EXHIBIT H

Exhibit A1

Chart A-1

Claim Chart of ADAPT/X

as prior art to

Asserted Claim of U.S. Patent No. 6,098,065 ("'065 Patent")
and
Asserted Claims of U.S. Patent No. 7,236,969 B1 ("'969 Patent")
and
Asserted Claims of U.S. Patent No. 7,469,245 B2 ("'245 Patent")
and
Asserted Claims of U.S. Patent No. 7,672,970 B2 ("'970 Patent")
and
Asserted Claims of U.S. Patent No. 7,895,178 B2 ("'178 Patent")
and
Asserted Claims of U.S. Patent No. 7,895,183 B2 ("'183 Patent")
and
Asserted Claims of U.S. Patent No. 7,933,883 B2 ("'883 Patent")

This chart is based on Rockstar's apparent construction of the claims, and is not an admission that those constructions are correct or appropriate.

'065 Patent	ADAPT/X
Claim 1	
1. A method of searching for desired information within a data network, comprising the steps of:	To the extent that this preamble may be construed to be limiting, ADAPT/X searched for desired information within a data network. *See*, *e.g.*: NAQVI WO[1] at Abstract - "The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17)" NAQVI WO, p. 2 – "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching." NAQVI WO, p. 15-16 – "Initially, a user requests a particular piece of information through one of the clients 17. The user's 10 request is given to the WWW Daemon 16, which passes the information to the gate 15. The gate 15 at this point

[1] References to "NAQVI WO" are to WO9721183 to Naqvi et al. Google also here incorporates by reference the corresponding portions of US App. No. 08/569,639.

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	decides what piece of information is being requested by the user and finds other relevant pieces of information that can be commingled with what the user has asked. The user, 15 for example, might ask the system to see certain car dealers, to find a phone number of a car dealer, or to get a page of a particular magazine. The gate 15 at this point gives the request to the matching rule engine 18 ("MRE"). The purpose of the MRE 18 20 is to look at the content of the user's query and to find a category within its active index SIC 19 that matches the same type. If the user has asked for car dealers, the MRE 18 invokes its rules to determine that car dealers are part of a class of things relating to transportation. Based on 25 the classification determined by the MRE 18, the system now knows that the user is asking about cars or about transportation or about whatever else that the user might be interested in. The MRE 18 at this point then returns to the gate 15 30 the category index of the user's query. If the user had asked about cars or about family sedans or about sports cars, at this point the MRE 18 would have figured out that the user's interest falls into a certain category. Based on the user's interest category, the system then retrieves the advertisements that are relevant to that category. Thus, the purpose of the MRE 18 is to figure out what the 5 user requested, to place the user's request in a category of a classification system (i.e., the active index SIC 19) and, based on that classification, to retrieve relevant advertisements." NAQVI WO, p. 21-22 – "The information brokers or content providers shown in Fig. 1 include a home page dispatcher 25, a search engine 5 INFORMIX 26, and a generic HTML 27. For purposes of the present invention, it is assumed that there are three broad classes of publishers that can utilize the advertising features of the present invention. A "publisher" can include virtually anyone that provides content to the 10 network. For example, anyone who is a home page owner is a publisher in the category shown as Generic HTML 27. A second kind of publisher is the search engine publisher 26, which includes phone company yellow page providers, such as NYNEX. And a third kind of publisher is the so-called home 15 page dispatchers, which include traditional magazines and newspapers, such as Business Week. …

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	The second kind of publisher that the present invention is used with is the search engine publisher 26. Currently, there are many companies on the WWW that permit 30 users to query their database and then return a set of answers from the database to the user. For example, a telephone company may have a site that allows a user to obtain a set of phone numbers and business names for a particular type of business (i.e., a yellow page directory) . For purposes of the present invention, the search 5 engine publisher 26 is distinguished from the home page dispatcher 25 in the sense that the content returned by the search engine publisher 26 does not contain any special tags or meta comments put in by the publisher to define the layout of the content and the ads. In this case, the 10 layout manager 10 of the present invention computes the optimum layout based upon the rules and layout templates, as described above. The final result, therefore, is that output is taken from the search engine publisher 26, adorned with certain relevant advertisements, and then 15 shown to the users." NAQVI WO, p. 34 – "To start (step 80), the user enters a query. For example, the user may enter restaurants or cars as a query. The query has a focus, as described above. The system determines what the focus is and, as described above, the 25 system provides the user with a list of categories that relate to the query. For example, if the user requests restaurants, the user might be shown a list of restaurant types, such as Chinese, American, French, Italian, and so forth. The query entered by the user is evaluated by a 30 query form manager (step 81) to determine the focus of the query." NAQVI WO at Claims 1, 2, 4 Figures 1, 2, 7, 8B, 10, 11 (and associated text) To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1

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[a] receiving, from a user, a search request including a search argument corresponding to the desired information;[2]	Naqvi received, from a user, a search request including a search argument corresponding to the desired information. See, e.g.,: NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching." NAQVI WO, p. 4 – "The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements." NAQVI WO, p. 5 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information

[2] The bracketed letter designations do not appear in the claims and are provided only for clarity.

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	consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer." NAQVI WO, p. 15-16 – "Initially, a user requests a particular piece of information through one of the clients 17. The user's 10 request is given to the WWW Daemon 16, which passes the information to the gate 15. The gate 15 at this point decides what piece of information is being requested by the user and finds other relevant pieces of information that can be commingled with what the user has asked. The user, 15 for example, might ask the system to see certain car dealers, to find a phone number of a car dealer, or to get a page of a particular magazine. The gate 15 at this point gives the request to the matching rule engine 18 ("MRE"). The purpose of the MRE 18 20 is to look at the content of the user's query and to find a category within its active index SIC 19 that matches the same type. If the user has asked for car dealers, the MRE 18 invokes its rules to determine that car dealers are part of a class of things relating to transportation. Based on 25 the classification determined by the MRE 18, the system now knows that the user is asking about cars or about transportation or about whatever else that the user might be interested in. The MRE 18 at this point then returns to the gate 15 30 the category index of the user's query. If the user had asked about cars or about family sedans or about sports cars, at this point the MRE 18 would have figured out that the user's interest falls into a certain category. Based on the user's interest category, the system then retrieves the advertisements that are relevant to that category. Thus, the purpose of the MRE 18 is to figure out what the 5 user requested, to place the user's request in a category of a classification system (i.e., the active index SIC 19) and, based on that classification, to retrieve relevant advertisements." NAQVI WO, p. 21-22 – "The information brokers or content providers shown in Fig. 1 include a home page dispatcher 25, a search engine 5 INFORMIX 26, and a generic HTML 27. For purposes of the present invention, it is assumed that there are three broad classes of publishers that can utilize the advertising features of the present invention. A "publisher" can include virtually anyone that provides content to the 10 network. For example, anyone who is a home page owner is a publisher in the category shown as Generic HTML 27. A

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	second kind of publisher is the search engine publisher 26, which includes phone company yellow page providers, such as NYNEX. And a third kind of publisher is the so-called home page dispatchers, which include traditional magazines and newspapers, such as Business Week. … The second kind of publisher that the present invention is used with is the search engine publisher 26. Currently, there are many companies on the WWW that permit users to query their database and then return a set of answers from the database to the user. For example, a telephone company may have a site that allows a user to obtain a set of phone numbers and business names for a particular type of business (i.e., a yellow page directory) . For purposes of the present invention, the search engine publisher 26 is distinguished from the home page dispatcher 25 in the sense that the content returned by the search engine publisher 26 does not contain any special tags or meta comments put in by the publisher to define the layout of the content and the ads. In this case, the layout manager 10 of the present invention computes the optimum layout based upon the rules and layout templates, as described above. The final result, therefore, is that output is taken from the search engine publisher 26, adorned with certain relevant advertisements, and then shown to the users." NAQVI WO, p. 34 – "To start (step 80), the user enters a query. For example, the user may enter restaurants or cars as a query. The query has a focus, as described above. The system determines what the focus is and, as described above, the system provides the user with a list of categories that relate to the query. For example, if the user requests restaurants, the user might be shown a list of restaurant types, such as Chinese, American, French, Italian, and so forth. The query entered by the user is evaluated by a query form manager (step 81) to determine the focus of the query." NAQVI WO at Claims 1-4

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	Figures 1, 2, 7, 10, 11 (and associated text) To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1
[b] searching, based upon the received search argument and user profile data, a database of information to generate a search result; and	ADAPT/X searched, based upon the received search argument and user profile data, a database of information to generate a search result. *See, e.g.:* NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching." NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 4 – "The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as 15 used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements." NAQVI WO, p. 5 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below.

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	The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with 20 specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to 25 target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer."" NAQVI WO, p. 15-16 – "Initially, a user requests a particular piece of information through one of the clients 17. The user's 10 request is given to the WWW Daemon 16, which passes the information to the gate 15. The gate 15 at this point decides what piece of information is being requested by the user and finds other relevant pieces of information that can be commingled with what the user has asked. The user, 15 for example, might ask the system to see certain car dealers, to find a phone number of a car dealer, or to get a page of a particular magazine. The gate 15 at this point gives the request to the matching rule engine 18 ("MRE"). The purpose of the MRE 18 20 is to look at the content of the user's query and to find a category within its active index SIC 19 that matches the same type. If the user has asked for car dealers, the MRE 18 invokes its rules to determine that car dealers are part of a class of things relating to transportation. Based on 25 the classification determined by the MRE 18, the system now knows that the user is asking about cars or about transportation or about whatever else that the user might be interested in. The MRE 18 at this point then returns to the gate 15 30 the category index of the user's query. If the user had asked about cars or about family sedans or about sports cars, at this point the MRE 18 would have figured out that the user's interest falls into a certain category. Based on the user's interest category, the system then retrieves the advertisements that are relevant to that category. Thus, the purpose of the MRE 18 is to figure out what the

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	5 user requested, to place the user's request in a category of a classification system (i.e., the active index SIC 19) and, based on that classification, to retrieve relevant advertisements." NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23." NAQVI WO, p. 26-27 – "The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition, there may be a focus associated with the geographic 5 location of the user to permit advertisers to target users in particular geographic regions. The focus process plays a major part in the present invention. No advertisements are shown unless it can be determined that the advertisements are in some way focused or related to the 10 content of what the user requested." NAQVI WO, p. 40 – "The user may also be asked to provide certain demographic or profile information. For instance, the user can require that his advertisement be shown only to people in age group 30 to 40 or only to people living in Morristown, NJ or any other geographic location. The last item that the user is asked to specify is the contract. The various contracts available to the advertiser are explained above. When the user is finished entering all of this information, the system updates the ad info database 3 0 (step 115) ." Figures 1, 2, 7, 10, 11 (and associated text) To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:*

'065 Patent	ADAPT/X
	Tables B1 & B4
[c] providing the search results to the user	ADAPT/X provided the search results to the user. *See, e.g.:* NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching. These advertisements are sometimes referred to as "banner" advertisements because they simulate a banner that the user sees as the user is traveling down a "road" on the computer network. These advertisements are typically tied to a particular search page that the user encounters during the search." NAQVI WO, p. 5 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with 20 specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to 25 target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer."" NAQVI WO, p. 15-16 – "Initially, a user requests a particular piece of information through one of the clients 17. The user's 10 request is given to the WWW Daemon 16, which passes the information to the gate 15. The gate 15 at this point

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	decides what piece of information is being requested by the user and finds other relevant pieces of information that can be commingled with what the user has asked. The user, 15 for example, might ask the system to see certain car dealers, to find a phone number of a car dealer, or to get a page of a particular magazine. The gate 15 at this point gives the request to the matching rule engine 18 ("MRE"). The purpose of the MRE 18 20 is to look at the content of the user's query and to find a category within its active index SIC 19 that matches the same type. If the user has asked for car dealers, the MRE 18 invokes its rules to determine that car dealers are part of a class of things relating to transportation. Based on 25 the classification determined by the MRE 18, the system now knows that the user is asking about cars or about transportation or about whatever else that the user might be interested in. The MRE 18 at this point then returns to the gate 15 30 the category index of the user's query. If the user had asked about cars or about family sedans or about sports cars, at this point the MRE 18 would have figured out that the user's interest falls into a certain category. Based on the user's interest category, the system then retrieves the advertisements that are relevant to that category. Thus, the purpose of the MRE 18 is to figure out what the 5 user requested, to place the user's request in a category of a classification system (i.e., the active index SIC 19) and, based on that classification, to retrieve relevant advertisements." NAQVI WO, p. 23 - "In summary, the present invention partitions the publishers (i.e, the information brokers) into three 5 categories: the home page dispatchers 25, the search engine publishers 26, and the generic HTML home page providers 27. The distinction between the three is that the home page dispatchers 25 intersperse their content with special tags or meta comments which helps the present invention in 10 determining where to place the advertisements and what kind of advertisements to place, the search engine kind of publishers 26 return unadorned results of queries and the present invention is free to reformat and relay out the set of answers, and the generic HTML home page publishers 27 15 are publishers that have meticulously crafted their home pages, usually without special tags or meta comments, so that no guidance is provided to determine an appropriate space for placing an ad."

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	NAQVI WO, p. 34 – "To start (step 80), the user enters a query. For example, the user may enter restaurants or cars as a query. The query has a focus, as described above. The system determines what the focus is and, as described above, the 25 system provides the user with a list of categories that relate to the query. For example, if the user requests restaurants, the user might be shown a list of restaurant types, such as Chinese, American, French, Italian, and so forth. The query entered by the user is evaluated by a 30 query form manager (step 81) to determine the focus of the query." NAQVI WO at Claims 1, 4 Figures 1, 2, 7, 8B, 10, 11 (and associated text) To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1
[d] wherein searching the database includes correlating, as a function of a fuzzy logic algorithm, the received search argument and user profile data to particular information in the database, and providing the particular information as the search results.	ADAPT/X correlated, as a function of a fuzzy logic algorithm, the received search argument and user profile data to particular information in the database, and provided the particular information as the search results. *See, e.g.:* NAQVI WO, p. 5-6 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or

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	"relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer. The notion of a contract, however, goes well beyond just marketing rules. First of all, the advertising space on the online medium, although technically unlimited, is severely restricted by the user's attention span. Placing advertisements on the first page which constitutes the answer to a query gives the advertisements much higher probability to be seen than on later pages of the answer." NAQVI WO, p. 15-16 – "Initially, a user requests a particular piece of information through one of the clients 17. The user's 10 request is given to the WWW Daemon 16, which passes the information to the gate 15. The gate 15 at this point decides what piece of information is being requested by the user and finds other relevant pieces of information that can be commingled with what the user has asked. The user, 15 for example, might ask the system to see certain car dealers, to find a phone number of a car dealer, or to get a page of a particular magazine. The gate 15 at this point gives the request to the matching rule engine 18 ("MRE"). The purpose of the MRE 18 20 is to look at the content of the user's query and to find a category within its active index SIC 19 that matches the same type. If the user has asked for car dealers, the MRE 18 invokes its rules to determine that car dealers are part of a class of things relating to transportation. Based on 25 the classification determined by the MRE 18, the system now knows that the user is asking about cars or about transportation or about whatever else that the user might be interested in. The MRE 18 at this point then returns to the gate 15 30 the category index of the user's query. If the user had asked about cars or about family sedans or about sports cars, at this point the MRE 18 would have figured out that the user's interest falls into a certain category. Based on the user's interest category, the system then retrieves the advertisements that are relevant to that category. Thus, the purpose of the MRE 18 is to figure out what the 5 user requested, to place the user's request in a category of a classification system (i.e., the active index SIC 19) and, based on that classification, to retrieve relevant advertisements."

'065 Patent	ADAPT/X
	NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23." NAQVI WO, p. 24-25 - In using a yellow page publisher there are two broad 20 distinctions for a query. A client may be asking for a certain category of listings, or the client may be asking for a particular vendor. For example, the user could ask for car dealers in Morristown, NJ (i.e., a category of listings), or the user could ask for Morristown BMW located 25 on South Street in Morristown, NJ (i.e., a particular vendor) . The system determines which of the two types of queries or searches the user has made, as illustrated by box 32 in Fig. 2. If the query is for a certain category, the process will go to the left hand side of the flow chart 30 of Fig. 2, and if the query is for a certain vendor, the process will go to the right hand side of the flow chart of Fig. 2. The left hand side of the flow chart will be explained first. After determining the type of query, the category search engine 33 next determines which category best fits 5 the user's request. The user may have asked for "car," but the category in the yellow page provider's index may in fact say "automobile." Or, the user may have asked for "spectacles," and the category in the yellow page provider may be called "optician." The matching of these variations 10 of terms is performed by the category search engine 33." NAQVI WO, p. 26-27 – "The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition, there may be a focus associated with the geographic 5 location of the user to permit advertisers to target users in particular geographic regions. The focus process plays

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	a major part in the present invention. No advertisements are shown unless it can be determined that the advertisements are in some way focused or related to the 10 content of what the user requested." NAQVI WO, p. 34 – "To start (step 80), the user enters a query. For example, the user may enter restaurants or cars as a query. The query has a focus, as described above. The system determines what the focus is and, as described above, the 25 system provides the user with a list of categories that relate to the query. For example, if the user requests restaurants, the user might be shown a list of restaurant types, such as Chinese, American, French, Italian, and so forth. The query entered by the user is evaluated by a 30 query form manager (step 81) to determine the focus of the query." Figures 1, 2, 7, 8B, 10, 11 (and associated text) To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1 & B5

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Claim 1	
1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	*See* '065 Patent Claim 1[preamble]. *See also, e.g.:* NAQVI WO, p. 3 – "It is thus an object of the present invention to provide an improved method and system for advertising on a computer network, particularly a wide area or metropolitan area network, which overcomes the above described problems of existing advertising systems." NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and retrieving an advertisement from the server in response to a query entered on the network. The selecting means comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page returned by the computer network in response to the query. The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to the query." NAQVI WO, p. 39-40 - "Referring to Fig. 10, the flow of an ad placement process 110 according to the present invention will be described. The purpose of ad placement is to allow advertisers to enter their advertisements into the system. For entering an ad, the system provides a screen that is shown to the user asking whether the user wants to enter an ad. If the user indicates yes by clicking on that particular choice, the system enters the start 111 of the ad placement mode. At this point the system asks the user for the focus (step 112). The advertiser may say, for

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	example, that he is in the car business, the car washing business, or that he is a physician, a lawyer or whatever 25 other category name that he wants to give. The user is also asked for an advertisement name at step 112. This is just a name for future reference. The purpose of the focus in step 112, as discussed above, is to prevent an advertisement from being shown that 30 is not relevant to the query at hand. The system of the present invention always shows advertisements that are relevant to what the user has asked for. Therefore, it is of paramount importance that the system know the context of the ad. Thus, when the advertiser places an ad, the system establishes the focus." NAQVI WO at Claim 1, 8 Figures 1, 2, 7, 10, 11 (and associated text) BUSINESS WIRE (6/11/96)[3] at 1 – "The promise of the World Wide Web as a truly interactive medium came one step closer to reality today with the introduction of a new, targeted advertising software system by Bellcore, a leading provider of communications software, engineering and consulting services. "
[a] receiving, from the user, a search request including a search argument corresponding to the desired information;	*See* '065 Patent Claim 1[a]. *See also, e.g.:* NAQVI WO, p. 7-8 – "A consequence of QBA is that ads cannot be placed on pages a priori because it is the query that determines what ads are to be placed on a page. This is referred to as dynamic advertising. The query asks for a page that has a 30 focus. Ads that are resident in the system are checked to determine which ads can potentially be placed on the page in question. This decision is based on matching the focus of a page with the focus of the ad. When not all matching ads can be placed on a page because of space limitations, the contract enforcement feature of the present invention ensures that the ads that are placed on the page are 5 consistent with the contracts signed by the system with the advertiser."

[3] BUSINESS WIRE refers to "Bellcore Adapt X Advertiser: New Software Solution for the Web Delivers Profitable, Measurable, Truly Interactive Advertising," *Business Wire* (Jun. 11, 1996).

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	NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and 15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page 20 returned by the computer network in response to the query. The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for 25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to 30 the query." NAQVI WO, p. 39-40 - "Referring to Fig. 10, the flow of an ad placement process 110 according to the present invention will be described. The purpose of ad placement is to allow advertisers to enter their advertisements into the system. For entering an ad, the system provides a screen that is shown to the user asking whether the user wants to enter an ad. If the user indicates yes by clicking on that 20 particular choice, the system enters the start 111 of the ad placement mode. At this point the system asks the user for the focus (step 112). The advertiser may say, for example, that he is in the car business, the car washing business, or that he is a physician, a lawyer or whatever 25 other category name that he wants to give. The user is also asked for an advertisement name at step 112. This is just a name for future reference. The purpose of the focus in step 112, as discussed above, is to prevent an advertisement from being shown that 30 is not relevant to the query at hand. The system of the present invention always shows advertisements that are relevant to what the user has asked for. Therefore, it is of paramount importance that the system know the context of

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	the ad. Thus, when the advertiser places an ad, the system establishes the focus." NAQVI WO at Claim 1, 8 Figures 1, 2, 7, 10, 11 (and associated text) BUSINESS WIRE (6/11/96) at 1 – "The software's powerful engine allows it to "decide" which ad to display to a given consumer, based on tastes and preferences identified as the consumer surfs the Web site. This unique feature allows advertisers to finely target their desired audience, and provides for more interesting and relevant advertisements for consumers."
[b] searching, based upon the received search argument, a first database having data network related information to generate search results;	*See* '065 Patent Claim 1[b]. *See also, e.g.:* NAQVI WO, p. 7-8 – "A consequence of QBA is that ads cannot be placed on pages a priori because it is the query that determines what ads are to be placed on a page. This is referred to as dynamic advertising. The query asks for a page that has a 30 focus. Ads that are resident in the system are checked to determine which ads can potentially be placed on the page in question. This decision is based on matching the focus of a page with the focus of the ad. When not all matching ads can be placed on a page because of space limitations, the contract enforcement feature of the present invention ensures that the ads that are placed on the page are 5 consistent with the contracts signed by the system with the advertiser." NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and 15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page 20 returned by the computer network in response to the query. The mixer means comprises a layout manager means for

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	computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for 25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to 30 the query." NAQVI WO, p. 39-40 - "Referring to Fig. 10, the flow of an ad placement process 110 according to the present invention will be described. The purpose of ad placement is to allow advertisers to enter their advertisements into the system. For entering an ad, the system provides a screen that is shown to the user asking whether the user wants to enter an ad. If the user indicates yes by clicking on that 20 particular choice, the system enters the start 111 of the ad placement mode. At this point the system asks the user for the focus (step 112). The advertiser may say, for example, that he is in the car business, the car washing business, or that he is a physician, a lawyer or whatever 25 other category name that he wants to give. The user is also asked for an advertisement name at step 112. This is just a name for future reference. The purpose of the focus in step 112, as discussed above, is to prevent an advertisement from being shown that 30 is not relevant to the query at hand. The system of the present invention always shows advertisements that are relevant to what the user has asked for. Therefore, it is of paramount importance that the system know the context of the ad. Thus, when the advertiser places an ad, the system establishes the focus." NAQVI WO at Claim 1, 2 Figures 1, 2, 7, 10, 11 (and associated text) BUSINESS WIRE (6/11/96) at 1 – "The software's powerful engine allows it to "decide" which ad to display to a given consumer, based on tastes and preferences identified as the consumer surfs the Web site. This unique feature allows advertisers to finely target their desired audience, and provides for more interesting and relevant advertisements for consumers."

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[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information; and	ADAPT/X correlated the received search argument to a particular advertisement in a second database having advertisement related information. *See, e.g.:* NAQVI WO at Abstract - "The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17) and dynamically mixed with the content of the pages returned in response to the query (16)." NAQVI WO at Abstract – "The system uses contracts (21) to specify the marketing rules (18) that link ads with specific queries, to permit advertisers to target a specific audience, and to guarantee a certain amount of exposure of the advertisement in prime advertising space." NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching. These advertisements are sometimes referred to as "banner" advertisements because they simulate a banner that the user sees as the user is traveling down a "road" on the computer network. These advertisements are typically tied to a particular search page that the user encounters during the search. The current state of the art is such that when the user uses a search engine, a randomly selected advertisement is shown as if it is part of the search page. For example, the user may enter a search request to see a home page on cooking and, as a part of that page, the existing systems might display an advertisement about cars. This is a problem, of course, because there is no connection made between the content of the advertisements or the message of the advertisements and what the user is actually searching." NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 4 – "The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based

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	advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements." NAQVI WO, p. 4-5 - "The advertisements on the server are not tied to any particular page containing information on the computer network. Rather, the advertisements are contained on the server, distinct from the pages that may or may not later carry the advertisements. The pages by themselves have no advertisements. Thus, the pages are analogous to a newspaper or magazine devoid of any advertisements. When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below." NAQVI WO, p. 5-6 – "The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer. The notion of a contract, however, goes well beyond just marketing rules. First of all, the advertising space on the online medium, although technically unlimited, is severely restricted by the user's attention span. Placing advertisements on the first page which constitutes the answer to a query gives the advertisements much higher probability to be seen

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	than on later pages of the answer." NAQVI WO, p. 7-8 – "A consequence of QBA is that ads cannot be placed on pages a priori because it is the query that determines what ads are to be placed on a page. This is referred to as dynamic advertising. The query asks for a page that has a 30 focus. Ads that are resident in the system are checked to determine which ads can potentially be placed on the page in question. This decision is based on matching the focus of a page with the focus of the ad. When not all matching ads can be placed on a page because of space limitations, the contract enforcement feature of the present invention ensures that the ads that are placed on the page are 5 consistent with the contracts signed by the system with the advertiser." NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and 15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page 20 returned by the computer network in response to the query. The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for 25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to 30 the query." NAQVI WO, p. 24-25 – "In using a yellow page publisher there are two broad 20 distinctions for a query. A client may be asking for a certain category of listings, or the client may be asking for a particular vendor. For example, the user could ask for car dealers in Morristown, NJ (i.e., a category of listings), or the user could ask for Morristown BMW located 25 on South Street in Morristown, NJ (i.e., a particular

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	vendor) . The system determines which of the two types of queries or searches the user has made, as illustrated by box 32 in Fig. 2. If the query is for a certain category, the process will go to the left hand side of the flow chart 30 of Fig. 2, and if the query is for a certain vendor, the process will go to the right hand side of the flow chart of Fig. 2. The left hand side of the flow chart will be explained first. After determining the type of query, the category search engine 33 next determines which category best fits 5 the user's request. The user may have asked for "car," but the category in the yellow page provider's index may in fact say "automobile." Or, the user may have asked for "spectacles," and the category in the yellow page provider may be called "optician." The matching of these variations 10 of terms is performed by the category search engine 33. Once it has been determined which category the user's request falls into, the advertisement selection process comes into play with the ad selector 34. The ad selector 34 determines what advertisements are best suited to be 15 mixed in with what the user has requested. The content from the category search engine 33 and the ad(s) from the ad selector 34 are then given to a mixer 35. The mixer 35 functions to mix the content coming from the search engine with the ad(s) selected by the ad selector 34. The result 20 is the creation of a page that is of interest to the user." NAQVI WO, p. 32-33 – "Referring to Fig. 6, a process flow of the mixer and ad selector will be described. The purpose of the mixer 35 (as previously described in reference to Fig. 2) is to take publishers' content and advertisements and combine them 15 together so that the content and the advertisements are mixed on the same page. In Fig. 6, the mixer 35 is shown receiving two inputs from the publishers: data 50 (which is the content) and EHTML 61 (which contains the special tags). The layout 20 manager 10 and parser 60 both form a part of the mixer 35. The data 50 is input to the layout manager 10, and the E_HTML 61 is input to the E_HTML parser 60, as previously discussed. Both of these sub-modules then determine where the advertisements can be placed on the publisher's page. 25 The advertisement list is then input from the ad

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	selector 34. The ad selector 34 receives a focus input 43, retrieves relevant ads (step 70), and creates the advertisement list using the prime space manager 20 (step 71). These advertisements are then placed in the parser 60 30 and the layout manager 10 (step 72), as described above. The mixer 35 then logs all the essential billing and other user information (step 73) for keeping track of the system's placement of an advertiser's ad. At this point, a refresh tag is inserted (step 74) and the system outputs an HTML page (step 75)." NAQVI WO, p. 39-40 - "Referring to Fig. 10, the flow of an ad placement process 110 according to the present invention will be described. The purpose of ad placement is to allow advertisers to enter their advertisements into the system. For entering an ad, the system provides a screen that is shown to the user asking whether the user wants to enter an ad. If the user indicates yes by clicking on that 20 particular choice, the system enters the start 111 of the ad placement mode. At this point the system asks the user for the focus (step 112). The advertiser may say, for example, that he is in the car business, the car washing business, or that he is a physician, a lawyer or whatever 25 other category name that he wants to give. The user is also asked for an advertisement name at step 112. This is just a name for future reference. The purpose of the focus in step 112, as discussed above, is to prevent an advertisement from being shown that 30 is not relevant to the query at hand. The system of the present invention always shows advertisements that are relevant to what the user has asked for. Therefore, it is of paramount importance that the system know the context of the ad. Thus, when the advertiser places an ad, the system establishes the focus." NAQVI WO at Claims 1, 2, 8 Figures 1, 2, 7, 8A, 8B, 10, 11 (and associated text) BUSINESS WIRE (6/11/96) at 1 – "The software's powerful engine allows it to "decide" which ad to display to a given consumer, based on tastes and preferences identified as the consumer surfs the Web site. This unique feature allows advertisers to finely target their desired audience, and provides for more interesting and relevant advertisements for consumers."

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	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B1, B2, and B7
[d] providing the search results together with the particular advertisement to the user.	ADAPT/X provided the search results together with the particular advertisement to the user. *See, e.g.:* NAQVI WO at Abstract - "The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17) and dynamically mixed with the content of the pages returned in response to the query (16). The present invention displays the content pages with focused, targeted advertisements as a part of the page, in accordance with a particular layout." NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching. These advertisements are sometimes referred to as "banner" advertisements because they simulate a banner that the user sees as the user is traveling down a "road" on the computer network. These advertisements are typically tied to a particular search page that the user encounters during the search. The current state of the art is such that when the user uses a search engine, a randomly selected advertisement is shown as if it is part of the search page. For example, the user may enter a search request to see a home page on cooking and, as a part of that page, the existing systems might display an advertisement about cars. This is a problem, of course, because there is no connection made between the content of the advertisements or the message of the advertisements and what the user is actually searching." NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 4 – "The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as

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	15 used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements." NAQVI WO, p. 5-6 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer. The notion of a contract, however, goes well beyond just marketing rules. First of all, the advertising space on the online medium, although technically unlimited, is severely restricted by the user's attention span. Placing advertisements on the first page which constitutes the answer to a query gives the advertisements much higher probability to be seen than on later pages of the answer." NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and 15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means

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	comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page 20 returned by the computer network in response to the query. The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for 25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to 30 the query." NAQVI WO, p. 24-25 - In using a yellow page publisher there are two broad 20 distinctions for a query. A client may be asking for a certain category of listings, or the client may be asking for a particular vendor. For example, the user could ask for car dealers in Morristown, NJ (i.e., a category of listings), or the user could ask for Morristown BMW located 25 on South Street in Morristown, NJ (i.e., a particular vendor) . The system determines which of the two types of queries or searches the user has made, as illustrated by box 32 in Fig. 2. If the query is for a certain category, the process will go to the left hand side of the flow chart 30 of Fig. 2, and if the query is for a certain vendor, the process will go to the right hand side of the flow chart of Fig. 2. The left hand side of the flow chart will be explained first. After determining the type of query, the category search engine 33 next determines which category best fits 5 the user's request. The user may have asked for "car," but the category in the yellow page provider's index may in fact say "automobile." Or, the user may have asked for "spectacles," and the category in the yellow page provider may be called "optician." The matching of these variations 10 of terms is performed by the category search engine 33. Once it has been determined which category the user's request falls into, the advertisement selection process comes into play with the ad selector 34. The ad selector 34 determines what advertisements are best suited to be 15 mixed in with what the user has requested. The content

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	from the category search engine 33 and the ad(s) from the ad selector 34 are then given to a mixer 35. The mixer 35 functions to mix the content coming from the search engine with the ad(s) selected by the ad selector 34. The result 20 is the creation of a page that is of interest to the user. If the user's category was about cars, at this point the ad selector 34 would have presumably found advertisements related to cars and displayed these ads at step 36 to the user. The user at this point can select one or more of the listed or advertised car dealers. This again results in more advertisements being selected by the ad selector 34, as well as the accessing of a vendor search engine 37 provided by the yellow page publisher, and a new page being shown to the user." NAQVI WO, p. 32-33 – "Referring to Fig. 6, a process flow of the mixer and ad selector will be described. The purpose of the mixer 35 (as previously described in reference to Fig. 2) is to take publishers' content and advertisements and combine them 15 together so that the content and the advertisements are mixed on the same page. In Fig. 6, the mixer 35 is shown receiving two inputs from the publishers: data 50 (which is the content) and EHTML 61 (which contains the special tags). The layout 20 manager 10 and parser 60 both form a part of the mixer 35. The data 50 is input to the layout manager 10, and the E_HTML 61 is input to the E_HTML parser 60, as previously discussed. Both of these sub-modules then determine where the advertisements can be placed on the publisher's page. 25 The advertisement list is then input from the ad selector 34. The ad selector 34 receives a focus input 43, retrieves relevant ads (step 70), and creates the advertisement list using the prime space manager 20 (step 71). These advertisements are then placed in the parser 60 30 and the layout manager 10 (step 72), as described above. The mixer 35 then logs all the essential billing and other user information (step 73) for keeping track of the system's placement of an advertiser's ad. At this point, a refresh tag is inserted (step 74) and the system outputs an HTML page (step 75)." NAQVI WO at Claim 3, 8, 9

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	Figures 1, 2, 7, 8A, 8B, 10, 11 (and associated text) To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B1, B2 & B3
Claim 2	
2. A method as claimed in claim **1**, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.	ADAPT/X performed the method as claimed in claim **1**, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23." NAQVI WO, p. 26-27 – "The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition, there may be a focus associated with the geographic 5 location of the user to permit advertisers to target users in particular geographic regions. The focus process plays a major part in the present invention. No advertisements are shown unless it can be determined that the advertisements are in some way focused or related to the

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	10 content of what the user requested." NAQVI WO, p. 40 – "The user may also be asked to provide certain demographic or profile information. For instance, the user can require that his advertisement be shown only to people in age group 30 to 40 or only to people living in Morristown, NJ or any other geographic location. The last item that the user is asked to specify is the contract. The various contracts available to the advertiser are explained above. When the user is finished entering all of this information, the system updates the ad info database 3 0 (step 115) ." NAQVI WO at Claim 7. BUSINESS WIRE (6/11/96) at 2 - "Until now, advertising on the Web has been as static as a billboard along a highway," said Carl Silva, executive director for business development of Bellcore's Technology Solutions business unit. "Adapt/X Advertiser enables Web-based advertising to be interactive and allows advertisers to target their messages to individual viewers." TELECOMMUNICATION ALERT (7/1/96)[4] - Bellcore has introduced Adapt/X Advertiser, software that lets advertisers design ads that adapt to a user's profile and movement on a Web site. The software uses an algorithm to tailor the selection and composition of advertisements to match data gleaned from user registration or even such indicators as the Internet address, which show whether a user is a government or commercial entity, for example. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B1, B2 & B4
Claim 3	
3. A method as claimed in claim **2**, wherein the user profile data includes selections of the user from	ADAPT/X performed the method as claimed in claim **2**, wherein the user profile data includes selections of the user from previous search arguments. *See, e.g.:*

[4] Telecommunications Alert (7/1/96) refers to "Bellcore Deploys Adaptive Web Software," Telecommunications Alert (Jul. 1, 1996)

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previous search arguments.	NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 4	
4. A method as claimed in claim **3**, wherein the user profile data includes selections of the user from previous search results.	ADAPT/X performed the method as claimed in claim **3**, wherein the user profile data includes selections of the user from previous search results. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23."

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	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 5	
5. A method as claimed in claim **4**, wherein the user profile data includes user specified preferences.	ADAPT/X performed the method as claimed in claim **4**, wherein the user profile data includes user specified preferences. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 6	
6. A method as claimed in claim **1**, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.	Adapt/X performed the method as claimed in claim **1**, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page. *See, e.g.:* NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching. These advertisements are sometimes referred to as "banner" advertisements because they simulate a banner that the user sees as the user is traveling down a "road" on the computer network. These advertisements are typically tied to a

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	particular search page that the user encounters during the search. The current state of the art is such that when the user uses a search engine, a randomly selected advertisement is shown as if it is part of the search page. For example, the user may enter a search request to see a home page on cooking and, as a part of that page, the existing systems might display an advertisement about cars. This is a problem, of course, because there is no connection made between the content of the advertisements or the message of the advertisements and what the user is actually searching." NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and 15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page 20 returned by the computer network in response to the query. The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for 25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to 30 the query." NAQVI WO, p. 5-6 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is

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	prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer. The notion of a contract, however, goes well beyond just marketing rules. First of all, the advertising space on the online medium, although technically unlimited, is severely restricted by the user's attention span. Placing advertisements on the first page which constitutes the answer to a query gives the advertisements much higher probability to be seen than on later pages of the answer." NAQVI WO, p. 19 – "The prime space manager 20 has the responsibility of determining all the possible advertisements that can be shown in conjunction with the information requested by the user. The prime space manager 20 then decides which ads to 15 show based on the particular contracts that have been signed. If a contract has already been entered with an advertiser's competitor, the prime space manager 20 will make sure that it can in fact satisfy the new contract with the advertiser. Thus, the prime space manager 20 20 dynamically makes a decision of which advertisements to show given the amount and the number of advertisements that it can possibly show. The end result of the prime space manager 20's computation is that the system knows exactly which advertisements can and will be shown to the user." Figures 3D, 8B, 8C, 13A, 15 To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B1, B2 & B3
Claim 8	
8. A method of providing advertisements to a user	*See* Claim 1[preamble].

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searching for desired information within a data network, comprising the steps of:	
[a] receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;	*See* Claim 1[a].
[b] searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;	*See* Claim 1[b].
[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	*See* Claim 1[c]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B2, B7
[d] providing the search results together with the particular advertisement to the user.	*See* Claim 1[d].
Claim 9	
9. A method as claimed in claim **8**, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user	*See* Claim 2.

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profile data.	
Claim 10	
10. A method as claimed in claim **9**, wherein the user profile data is based partially upon previous search arguments of the user.	*See* Claim 3.
Claim 11	
11. A method as claimed in claim **10**, wherein the user profile data is based partially upon previous search results for the user.	*See* Claim 4.
Claim 12	
12. A method as claimed in claim **11**, wherein the user profile data includes user specified preferences.	*See* Claim 5.
Claim 13	
13. A method as claimed in claim **8**, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.	*See* Claim 6.
Claim 14	
14. A method as claimed in claim **8**, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.	*See* Claim 8[c]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B2, B7

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Claim 15	
15. A method as claimed in claim **8**, wherein:	*See* Claim 8.
[a] the server computer is a database search engine computer; and	*See* Claim 8[b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1, B7
[b] the client computer is an access provider computer.	*See* Claim 8[c]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1, B7
Claim 16	
16. A method as claimed in claim **8**, wherein:	*See* Claim 8.
[a] the server computer is a database search engine computer; and	*See* Claim 15[a].
[b] the client computer is an associate search engine computer.	*See* Claim 8[c]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1, B7
Claim 17	
17. An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:	*See* Claim 8[preamble].
[a] a server computer coupled to the data network	*See* Claim 8[a].

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that receives a search request from the user, the search request including a search argument corresponding to the desired information;	
[b] a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;	*See* Claim 8[b].
[c] an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	*See* Claim 8[c].
[d] the server computer providing the search results together with the particular advertisement to the user.	*See* Claim 8[d].
Claim 18	
18. The advertising machine of claim **17**, wherein the associative search engine selects the particular advertisement based on the received search argument and user	*See* Claim 2.

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profile data.	
Claim 19	
19. The advertising machine of claim **18**, wherein the user profile data is based partially upon previous search arguments of the user.	*See* Claim 3.
Claim 20	
20. The advertising machine of claim **18**, wherein the user profile data is based partially upon previous search results for the user.	*See* Claim 4.
Claim 21	
21. The advertising machine of claim **18**, wherein the user profile data includes user specified preferences.	*See* Claim 5.
Claim 22	
22. An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:	*See* Claim 17[preamble].
[a] a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;	*See* Claim 17[a].
[b] a database search engine coupled to the server computer that receives the search	*See* Claim 17[b].

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argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;	
[c] an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;	*See* Claim 17[c].
[d] the server computer providing the search results together with the particular advertisement to the user;	*See* Claim 17[d].
[e] the server computer determining whether the advertisement was successful; and	ADAPT/X determined whether the advertisement was successful. *See, e.g.:* NAQVI WO, p. 42 – "Referring to Fig. 12, an architecture of the 10 underlying transaction system of the present invention will be described. One of the basic features of the present invention is that the advertisements displayed to users provide a gateway for the client to take further action with the advertiser. That is, the ads are not just there 15 for the user to see, they are interactive. For example, if the system shows the user a picture of a car or a cookie and the user wants to buy or receive further information about the advertised product, the user can make a transaction with the system. The transaction 20 can be very simple, such as where the user clicks on the advertisement and is displayed all information about that particular product. Or the transaction could be something more complicated, such as where the user actually enters a dialogue with the system and buys the product."

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	NAQVI WO, p. 43 – "A typical transaction where the client 130 sees an advertisement and clicks on the advertisement will now be described by reference to the transaction system architecture diagram shown in Fig. 12 and the screen 10 displays shown in Figs. 13A and 13B. The action of clicking on the advertisement is captured by the gate 131 in Host 2, and the appropriate information is then displayed to the client by the transaction client 132 in Host 2. For example, the transaction client 132 might 15 prompt the client to enter the type of transaction desired. The transaction client in Host 2 is a client for a transaction server 133 in Host 3." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B4 & B6
[f] the server computer altering criteria for subsequent correlations of received search arguments to the second database.	ADAPT/X altered criteria for subsequent correlations of received search arguments to the second database. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 42 – "Referring to Fig. 12, an architecture of the 10 underlying transaction system of the present invention will be described. One of the basic features of the present invention is that the advertisements displayed to users provide a gateway for the client to take further action with the advertiser. That is, the ads are not just there 15 for the user to see, they are interactive. For example, if the system shows the user a picture of a car or a cookie and the user wants to buy or receive further information about the advertised product, the user can make a transaction with the system. The transaction 20 can be very simple, such as where the user clicks on the advertisement and is displayed all information about that particular product. Or the transaction could be something more complicated, such as where the user actually enters a

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	dialogue with the system and buys the product." NAQVI WO, p. 43 – "A typical transaction where the client 130 sees an advertisement and clicks on the advertisement will now be described by reference to the transaction system architecture diagram shown in Fig. 12 and the screen 10 displays shown in Figs. 13A and 13B. The action of clicking on the advertisement is captured by the gate 131 in Host 2, and the appropriate information is then displayed to the client by the transaction client 132 in Host 2. For example, the transaction client 132 might 15 prompt the client to enter the type of transaction desired. The transaction client in Host 2 is a client for a transaction server 133 in Host 3." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B4, B6, B7
Claim 23	
23. The advertising machine of claim **22**, wherein the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.	*See* Claim 2.

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	*See* ’969 Patent Claim 1[preamble].
[a] receiving user preference input from the data processing device via the communications link;	ADAPT/X received user preference input from the data processing device via the communications link. *See, e.g.:* NAQVI WO, p. 3 – “It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system.” NAQVI WO, p. 20 – “During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23.” NAQVI WO, p. 26-27 – “The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition, there may be a focus associated with the geographic 5 location of the user to permit advertisers to target users in particular geographic regions. The focus process plays a major part in the present invention. No advertisements are shown unless it can be determined that the advertisements are in some way focused or related to the

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	10 content of what the user requested." NAQVI WO, p. 40 – "The user may also be asked to provide certain demographic or profile information. For instance, the user can require that his advertisement be shown only to people in age group 30 to 40 or only to people living in Morristown, NJ or any other geographic location. The last item that the user is asked to specify is the contract. The various contracts available to the advertiser are explained above. When the user is finished entering all of this information, the system updates the ad info database 3 0 (step 115) ." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
[b] creating user preference data based upon the user preference input;	ADAPT/X created user preference data based upon the user preference input. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23." NAQVI WO, p. 26-27 – "The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition,

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	there may be a focus associated with the geographic 5 location of the user to permit advertisers to target users in particular geographic regions. The focus process plays a major part in the present invention. No advertisements are shown unless it can be determined that the advertisements are in some way focused or related to the 10 content of what the user requested.” NAQVI WO, p. 40 – “The user may also be asked to provide certain demographic or profile information. For instance, the user can require that his advertisement be shown only to people in age group 30 to 40 or only to people living in Morristown, NJ or any other geographic location. The last item that the user is asked to specify is the contract. The various contracts available to the advertiser are explained above. When the user is finished entering all of this information, the system updates the ad info database 3 0 (step 115) .” To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
[c] receiving from the data processing device via the communications link a search request that includes a search argument;	*See* ’969 Patent Claim 1[a].
[d] searching at least one database using the search argument to produce search results;	*See* ’969 Patent Claim 1[b].
[e] selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	*See* ’969 Patent Claims 1[c], 2.
[f] transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	*See* ’969 Patent Claims 1[d].

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Claim 3	
3. The method of claim **1**, further comprising ordering the search results based upon the user preference data.	On information and belief, ADAPT/X performed the method of claim **1**, further comprising ordering the search results based upon the user preference data. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 4	
4. The method of claim **1**, wherein creating user preference data based upon the user preference input comprises setting the user preference data to default values.	On information and belief, ADAPT/X performed the method of claim **1**, wherein creating user preference data based upon the user preference input comprises setting the user preference data to default values. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 5	
5. The method of claim **1**, further comprising:	*See* Claim 1.
[a] receiving user preference edit input via the communications link from the data processing device; and	*See* Claim 1[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
[b] modifying the user preference data based upon the user preference edit input.	*See* Claim 1[b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 6	
6. The method of claim **1**, further comprising:	*See* Claim 1.
[a] receiving user	*See* Claim 1[a].

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preference re-prioritization input; and	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
[b] re-prioritizing the user preference data based upon the user preference re-prioritization input.	*See* Claim 1[b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 7	
7. The method of claim **1**, wherein the user preference data is derived from prior searching history.	*See* ’969 Patent Claims 3, 4.
Claim 8	
8. The method of claim **1**, further comprising:	*See* Claim 1.
[a] receiving search refinement input via the communications link from the data processing device of the user;	*See* Claim 1[c].
[b] refining the search results based upon the search refinement input; and	*See* Claim 1[d].
[c] transmitting the refined search results via the communications link to the data processing device.	*See* Claim 1[f].
Claim 9	
9. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link	*See* Claim 1[preamble].

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to a data processing device of a user, the advertising machine comprising:	
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	*See* Claim 1[a, c].
[b] a database search engine operable to:	*See* Claim 1[d].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	*See* Claim 1[c].
[d] search at least one database using the search argument to produce search results;	*See* Claim 1[d].
[e] an associative search engine operable to:	*See* Claim 1[e].
[f] receive user preference input from the data processing device via the communications link;	*See* Claim 1[a].
[g] create user preference data based upon the user preference input; and	*See* Claim 1[b].
[h] select at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	*See* Claim 1[e].
[i] the advertising machine operable to transmit the search results together with the at least one advertisement via the	*See* Claim 1[f].

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communications link to the data processing device.	
Claim 12	
12. The advertising machine of claim **9**, wherein the user preference data comprises a list of keywords.	*See* ’969 Patent Claim 3.
Claim 13	
13. The advertising machine of claim **9**, wherein creating the user preference data based upon the user preference input comprises setting the user preference data to default values.	*See* Claim 4.
Claim 14	
14. The advertising machine of claim **9**, wherein the associate search engine is further operable to:	*See* Claim 9.
[a] receive user preference edit input via the communications link from the data processing device; and	*See* Claim 5[a].
[b] modify the user preference data based upon the user preference edit input.	*See* Claim 5[b].
Claim 15	
15. The advertising machine of claim **9**, wherein the associate search engine is further operable to:	*See* Claim 9.
[a] receive user preference	*See* Claim 6[a].

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re-prioritization input; and	
[b] re-prioritize the user preference data based upon the user preference re-prioritization input.	*See* Claim 6[b].
Claim 16	
16. The advertising machine of claim **9**, wherein the user preference data is derived from prior searching history.	*See* Claim 7.
Claim 17	
17. The advertising machine of claim **9**, wherein the database search engine is further operable to:	*See* Claim 9.
[a] receive search refinement input via the communications link from the data processing device of the user;	*See* Claim 8[a].
[b] refine the search results based upon the search refinement input; and	*See* Claim 8[b].
[c] transmit the refined search results via the communications link to the data processing device.	*See* Claim 8[c].
Claim 18	
18. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	*See* Claim 1[preamble].

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[a] interacting with the advertising machine via the communications link to provide user preference input used to create user preference data by the advertising machine;	*See* Claim 1[a, b].
[b] transmitting to the advertising machine via the communications link a search request that includes a search argument; and	*See* Claim 1[c].
[c] receiving search results and at least one advertisement via the communications link from the advertising machine;	*See* Claim 1[f].
[d] the search results obtained from at least one database based upon the search argument; and	*See* Claim 1[d].
[e] the at least one advertisement obtained from at least one database having advertisement information based upon the search argument and the user preference data.	*See* Claim 1[e].
Claim 20	
20. The method of claim **18**, wherein the search results are ordered based upon the user preference data.	*See* Claim 3.
Claim 21	
21. The method of claim **18**, wherein the user preference data comprises a list of keywords.	*See* Claim 12.
Claim 22	

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22. The method of claim **18**, further comprising:	*See* Claim 18.
[a] transmitting to the advertising machine via the communications link user preference edit input; and	*See* Claim 5[a].
[b] receiving at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference edit input.	*See* Claim 5[b], 18[c].
Claim 23	
23. The method of claim **18**, further comprising:	*See* Claim 18.
[a] transmitting to the advertising machine via the communications link user preference re-prioritization input; and	*See* Claim 6[a].
[b] receiving at least one of modified search results and at least one differing advertisement that are based upon the search argument, the user preference input, and the user preference re-prioritization input.	*See* Claim 6[b], 18[c].
Claim 24	
24. The method of claim **18**, wherein the user preference data is derived from prior searching history.	*See* Claim 7.
Claim 25	
25. The method of claim **18**, further comprising:	*See* Claim 18.

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[a] transmitting search refinement input via the communications link to the advertising machine; and	*See* Claim 8[a].
[b] receiving refined search results via the communications link from the advertising machine that is based upon the search refinement input.	*See* Claim 8[b, c].

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Claim 1	
1. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	*See* ’245 Patent Claim 9[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	*See* ’245 Patent Claim 9[a].
[b] a database search engine operable to:	*See* ’245 Patent Claim 9[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	*See* ’245 Patent Claim 9[c].
[d] search at least one database using the search argument to produce search results;	*See* ’245 Patent Claim 9[d].
[e] an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	*See* ’245 Patent Claim 9[e, h].
[f] the advertising machine operable to:	*See* ’245 Patent Claim 9[i].
[g] transmit the search results together with the at least one advertisement via the communications link to	*See* ’245 Patent Claim 9[i].

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the data processing device;	
[h] receive a response from the data processing device via the communications link that indicates selection of an advertisement; and	*See* '969 Patent Claim 22[e].
[i] based upon the advertisement selection, generate a fee record.	ADAPT/X generated a fee record based upon the advertisement selection, . *See, e.g.:* NAQVI WO, p. 37-38 - "Referring to Figs. 9A and 9B, a description of the billing system of the present invention will be provided. Figs. 9A and 9B show two submodules of the system called the info bank and ad auditing. The purpose of these two 10 modules is to construct log reports of various usages of the present invention. Fig. 9A shows the process flow for the info bank submodule 90. The purpose of the info bank submodule 90 is to log certain kinds of information during a particular 15 client's session. The logged information is then used to provide advertisers with a description of what advertisements have been shown, what the user has bought after seeing an ad, and so forth. Thus, the info bank submodule provides an information bank to show advertisers 20 who has been accessing the system and how successful the ads have been. The screen for the relevant module contains a link called the info bank which the user can select. When the user clicks on the info bank link, the user is shown the 25 start 91 of the info bank submodule. At this point the user is asked for authentication information (step 92), such as the user's name and personal identification number (PIN). The system then goes into the authentication mode 93 and verifies whether the user ID and PIN number typed in 30 are valid. If the authentication is successful, the system then searches the transaction log and filter (step 94) and pulls up the appropriate log requested by the user. The user can ask to see all transactions performed by the client or all of the things of a certain type that the user has bought. A report of the results (step 95) is automatically produced for the client and displayed." NAQVI WO, p. 38-39 – "All the log information accessed by the

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	info bank and ad auditing submodules is logged in a single database 23 (Fig. 1). Whether the user is looking for auditing information, transactions, things that the user has bought, or user demographics, the information is all in the same database. However, when a user uses the info bank 5 submodule 90, the user is interested in only certain things, as described above. But when the user uses the ad auditing submodule 96, the user is interested in other things. Therefore, the reports that are produced by the info bank and ad auditing submodules contain different 10 data. The database is filtered and only the items of interest for a certain report are retained so that the rest of the database need not be used." NAQVI WO, p. 44-45 – "The client 130 is asked to type in a PIN number to start the second part of the transaction. If the client 130 types in the PIN number, the second part of the transaction starts. The second part of the transaction is that the form that has now been filled in and constitutes the request for a renewal of driver's license is sent from the client 130 in Host 1 to the transaction client 132 in Host 2, and from the transaction client 132 in Host 2 to 20 the transaction server 133 in Host 3. At this point, there are two things that have to happen at Host 3. First, the particular request for renewal of the driving license has to be processed by making a record that this person has renewed the license and by sending confirmation back to the 25 client. Second, the transaction server 133 must be paid for the renewal of the driving license. In other words, there has to be a monetary fee that has to be exchanged between the client and the DMV. In exchanging the monetary fee, the transaction server 30 133 will also act as a transaction client 134 to the bank server 135 in Host 4. The transaction client 134 sends a message to the bank server 135 in Host 4 indicating that it has the client's PIN number and the authorization to deduct a certain fee from the client's account. The bank server 135 authenticates that information, logs the information in its own records, and sends back an electronic approval for 5 the debit." Figures 9A, 9B, and 14 (and associated text) To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary

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	skill in the art renders this claim element obvious. *See, e.g.:* Table B6
Claim 2	
2. The advertising machine of claim **1**, wherein the advertising machine is further operable to extract a toll based upon the fee record.	ADAPT/X extracted a toll based upon the fee record. *See, e.g.:* NAQVI WO, p. 37-38 - "Referring to Figs. 9A and 9B, a description of the billing system of the present invention will be provided. Figs. 9A and 9B show two submodules of the system called the info bank and ad auditing. The purpose of these two 10 modules is to construct log reports of various usages of the present invention. Fig. 9A shows the process flow for the info bank submodule 90. The purpose of the info bank submodule 90 is to log certain kinds of information during a particular 15 client's session. The logged information is then used to provide advertisers with a description of what advertisements have been shown, what the user has bought after seeing an ad, and so forth. Thus, the info bank submodule provides an information bank to show advertisers 20 who has been accessing the system and how successful the ads have been. The screen for the relevant module contains a link called the info bank which the user can select. When the user clicks on the info bank link, the user is shown the 25 start 91 of the info bank submodule. At this point the user is asked for authentication information (step 92), such as the user's name and personal identification number (PIN). The system then goes into the authentication mode 93 and verifies whether the user ID and PIN number typed in 30 are valid. If the authentication is successful, the system then searches the transaction log and filter (step 94) and pulls up the appropriate log requested by the user. The user can ask to see all transactions performed by the client or all of the things of a certain type that the user has bought. A report of the results (step 95) is automatically produced for the client and displayed." NAQVI WO, p. 38-39 – "All the log information accessed by the info bank and ad auditing submodules is logged in a single database 23 (Fig. 1). Whether the user is looking for auditing information, transactions, things that the user has bought,

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	or user demographics, the information is all in the same database. However, when a user uses the info bank 5 submodule 90, the user is interested in only certain things, as described above. But when the user uses the ad auditing submodule 96, the user is interested in other things. Therefore, the reports that are produced by the info bank and ad auditing submodules contain different 10 data. The database is filtered and only the items of interest for a certain report are retained so that the rest of the database need not be used." NAQVI WO, p. 44-45 – "The client 130 is asked to type in a PIN number to start the second part of the transaction. If the client 130 types in the PIN number, the second part of the transaction starts. The second part of the transaction is that the form that has now been filled in and constitutes the request for a renewal of driver's license is sent from the client 130 in Host 1 to the transaction client 132 in Host 2, and from the transaction client 132 in Host 2 to 20 the transaction server 133 in Host 3. At this point, there are two things that have to happen at Host 3. First, the particular request for renewal of the driving license has to be processed by making a record that this person has renewed the license and by sending confirmation back to the 25 client. Second, the transaction server 133 must be paid for the renewal of the driving license. In other words, there has to be a monetary fee that has to be exchanged between the client and the DMV. In exchanging the monetary fee, the transaction server 30 133 will also act as a transaction client 134 to the bank server 135 in Host 4. The transaction client 134 sends a message to the bank server 135 in Host 4 indicating that it has the client's PIN number and the authorization to deduct a certain fee from the client's account. The bank server 135 authenticates that information, logs the information in its own records, and sends back an electronic approval for 5 the debit." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B6
Claim 3	
3. The advertising machine	ADAPT/X directed the data processing device to a website

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of claim **1**, wherein the advertising machine is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.	corresponding to the selection of the advertisement. *See, e.g.:* NAQVI WO, p. 42 – "Referring to Fig. 12, an architecture of the 10 underlying transaction system of the present invention will be described. One of the basic features of the present invention is that the advertisements displayed to users provide a gateway for the client to take further action with the advertiser. That is, the ads are not just there 15 for the user to see, they are interactive. For example, if the system shows the user a picture of a car or a cookie and the user wants to buy or receive further information about the advertised product, the user can make a transaction with the system. The transaction 20 can be very simple, such as where the user clicks on the advertisement and is displayed all information about that particular product. Or the transaction could be something more complicated, such as where the user actually enters a dialogue with the system and buys the product. The flow chart shown in Fig. 12 describes a typical scenario in which the client has seen a certain advertisement and clicks on that advertisement to actually buy something. In particular, whatever this person is going to buy is going to involve multiple servers. The 30 client is running on Host 1, and the transaction that the client is requesting will involve multiple servers, perhaps geographically distributed. Host 4 is a bank server running at a bank somewhere on the computer network. Host 3 is a transaction server for logging and serving as the transaction focal point. Host 2 is a server that accepts the start of the transaction from the client housed at Host 1. A typical transaction where the client 130 sees an advertisement and clicks on the advertisement will now be described by reference to the transaction system architecture diagram shown in Fig. 12 and the screen 10 displays shown in Figs. 13A and 13B. The action of clicking on the advertisement is captured by the gate 131 in Host 2, and the appropriate information is then displayed to the client by the transaction client 132 in Host 2. For example, the transaction client 132 might 15 prompt the client to enter the type of transaction desired. The transaction client in Host 2 is a client for a transaction server 133 in Host 3."

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	Figure 12. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B2 & B3
Claim 4	
4. The advertising machine of claim **1**, wherein the advertising machine is further operable to update preference data for the user based upon the selection of the advertisement.	ADAPT/X updated preference data for the user based upon the selection of the advertisement. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 42 – "Referring to Fig. 12, an architecture of the 10 underlying transaction system of the present invention will be described. One of the basic features of the present invention is that the advertisements displayed to users provide a gateway for the client to take further action with the advertiser. That is, the ads are not just there 15 for the user to see, they are interactive. For example, if the system shows the user a picture of a car or a cookie and the user wants to buy or receive further information about the advertised product, the user can make a transaction with the system. The transaction 20 can be very simple, such as where the user clicks on the advertisement and is displayed all information about that particular product. Or the transaction could be something more complicated, such as where the user actually enters a dialogue with the system and buys the product. The flow chart shown in Fig. 12 describes a typical scenario in which the client has seen a certain advertisement and clicks on that advertisement to actually buy something. In particular, whatever this person is going to buy is going to involve multiple servers. The 30 client is running on Host 1, and the transaction that the client is requesting will involve multiple servers, perhaps geographically distributed. Host 4 is a bank server running at a bank somewhere on the computer network. Host

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	3 is a transaction server for logging and serving as the transaction focal point. Host 2 is a server that accepts the start of the transaction from the client housed at Host 1. A typical transaction where the client 130 sees an advertisement and clicks on the advertisement will now be described by reference to the transaction system architecture diagram shown in Fig. 12 and the screen 10 displays shown in Figs. 13A and 13B. The action of clicking on the advertisement is captured by the gate 131 in Host 2, and the appropriate information is then displayed to the client by the transaction client 132 in Host 2. For example, the transaction client 132 might 15 prompt the client to enter the type of transaction desired. The transaction client in Host 2 is a client for a transaction server 133 in Host 3." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 5	
5. The advertising machine of claim **1**, wherein the advertising machine is further operable to update the advertisement database based upon the selection of the advertisement.	*See* '969 Patent Claim 22[f].
Claim 6	
6. The advertising machine of claim **1**, wherein the advertising machine is further operable to again provide the at least one advertisement that solicited the selection of the advertisement.	ADAPT/X was further operable to again provide the at least one advertisement that solicited the selection of the advertisement. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." To the extent this reference does not teach this claim element, this

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	reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B6
Claim 7	
7. The advertising machine of claim **1**, wherein the search results and the at least one advertisement are included in a web page.	*See* ‘969 Patent Claim 6.
Claim 8	
8. The advertising machine of claim **1**, wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.	*See* ’245 Patent Claim 9[e, h].
Claim 10	
10. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	*See* Claim 1[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	*See* Claim 1[a].
[b] a database search engine operable to:	*See* Claim 1[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	*See* Claim 1[c].

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[d] search at least one database using the search argument to produce search results;	*See* Claim 1[d].
[e] an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	*See* Claim 1[e].
[f] the advertising machine operable to:	*See* Claim 1[f].
[g] transmit the search results together with the at least one advertisement via the communications link to the data processing device;	*See* Claim 1[g].
[h] receive a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	ADAPT/X received a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B4 & B6
Claim 11	
11. The advertising machine of claim **10**, wherein:	*See* Claim 10.
[a] the associative search engine is further operable to select at least one	ADAPT/X was further operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement. *See, e.g.:*

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differing advertisement based upon the non-selection of the at least one advertisement; and	NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
[b] the advertising machine is further operable to transmit the at least one differing advertisement via the communications link to the data processing device.	ADAPT/X was further operable to transmit the at least one differing advertisement via the communications link to the data processing device. *See, e.g.:* NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Tables B2, B3 & B4
Claim 12	
12. The advertising machine of claim **10**, wherein the advertising machine is further operable to update preference data for the user based upon the non-selection of the at least one advertisement.	*See* Claim 4. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 13	
13. The advertising machine of claim **10**, wherein the advertising machine is further operable to update the advertisement	*See* Claim 5. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary

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database based upon the non-selection of the advertisement.	skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 14	
14. The advertising machine of claim **10**, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	*See* Claim 7.
Claim 15	
15. The advertising machine of claim **10**, wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.	*See* Claim 8.
Claim 17	
17. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	*See* Claim 1[preamble].
[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	*See* Claim 1[c].
[b] the advertising machine searching at least one	*See* Claim 1[d].

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database using the search argument to produce search results;	
[c] the advertising machine selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results;	*See* Claim 1[e].
[d] the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	*See* Claim 1[g].
[e] the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement; and	*See* Claim 1[h].
[f] the advertising machine generating a fee record based upon the selection of the advertisement.	*See* Claim 1[i].
Claim 18	
18. The method of claim **17**, further comprising the advertising machine extracting a toll based upon the fee record.	*See* Claim 2.
Claim 19	
19. The method of claim **17**, further comprising the advertising machine directing the data processing device to a website corresponding to the selection of the advertisement.	*See* Claim 3.

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Claim 20	
20. The method of claim **17**, further comprising the advertising machine updating preference data for the user based upon the selection of the advertisement.	*See* Claim 4.
Claim 21	
21. The method of claim **17**, further comprising the advertising machine updating the advertisement database based upon the selection of the advertisement.	*See* Claim 5.
Claim 22	
22. The method of claim **17**, further comprising the advertising machine again providing the at least one advertisement that solicited the selection of the advertisement.	*See* Claim 6.
Claim 23	
23. The method of claim **17**, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	*See* Claim 7.
Claim 24	
24. The method of claim **17**, further comprising the advertising machine selecting at least one advertisement from an advertisement database	*See* Claim 8.

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based upon at least the search argument.	
Claim 26	
26. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	*See* Claim 10[preamble].
[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	*See* Claim 10[c].
[b] the advertising machine searching at least one database using the search argument to produce search results;	*See* Claim 10[d].
[c] the advertising machine selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results;	*See* Claim 10[e].
[d] the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device; and	*See* Claim 10[g].
[e] the advertising machine receiving a response from the data processing device via the communications	*See* Claim 10[h].

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link that indicates non-selection of the at least one advertisement.	
Claim 27	
27. The method of claim **26**, further comprising:	*See* Claim 26.
[a] the advertising machine selecting at least one differing advertisement based upon the non-selection of the at least one advertisement; and	*See* Claim 11[a].
[b] the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device.	*See* Claim 11[b].
Claim 28	
28. The method of claim **26**, further comprising the advertising machine updating preference data for the user based upon the non-selection of the at least one advertisement.	*See* Claim 12.
Claim 29	
29. The method of claim **26**, further comprising the advertising machine updating the advertisement database based upon the non-selection of the advertisement.	*See* Claim 13.
Claim 30	
30. The method of claim **26**, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing	*See* Claim 14.

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device via the communications link.	
Claim 31	
31. The method of claim **26**, further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument.	*See* Claim 15.
Claim 33	
33. A server computer that is operable to provide advertisements via a communications link to a data processing device of a user, the server computer comprising:	*See* Claim 1[preamble].
[a] at least one communications interface operable to interface with the data processing device of the user, a database search engine, and an associative search engine;	*See* Claim 1[a].
[b] the server computer, using the at least one communications interface, is operable to:	*See* Claim 1[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	*See* Claim 1[c].
[d] interact with the database search engine to receive search results from the database search engine that are selected based upon the search argument;	*See* Claim 1[d].

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[e] interact with the associative search engine to receive an advertisement that is selected based upon at least one of the search argument and the search results; and	*See* Claim 1[e].
[f] transmit the search results together with the at least one advertisement via the communications link to the data processing device.	*See* Claim 1[g].
Claim 34	
34. The server computer of claim **33**, wherein the server computer, in conjunction with the at least one communications interface, is further operable to:	*See* Claim 33.
[a] receive a response from the data processing device via the communications link that indicates selection of an advertisement; and	*See* Claim 1[h].
[b] based upon the advertisement selection, generate a fee record.	*See* Claim 1[i].
Claim 35	
35. The server computer of claim **34**, wherein the server computer is further operable to extract a toll based upon the fee record.	*See* Claim 2.
Claim 36	
36. The server computer of claim **34**, wherein the server computer is further operable to direct the data processing device to a	*See* Claim 3.

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website corresponding to the selection of the advertisement.	
Claim 37	
37. The server computer of claim **34**, wherein the server computer is further operable to update preference data for the user based upon the selection of the advertisement.	*See* Claim 4.
Claim 38	
38. The server computer of claim **34**, wherein the search results and the at least one advertisement are included in a web page.	*See* Claim 7.
Claim 39	
39. The server computer of claim **33**, wherein the server computer, using the at least one communication interface, is operable to interact with the database search engine to receive an advertisement that is selected based upon at least the search argument.	*See* Claim 8.
Claim 41	
41. A method of operating a server computer to provide advertisements comprising:	*See* Claim 33[preamble].
[a] the server computer receiving from a data processing device via at least one communications interface a search request that includes a search argument; and	*See* Claim 33[c].

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[b] the server computer interacting with a database search engine via the at least one communications interface to receive search results from the database search engine that are selected based upon the search argument;	*See* Claim 33[d].
[c] the server computer interacting with an associative search engine via the at least one communications interface to receive an advertisement that is selected based upon at least one of the search argument and the search results; and	*See* Claim 33[e].
[d] the server computer transmitting the search results together with the at least one advertisement via the at least one communications interface to the data processing device.	*See* Claim 33[f].
Claim 42	
42. The method of claim **41**, further comprising:	*See* Claim 41.
[a] the server computer receiving a response from the data processing device via the at least one communications interface that indicates selection of an advertisement; and	*See* Claim 34[a].
[b] based upon the advertisement selection, generating a fee record.	*See* Claim 34[b].
Claim 43	

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43. The method of claim **41**, further comprising the server computer extracting a toll based upon the fee record.	*See* Claim 35.
Claim 44	
44. The method of claim **41**, further comprising the server computer directing the data processing device to a website corresponding to the selection of the advertisement.	*See* Claim 36.
Claim 45	
45. The method of claim **41**, further comprising the server computer updating preference data for the user based upon the selection of the advertisement.	*See* Claim 37.
Claim 46	
46. The method of claim **41**, wherein the search results and the at least one advertisement are included in a web page.	*See* Claim 38.
Claim 47	
47. The method of claim **41**, further comprising the server computer interacting with an associative search engine via the at least one communication interface to receive an advertisement that is selected based upon at least the search argument.	*See* Claim 39.

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	*See* ’970 Patent Claim 17[preamble].
[a] receiving from the data processing device via the communications link a search request that includes a search argument;	*See* ’970 Patent Claim 17[a].
[b] searching at least one database using the search argument to produce search results;	*See* ’970 Patent Claim 17[b].
[c] selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results;	*See* ’970 Patent Claim 17[c].
[d] transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	*See* ’970 Patent Claim 17[d].
[e] receiving search refinement input from the data processing device via the communications link;	*See* ’245 Patent Claim 8[a].
[f] producing modified search results based upon at least the search refinement input;	*See* ’245 Patent Claim 8[b, c].
[g] selecting at least one other advertisement from	*See* ’970 Patent Claim 17[c].

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the advertisement database based upon at least one of the search refinement input and the modified search results; and	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B2 & B3
[h] transmitting at least one of the modified search results and the at least one other advertisement via the communications link to the data processing device.	*See* ’970 Patent Claim 17[d].
Claim 5	
5. The method of claim **1**, wherein the search refinement input comprises at least one additional search argument.	*See* ’245 Patent Claim 8[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1
Claim 6	
6. The method of claim **1**, wherein the search refinement input comprises additional search criteria.	*See* ’245 Patent Claim 8[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1
Claim 7	
7. The method of claim **1**, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	*See* ’970 Patent Claim 3.
Claim 8	
8. The method of claim **1**, further comprising:	*See* Claim 1
[a] determining, via communication with the data processing device that	*See* ’970 Patent Claim 10[h].

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the user does not select the at least one advertisement; and	
[b] updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement.	*See* ’970 Patent Claim 12, 13.
Claim 9	
9. The method of claim **1**, further comprising selecting the at least one advertisement based upon a least one of user profile data and user preference data.	*See* ’969 Patent Claim 2.
Claim 10	
10. The method of claim **1**, further comprising selecting the search results based upon at least one of user profile data and user preference data.	*See* ’065 Patent Claim 1[b].
Claim 12	
12. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	*See* Claim 1[preamble].
[a] based upon interaction with the user, creating a search request that includes a search argument;	*See* Claim 1[a].
[b] transmitting to the advertising machine via the	*See* Claim 1[a].

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communications link the search request that includes the search argument;	
[c] receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;	*See* Claim 1[d].
[d] displaying the search results and the at least one advertisement on a display of the data processing device;	*See* Claim 1[d].
[e] based upon interaction with the user, receiving search refinement input;	*See* Claim 1[e].
[f] transmitting the search refinement input to the advertising machine via the communications link;	*See* Claim 1[e].
[g] receiving modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input; and	*See* Claim 1[h].
[h] displaying the modified search results and the at least one other advertisement on the display of the data processing device.	*See* Claim 1[h].
Claim 14	
14. The method of claim **12**, wherein the search refinement input comprises at least one additional	*See* Claim 5.

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search argument.	
Claim 15	
15. The method of claim **12**, wherein the search refinement input comprises additional search criteria.	*See* Claim 6.
Claim 16	
16. The method of claim **12**, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	*See* Claim 7.
Claim 17	
17. The method of claim **12**, further comprising:	*See* Claim 12.
[a] determining that the user does not select the at least one advertisement; and	*See* Claim 8[a].
[b] transmitting the indication that the user does not select the at least one advertisement to the advertising machine via the communications link.	*See* Claim 8[a].
Claim 18	
18. The method of claim **12**, further comprising:	*See* Claim 12.
[a] receiving user input to indicate selection of the at least one advertisement; and	*See* '970 Patent Claim 1[h].
[b] transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.	*See* '970 Patent Claim 1[h].

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	*See* ’970 Patent Claim 1[preamble].
[a] receiving from the data processing device via the communications link a search request that includes a search argument;	*See* ’970 Patent Claim 1[a].
[b] searching at least one database using the search argument to produce search results;	*See* ’970 Patent Claim 1[b].
[c] selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	*See* ’970 Patent Claim 1[c].
[d] transmitting the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data	*See* ’970 Patent Claim 1[d], ’969 Patent Claim 6.

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processing device.	
Claim 2	
2. The method of claim **1**, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	*See* ’178 Patent Claim 7.
Claim 4	
4. The method of claim **1**, further comprising updating a home web page to include the at least one advertisement.	On information and belief, AdaptX performed the method of claim **1**, further comprising updating a home web page to include the at least one advertisement. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B2 & B3
Claim 5	
5. The method of claim **1**, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	*See* Claim 1[d].
Claim 6	
6. The method of claim **1**, wherein the at least one computer is operated by a search engine provider.	*See* Claim 1[preamble]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B1
Claim 7	
7. The method of claim **1**, further comprising compiling user profile data for the user based upon at least the search term.	*See* ’969 Patent Claim 3.

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Claim 8	
8. The method of claim **1**, further comprising:	*See* Claim 1.
[a] determining, via communication with the data processing device that the user does not select the at least one advertisement; and	*See* ’970 Patent Claim 10[h].
[b] using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.	*See* ’970 Patent Claims 11, 12, 13; ’178 Patent Claim 8.
Claim 9	
9. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	*See* Claim 1[preamble].
[a] based upon interaction with the user, creating a search request that includes a search argument;	*See* Claim 1[a].
[b] transmitting to the advertising machine via the communications link the search request that includes the search argument;	*See* Claim 1[a].
[c] receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to	*See* Claim 1[d].

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the search argument;	
[d] displaying the search results in a first display portion of a display of the data processing device; and	*See* Claim 1[d].
[e] displaying the at least one advertisement in a second display portion of the display of the data processing device.	*See* Claim 1[d].
Claim 10	
10. The method of claim **9**, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	*See* Claim 2.
Claim 11	
11. The method of claim **9**, wherein the search results and the at least one advertisement are included in a web page received from the advertising machine via the communications link.	*See* Claim 5.
Claim 12	
12. The method of claim **9**, further comprising transmitting user preference data to the advertising machine via the communications interface.	*See* ’245 Patent Claim 1[a, b].
Claim 13	
13. The method of claim **9**, further comprising:	*See* Claim 9.
[a] determining, via communication with the data processing device that	*See* Claim 8[a].

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the user does not select the at least one advertisement; and	
[b] using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.	*See* Claim 8[b].
Claim 14	
14. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	*See* Claim 1[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	*See* Claim 1[a].
[b] a database search engine operable to:	*See* Claim 1[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	*See* Claim 1[a].
[d] search at least one database using the search argument to produce search results;	*See* Claim 1[b].
[e] an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search	*See* Claim 1[c].

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argument and the search results; and	
[f] the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.	*See* Claim 1[d].
Claim 15	
15. The advertising machine of claim **14**, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	*See* Claim 2.
Claim 16	
16. The advertising machine of claim **14**, wherein the advertising machine is further operable to update an access provider web page to include the at least one advertisement.	*See* Claim 4.
Claim 17	
17. The advertising machine of claim **14**, wherein the advertising	*See* Claim 4.

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machine is further operable to update a home web page to include the at least one advertisement.	
Claim 18	
18. The advertising machine of claim **14**, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	*See* Claim 5.
Claim 19	
19. The advertising machine of claim **14**, wherein the advertising machine forms at least a portion of a search engine.	*See* Claim 6.
Claim 20	
20. The advertising machine of claim **14**, wherein the advertising machine is further operable to compile user profile data for the user based upon at least the search term.	*See* Claim 7.

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	*See* ’245 Patent Claim 1[preamble].
[a] creating user profile data for the user;	*See* ’245 Patent Claim 1[b].
[b] storing the user profile data;	*See* ’245 Patent Claim 1[b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
[c] receiving from the data processing device via the communications link a search request that includes a search argument;	*See* ’245 Patent Claim 1[c].
[d] searching at least one database having data network related information using the search argument to generate search results;	*See* ’245 Patent Claim 1[d].
[e] selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	*See* ’245 Patent Claim 1[e].
[f] transmitting the search results together with the at least one advertisement via the communications link to	*See* ’245 Patent Claim 1[f].

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the data processing device.	
Claim 2	
2. The method of claim **1**, wherein the user profile data includes prior purchasing information regarding the user.	ADAPT/X practiced the method of claim **1**, wherein the user profile data includes prior purchasing information regarding the userr advertising on a computer network in which advertisements. *See, e.g.:* NAQVI WO, p. 3 – “It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system.” To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 3	
3. The method of claim **1**, wherein storing the user profile data comprises storing the user profile data in a user profile database of the advertising machine.	*See* Claim 1[b].
Claim 4	
4. The method of claim **1**, wherein storing the user profile data comprises storing the user profile data on the data processing device.	ADAPT/X practiced the method of claim **1**, wherein storing the user profile data comprises storing the user profile data on the data processing device. *See, e.g.:* NAQVI WO, p. 3 – “It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system.” NAQVI WO, p. 5 - “When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically

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	mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with 20 specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to 25 target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer."" NAQVI WO, p. 20 – "During the computation of the advertisements and all the other computations that the system of the present 5 invention performs, a logging module 22 of the system performs extensive logging of what the user has asked, what advertisements were shown, how long the advertisements were shown, and which advertisements were shown to which user. The logging module 22 then stores these logs in a SYS logs 10 database 23. Various scanned reports can be produced and defined using the information in the SYS logs database 23." NAQVI WO, p. 26-27 – "The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition, there may be a focus associated with the geographic 5 location of the user to permit advertisers to target users in particular geographic regions. The focus process plays a major part in the present invention. No advertisements are shown unless it can be determined that the

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	advertisements are in some way focused or related to the 10 content of what the user requested." NAQVI WO, p. 40 – "The user may also be asked to provide certain demographic or profile information. For instance, the user can require that his advertisement be shown only to people in age group 30 to 40 or only to people living in Morristown, NJ or any other geographic location. The last item that the user is asked to specify is the contract. The various contracts available to the advertiser are explained above. When the user is finished entering all of this information, the system updates the ad info database 3 0 (step 115) ." To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 5	
5. The method of claim **1**, wherein the user profile data is based upon prior search history of the user.	*See* '245 Patent Claim 7.
Claim 6	
6. The method of claim **1**, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.	ADAPT/X practiced the method of claim **1**, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests. *See, e.g.:* NAQVI WO, p. 26-27 – "The "focus" arrows 43 shown in Fig. 2 indicate that a certain focus is associated with each category. The query may have been directed to a category of listings or a particular vendor. In both cases there is a "focus" associated with the content of the query (e.g., automobiles, physicians, lawyers, etc.). In addition, there may be a focus associated with the geographic 5 location of the user to permit advertisers to target users in particular geographic regions. The focus process plays a major part in the present invention. No advertisements are shown unless it can be determined that the advertisements are in some way focused or related to the

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	10 content of what the user requested.” NAQVI WO, p. 40 – “The user may also be asked to provide certain demographic or profile information. For instance, the user can require that his advertisement be shown only to people in age group 30 to 40 or only to people living in Morristown, NJ or any other geographic location. The last item that the user is asked to specify is the contract. The various contracts available to the advertiser are explained above. When the user is finished entering all of this information, the system updates the ad info database 3 0 (step 115) .” To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. *See, e.g.:* Table B4
Claim 7	
7. The method of claim **1**, further comprising updating the user profile data based upon the search argument.	*See* ’969 Patent Claim 3.
Claim 8	
8. The method of claim **1**, further comprising updating the user profile data using data obtained via interaction with the data processing device.	*See* Claim 1[a, b].
Claim 9	
9. The method of claim **1**, further comprising sorting the search results based upon the user profile data.	*See* ’245 Patent Claim 3.
Claim 10	
10. The method of claim **1**, wherein searching at least one database having data network related	*See* ’969 Patent Claim 1[b, c].

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information using the search argument to generate search results and selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.	
Claim 11	
11. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	*See* Claim 1[preamble].
[a] interacting with the advertising machine via the communications link to provide information used to create user profile data for the user;	*See* Claim 1[a].
[b] transmitting to the advertising machine via the communications link a search request that includes a search argument;	*See* Claim 1[c].
[c] receiving search results and at least one advertisement via the communications link from the advertising machine;	*See* Claim 1[f].
[d] the search results obtained from at least one database having data network related information based upon the	*See* Claim 1[d].

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search argument; and	
[e] the at least one advertisement obtained from at least one database having advertisement information based upon the search argument and the user profile data.	*See* Claim 1[e].
Claim 12	
12. The method of claim **11**, wherein the user profile data is based upon prior purchasing information regarding the user.	*See* Claim 2.
Claim 13	
13. The method of claim **11**, further comprising storing the user profile data on the data processing device.	*See* Claim 4.
Claim 14	
14. The method of claim **11**, wherein the user profile data is based upon prior search history of the user.	*See* Claim 5.
Claim 15	
15. The method of claim **11**, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.	*See* Claim 6.
Claim 16	
16. The method of claim	*See* Claim 7.

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11, further comprising updating the user profile data based upon the search argument.	
Claim 17	
17. The method of claim **11**, further comprising updating the user profile data using data created via interaction with the advertising machine.	*See* Claim 8.
Claim 18	
18. The method of claim **11**, wherein the search results have been sorted based upon the user profile data.	*See* Claim 9.
Claim 19	
19. The method of claim **11**, wherein the search results and the at least one advertisement comprise:	*See* Claim 11.
[a] search results obtained from at least one database that stores network related information; and	*See* Claim 10.
[b] the at least one advertisement was obtained from at least one differing database that stores advertisement information.	*See* Claim 10.
Claim 20	
20. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	*See* Claim 1[preamble].

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[a] a communications interface operable to interface with the data processing device of the user via the communications link;	*See* Claim 1[c].
[b] a database search engine operable to:	*See* Claim 1[d].
[c] receive from the data processing device via the communications interface a search request that includes a search argument; and	*See* Claim 1[c].
[d] search at least one database having data network related information using the search argument to generate search results;	*See* Claim 1[d].
[e] an associative search engine operable to:	*See* Claim 1[e].
[f] create user profile data for the user;	*See* Claim 1[a].
[g] store the user profile data; and	*See* Claim 1[b].
[h] select at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	*See* Claim 1[e].
[i] the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	*See* Claim 1[f].
Claim 21	
21. The advertising	*See* Claim 2.

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machine of claim **20**, wherein the user profile data includes prior purchasing information regarding the user.	
Claim 22	
22. The advertising machine of clam **20**, wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine.	*See* Claim 3.
Claim 23	
23. The advertising machine of claim **20**, wherein the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage.	*See* Claim 4.
Claim 24	
24. The advertising machine of claim **20**, wherein the user profile data is based upon prior search history of the user.	*See* Claim 5.
Claim 25	
25. The advertising machine of claim **20**, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests,	*See* Claim 6.

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and educational interests.	
Claim 26	
26. The advertising machine of claim **20**, wherein the associate search engine is operable to update the user profile data based upon the search argument.	*See* Claim 7.
Claim 28	
28. The advertising machine of claim **20**, wherein the at least one database having data network related information and the advertisement database comprise distinct differing databases.	*See* Claim 10.