista.digital.com) send out software agents, or "spiders", that crawl the nooks and crannies of the vast global information network, building indexes that can be scanned in seconds. Complementing these databases are searchable "directories" like Yahoo! (http://www.yahoo.com), Magellan (http://www.mckinley.com) and PointCom (http://www.pointcom.com)."[37] ""We have dealt with it very directly," said Sarah Garnsey, marketing communications manager at Lycos, which counts 2 million page views per day. In the past few months, the company has been developing and using a more sophisticated kind of spider. "We have patent-pending technology that looks at the positioning of words on a page, the number of times they are repeated and their proximity to one another," she said. "It

[35] "Computing and the Net: The new seekers" (1997)
[36] "Significant Patent To Be Issued for Lycos' Intelligent "Spider" Technology" (1997)
[37] "Finding Web Info Is Now A Lot Easier" (1996)

		processes all those pieces of information. It pretty much ignores the more obvious tricks." Yahoo! - more of a directory than a grab-all search engine - has its own way of cheating the cheats. "It doesn't impact us as much," said Karen Edwards, director of brand management, repeating the mantra of nearly every search engine employee I spoke to. "Basically, the way we work is that we have our directory, which is about 370,000 sites categorized by humans, so when you do a search on Yahoo! the first search gives you results within Yahoo!" Edwards said. "Those searches are based only on words in the title or in the 20-word description of the site." All titles and descriptions are viewed by Yahoo! employees, she said, before they are entered in the directory. Even so, spamdexing a site won't do designers much good when the Yahoo! search looks only at the title and the description. Recently, Alta Vista became the second search choice of Yahoo! visitors, so if they don't find what they want in the ordered world of Yahoo! they can click on the Alta Vista icon and head for the much bigger, less controlled vat of sites and Usenet postings that the Digital-owned engine encompasses. Monier said Alta Vista's search tools don't get fooled by spamming. "Our search engine is smarter than that," he said. "We use a different formula. The number of times a word appears in the document counts for very little. Our engine looks for how rare a word is, where it is in the document and, if there are several words in the query, how close to each other those words appear in the document. All those things count a lot more than repeated words.""[38] "We set out to test the seven major Web search engines available for free on the Internet: Alta Vista, Excite, InfoSeek Guide, Lycos, Open Text, Web Crawler, and WWWWorm. Each of these systems offers essentially the same service: You log onto the page with a browser, type a query into a text box, and within seconds the program returns a list of clickable links. No special software is needed. These seven sites are quite different from Net directories like Yahoo and Magellan, which are essentially

[38] "Life In Cyberspace / Cheaters Connive For Pole Position On Search Engines" (1996)

		registries of Web sites based on descriptions submitted by Webmasters or written by the directory's staffs. ENGINE ANATOMY Web search engines attempt to create a detailed record of the Web using automated software agents nicknamed spiders-that crawl from URL to URL, visiting every site in the public areas of the Web and recording the addresses. All search engines handle these initial steps in essentially the same way. What the various systems do from this point on makes for some significant differences in the quality and quantity of search results. Some send robot software to every site and record the full text of every page. Others first analyze the addresses in the database to determine which sites seem most popular (typically by determining the number of links pointing to the sites in question). They then send out software to record information at these sites only--anything from the bare HTML title and header to an algorithmically constructed summary of contents to the full text of the entire site. And whatever the scope of the database, it must be rebuilt, refreshed, or updated regularly to keep the system current."[39] "Whether or not the Lycos database is a complete snapshot of the Web should be of little concern to users as long as the search engine delivers accurate results. In our tests, Lycos often delivered the most comprehensive results (generally equivalent to Alta Vista's). However, the size of each report often was overwhelming. We generally did not find relevant information on the first two or three pages of Lycos 's search results as often as we did with Excite, InfoSeek, and Open Text searches. Lycos builds its database cumulatively rather than rebuilding the database periodically. In updating information on new and existing URLs, Lycos's software creates a measure of each site's popularity by looking at the number of other links pointing to a site. The engine then uses this popularity index in performing each search. The relevancy of each hit result is partly based on

[39] "Search Engine Showdown" (1996), at 79-80.

		the site's relative popularity. … The Lycos database is not based on the full text of each page. Rather, it creates abstracts of pages based mainly on headers, titles, links, and the first few words of key paragraphs-all of which is designed to maximize broadly relevant information."[40] "Two Ways Engines List Sites Search mechanisms fall Into two categories. The first are sites like Yahoo! which function like telephone books, usually listing sites one or two times under specific subjects. "Net masters should submit their URL in order to be listed. By contrast, search engines like WebCrawler and InfoSeek use "spider" or "robots" to index the Web. These programs automatically search the Web by indexing one page and then indexing all documents that are hyperlinked to it. If your Web site has 50 pages, a spider web may index every page Major engines—including Alta Vista, Excite, Infoseek, Lycos, Yahoo! and WebCrawler—use a dataset Indexed by the spider to provide a set of related sites. These sites are presented to the user in order of their relevance, which is determined by set criteria used by the engine."[41] *See also* GOOG-WRD-00190574-84; GOOG-WRD-00191531-912; GOOG-WRD-00190917-23; GOOG-WRD-00190823-32; OTLB00000027-41; OTLB00000044-47; OTLB00000188-90; OTLB00000191-93; OTLB00000194-201; OTLB00000204-225; OTLB00000302-04; OTLB0000001-305.
data processing device (of a user)	a desktop computer, such as a PC or a Macintosh, executing a browser	3:50-65; 5:39-57; Figs. 1 and 2.

[40] "Search Engine Showdown" (1996), at 83-84.

[41] PR News, "Make Sure Search Engines Find Your Site" (1996)

"the desired information", as recited in claim 22 of the '969 Patent	indefinite	
determining whether the advertisement was successful	indefinite	
direct[ing] the data processing device to a website corresponding to the selection of the advertisement.	connect[ing] the data processing device to the website of the advertiser or seller	4:64 to 5:3; 6:39-44.
display[ing] [] in a [first|second] display portion of a display of the data processing device	display [as defined] in a first|second window of a display of the data processing device	2:35-48; 4:14-25; 4:41-45; 4:56-61; 6:27-31.
distinct differing databases	indefinite	
extract a toll based upon a fee record	obtain payment of a fee recited in a fee record	4:64 to 5:6; 6:39-44. <u>Extract</u> "obtain (something such as money or an admission) from someone in the face of initial unwillingness"[42] "to obtain (as money or knowledge of a secret) by much maneuvering and effort from or as if from someone unwilling"[43]

[42] http://www.oxforddictionaries.com/us/definition/american_english/extract

		"to draw forth; educe"[44]
(generate a) fee record	(generate) a record of a toll for bringing a buyer and seller together	4:64 to 5:6; 6:39-44.
included in a web page	included in a file or document on the World Wide Web	4:19-25; 4:41-45; 5:29-38; 6:12-16. <u>Web Page</u> "An HTML document on the Web, usually one of many that together make up a Website."[45] "a single, usually hypertext document on the World Wide Web that can incorporate text, graphics, sounds, etc."[46] "a file of information made available for viewing on the World Wide Web and seen by the user as a page of information on the screen"[47]
interacting with the advertising machine via the communications link to provide information used to create user profile data for the user	the data processing device and advertising machine acting upon each other via the communications link to provide information used to create user profile data for the user	2:44-51; 3:50-65; 5:39-57; 6:4-12; Figs. 1 and 2. <u>interact</u> "to act upon each other : have a reciprocal effect or influence"[48] "to act upon one another"[49]

[43] Webster's Third New Dictionary (1993)
[44] Random House Webster's College Dictionary (1999)
[45] Newton's Telecom Dictionary (16th Edition 2000)
[46] Random House Webster's College Dictionary (1999)
[47] Barron's Dictionary of Computer and Internet Terms (1996)
[48] Webster's Third New International Dictionary (1993)
[49] Random House Webster's College Dictionary (1999)

		"to act on each other"[50]
modified search results	a set of search results created by modifying previous search results; not a new set of results	2:22-27; 4:46-61; 6:17-29.
particular advertisement	advertisement that is closest to the need of the user	1:38-49; 1:58 to 2:2; 4:14-25; 5:7-17; 5:29-38. File History, U.S. Appl. 13/031478, 3/6/14 Reply to Office Action at 9-10.
preference data for the user	information about the user's preferences, not the user's search arguments	2:44-49; 2:53-58; 5:7-12; 5:39-57; 6:5-11; Figs. 1 and 2. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.
prior searching history	the user's previous search arguments	2:22-27; 4:49-63; 5:7-17; 5:49-57; 6:34-37.
receiv[e|ing] a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	receiv[e|ing] a response from the data processing device via the communications link that shows non-selection of the at least one advertisement	3:20-28; 4:46-63; 6:20-34. <u>indicates</u> "to point out or point to or toward with more or less exactness."[51] "to point out or point to"[52]
refin[ing] the search results refined search results	narrowing the previous set of search results a set of search results created by narrowing the previous set of search	2:22-27; 4:46-48; 6:17-29. <u>refine</u>

[50] American Heritage College Dictionary (Third Ed. 1997)
[51] Webster's Third New International Dictionary (1993)
[52] Random House Webster's College Dictionary (1999)

	results	"to improve or perfect by pruning, polishing, or rarefying"[53] "to make more fine, subtle, or precise"[54] "to reduce to a pure state; purify"[55]
search argument	the text entered by the user and submitted to the search engine	1:38 to 2:10; 4:2-13; 4:29-40; 5:49 to 6:11; Figs. 1 and 2. '178 File History, 9/23/2009 Response to Non-Final Office Action at 10-11, 15; '178 File History, 5/27/10 Response to Final Office Action at 11-12; '883 File History, 9/22/09 Response to Non-Final Office Action at 9-10; File History, U.S. Appl. 13/031478, 3/6/14 Reply to Office Action at 9-10; File History, U.S. Appl. 13/723642, 9/20/13 Reply at 9, 12; *Id.*, 4/9/14 Reply at 10, 11, 15; File History, U.S. Appl. 13/724,076, 10/9/13 Reply at 12; File History, U.S. Appl. 13/724,076, 4/22/14 Reply at 12; File History, U.S. Appl. 13/724,369, 10/4/13 Reply at 7-8.
search refinement input	information regarding a search query entered after receiving the initial set of search results	2:22-27; 4:46-48; 6:17-29. '178 File History, 9/23/2009 Response to Non-Final Office Action at 12, 15; '178 File History, 5/27/10 Response to Final Office Action at 13. <u>refine</u> "to improve or perfect by pruning, polishing, or rarefying"[56] "to make more fine, subtle, or precise"[57]

[53] Webster's Third New International Dictionary (1993)
[54] Random House Webster's College Dictionary (1999)
[55] American Heritage College Dictionary (Third Ed. 1997)
[56] Webster's Third New International Dictionary (1993)
[57] Random House Webster's College Dictionary (1999)

		"to reduce to a pure state; purify"[58]
search result[s]	a page of WWW site locations matching the search argument	3:66 to 4:13; 4:31-40; 5:64 to 6:11.
"the search term" as recited in claims 7 and 20 of the '183 Patent	indefinite	
select[ing] at least one differing advertisement based upon the non-selection of the at least one advertisement	selecting at least one replacement advertisement based upon the non-selection of the at least one advertisement	2:22-27; 3:20-28; 4:49-63; 6:20-34.
server [computer]	a computer that provides services to client programs on end user's computers	3:62-65; 5:18-26; Fig. 2. Server "a computer that provides services to another computer (called the *client*)"[59] "Node or software program that provides services to clients"[60] "a server is a shared computer on the local area network that can be as simple as a regular PC set aside to handle print requests to a single printer. Or, more usually, it is the fastest and brawniest PC around . . . used as a repository and distributor of oodles of data. IT may also be the gatekeeper controlling access to voice mail, electronic-mail, facsimile services"[61]

[58] American Heritage College Dictionary (Third Ed. 1997)
[59] Barron's Dictionary of Computer and Internet Terms (1996)
[60] Dictionary of Internetworking Terms and Acronyms (2001)
[61] Newton's Telecom Dictionary (16th Edition 2000)

		"in a client/server network, a computer or program that is dedicated to providing information in response to external requests"[62] "a computer that makes services, as access to data files, programs, and peripheral devices, available to workstations on a network"[63]
sort[] the search results the search results have been sorted	separate the search results into groups search results that have been separated into groups	2:33-43. <u>sort</u> "to separate from other sorts"[64] "to assign by or as if by lot"[65] "to separate from others"[66] "(1) The operation of sorting. (A) (2) In word processing, rearrangement of blocks of text according to specific instructions. (3) To segregate items into groups according tp specified criteria. (l) (A) (4) To arrange a set of items according to keys used as a basis for determining the sequence of the items; for example, to arrange the records of a personnel file in alphabetical sequence by using the employee names as sort keys. (A) (5) Synonym for order. ***Note:*** Sorting involves ordering, but need not involve sequencing, for the groups may be arranged in an arbitrary

62 Webster's New World: Dictionary of Computer Terms (2000)
63 Random House Webster's College Dictionary (1999)
64 Random House Webster's College Dictionary (1999)
65 Webster's Third New International Dictionary (1993)
66 American Heritage College Dictionary (Third Ed. 1997)

		order."[67]
subsequent advertisement selection operations	selection of replacement ads within a search session	3:1-8; 3:30-28; 4:49-63; 6:20-37.
the at least one advertisement obtained from at least one database having advertisement information based upon the search argument and the user preference data	indefinite	
update[e|ing] the advertisement database based upon the [non-] selection of the advertisement updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement	change[ing] the advertisement database to indicate that an advertisement has [not] been selected	4:56 to 5:7; 6:27-44. <u>update</u> "To change a record by entering current information; for example, to enter a new address or account number in the record pertaining to an employee or customer. Also known as posting."[68] To search the file (such as a particular record in a computer tape) and select one entry, then perform some operation to bring the entry up to date."[69] "Generally applied to computer files, in which records are added, deleted, or amended, to ensure that the latest information is contained in the file."[70]

[67] *IBM Dictionary of Computing* (Tenth Ed. 1993)
[68] McGraw-Hill Dictionary of Scientific and Technical Terms (4th Ed. 1989)
[69] Modern Dictionary of Electronics (1997)
[70] Modern Dictionary of Electronics (1997)

		"to bring up to date; incorporate new information in."[71] "to bring up to date"[72]
used to create user preference data by the advertising machine	indefinite	
user	a person using or operating a computer	1:19-31; 2:16-21; 2:33-52; 3:9-19; 4:26-28; 5:58-60. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.
"the user" as recited in claim 45 of the '970 Patent	indefinite	
[creating] user preference data	[creating] information about the user's preferences, not the user's search arguments	2:44-49; 2:53-58; 5:7-12; 5:39-57; 6:5-11; Figs. 1 and 2. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.
user preference edit input	additional input about the user's preferences, not the user's search arguments	2:44-49; 2:53-58; 5:7-12; 5:39-57; 6:5-11; Figs. 1 and 2. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.
user preference input	input about the user's preferences, not the user's search arguments	2:44-49; 2:53-58; 5:7-12; 5:39-57; 6:5-11; Figs. 1 and 2. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.
user preference re-prioritization input	additional input about the priority of the user's preferences, not the user's search arguments	2:44-49; 2:53-58; 5:7-12; 5:39-57; 6:5-11; Figs. 1 and 2. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.

[71] Random House Webster's College Dictionary (1999)
[72] Webster's Third New International Dictionary (1993)

user profile data	data in the profile about the user	2:44-49; 2:53-58; 5:7-12; 5:15-17; 5:39-57; 6:5-11; 6:35-38; Figs. 1 and 2. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.
user specified preferences	preferences specified by the user, not the user's search arguments	2:44-49; 2:53-58; 5:7-12; 5:39-57; 6:5-11; Figs. 1 and 2. File History, U.S. Appl. 13/724,369, 4/29/14 Reply at 15.
web page data format	HTML format	HTML "The language used to describe WWW pages so that font size and color, *hypertext* links, nice backgrounds, graphics, and positioning can be specified and maintained (though users can change how these are actually displayed by their own browsers."[73] "HyperText Markup Language: a set of standards, a variety of SGML, used to tag the elements of a hypertext document, the standard for documents on the World Wide Web."[74] "HyperText Markup Language. This is the authoring software language used on the Internet's World Wide Web. HTML is used for creating World Wide Web pages."[75] "Acronym for HyperText Markup Language. A markup language for identifying the portions of a document (called elements) so that, when accessed by a program called a Web browser, each portion appears with a distinctive format. HTML

[73] *Computer Dictionary* (1998)
[74] Random House Webster's College Dictionary (1999)
[75] Newton's Telecom Dictionary (16th Edition 2000)

		is the markup language behind the appearance of documents on the World Wide Web (WWW)."[76]
Order of steps of claim 17 of the '970 Patent	Steps 17[b] and 17[c] must occur in order.[77]	
Order of steps of claim 26 of the '970 Patent	Steps 26[b] and 26[c] must occur in order.[78]	
Order of steps of claim 41 of the '970 Patent	Steps 41[b] and 41[c] must occur in order.[79]	
Order of steps of claim 1 of the '178 Patent	Steps 1[b] and 1[c] must occur in order. Steps 1[f] and 1[g] must occur in order.[80]	
Order of steps of claim 12 of the '178 Patent	Steps 12[d], 12[e], and 12[f] must occur in order.[81]	
Order of steps of claim 1 of the '183 Patent	Steps 1[b] and 1[c] must occur in order.[82]	

[76] Webster's New World: Dictionary of Computer Terms (2000)

[77] The parties agree that step 17[a] must occur first, and that steps 17[d], 17[e], and 17[f] must occur in order after steps 17[b] and 17[c].

[78] The parties agree that step 26[a] must occur first, and that steps 26[d] and 26[e] must occur in order after steps 26[b] and 26[c].

[79] The parties agree that step 41[a] must occur first, and that step 41[d] must occur after steps 41[b] and 41[c].

[80] The parties agree that step 1[a] must occur first, that steps 1[d] and 1[e] must occur in order after steps 1[b] and 1[c], and that step 1[h] must occur last.

[81] The parties agree that steps 1[a], 1[b], and 1[c] must occur in order first, and that steps 1[g] and 1[h] must occur in order after steps 1[d], 1[e], and 1[f].

[82] The parties agree that step 1[a] must occur first, and that step 1[d] must occur after steps 1[b] and 1[c].