

EXHIBIT B

Table B1: Search References

To the extent the references addressed in claim charts A-1 to A-39 does not disclose the limitations identified in each chart citing Table B1, one of ordinary skill in the art would be motivated to combine the references addressed in claim charts A-1 to A-39 with any one or more of the Table B1 references listed below because: it would have yielded predictable results; using the techniques of the Table B1 references would have improved the primary or obviousness references in the same way; and applying the techniques of the Table B1 references to improve primary or obviousness references would have yielded predictable results.

Reference	Disclosure
<p>U.S. Patent No. 6,119,101 (“PECKOVER”)</p>	<p><i>See, e.g.</i>, PECKOVER, 11:20-26: Consumers can launch ongoing searches for products, and the searches can continue even when the consumer is not online. Consumers use search engines that have data that is more up-to-date. Consumers access search engines that are easier to use, especially for non-technical users.</p> <p>PECKOVER, 12:7-8: The system provides results faster than mobile or wandering agents.</p> <p>PECKOVER, 12:13-21: Referring to the fundamental problems of the flow of market information in electronic commerce, the fundamental objects of the system for consumers are: to assist consumers in gathering market information quickly and easily; to protect consumer identity and private information while gathering market information; and to assist consumers in performing ongoing searches.</p> <p>PECKOVER, 14:45-49: Consumers use Decision Agents to gather the information that helps consumers make purchasing and usage decisions. Decision Agents can search for ads meeting various criteria, and order the matching ads according to the consumer’s fs.</p> <p>PECKOVER, 15:22-36: Referring to the left side of the figure, actions of Consumer 20 generate market data. Consumer 20 controls a Consumer Personal Agent 12 that represents the Consumer to the system. The Consumer Personal Agent is capable of creating a</p>

Reference	Disclosure
	<p>Decision Agent 14 to carry out a search, within a Market 18, for products that satisfy certain constraints and preferences. For example, a Consumer might query for the local retailers that carry a certain brand of sports shoes. Decision Agent 14 gathers data without knowing, and therefore without revealing, the identity of the Consumer 20. Both Decision Agent 14 and Market 18 store data about the search. Decision Agent 14 returns a set of product recommendations, which Consumer Personal Agent 12 further filters and orders according to Consumer preferences before presenting to Consumer 20.</p> <p>PECKOVER, 19:65-20:5: Continuing to refer to FIG. 4B, a Decision Composer 74 assists the user in composing queries to be executed by Decision Agents. Decision Composer 74 retrieves a Product Template 174 (described later in conjunction with FIG. 9B) for a particular product from a Market 18 in which the user wishes to search, present instructions to the user for completing Product Template 174 to describe the object of the search, and produces the appropriate query.</p> <p>PECKOVER, 21:15-24 Referring to FIG. 6, a Decision Agent 14 comprises the functional components of: a Unique ID 98, a Personal Agent Reference 100, a Market Reference 102, an Expiry function 104, a Query 106, a Response Manager 108, and a Log function 110.</p> <p>PECKOVER, 21:57-61: A Query 106 describes the product or product category for which to search. Query 106 includes data from Product Template 174 completed by the consumer and relevant data from the consumer's preferences, as assembled by Decision Agent Factory 76 of the consumer's Personal Agent 12.</p> <p>PECKOVER, 21:63-64: A Response Manager 108 receives search results and returns them to the consumer's Personal Agent 12.</p> <p>PECKOVER, 24:3-6: An Immediate Agents function 156 keeps track of Decision Agents 14 that are performing an immediate search. An immediate search is a search that is to be performed and results returned as soon as practical.</p> <p>PECKOVER, 24:23-24: Results from an extended search may be returned periodically</p>

Reference	Disclosure
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during the time that the search remains active.
 PECKOVER, Fig. 1:

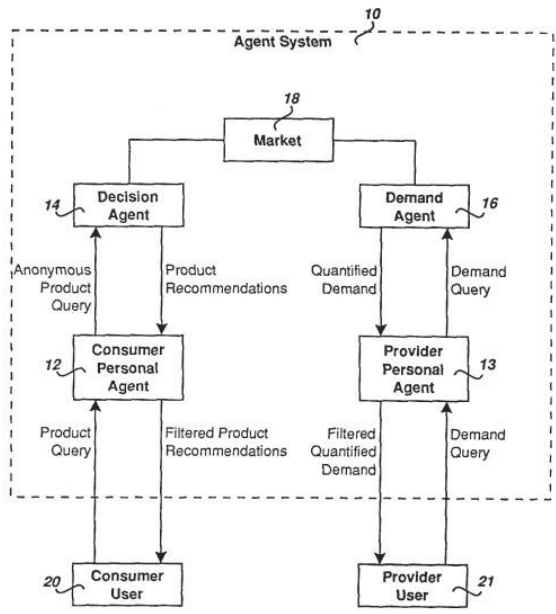


Fig. 1

PECKOVER, Fig. 8C:

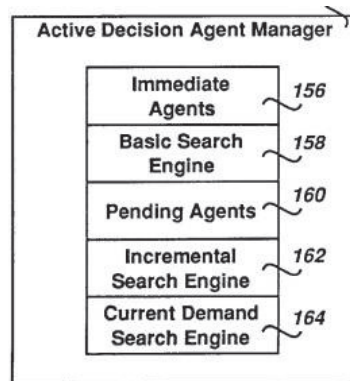
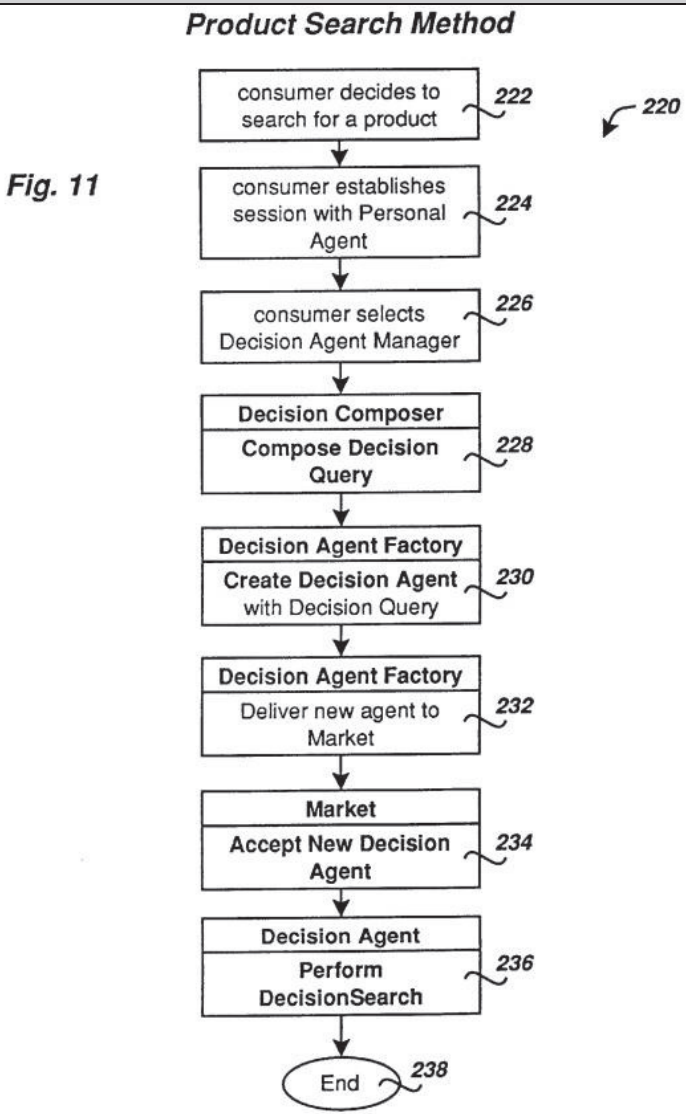


Fig. 8C

PECKOVER, Fig. 11:



PECKOVER, Fig. 40:

Search the Consumer Electronics Market

Need detailed instructions? [Click here](#)

icon

Search for Consumer Electronics

Tell us what you're looking for, and let your Personal Agent immediately search for you!

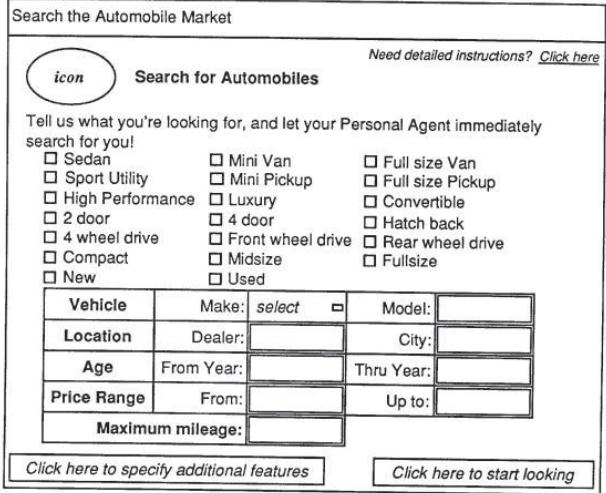
Category

<input type="checkbox"/> TV	<input type="checkbox"/> VCR	<input type="checkbox"/> Laser Disk Player
<input type="checkbox"/> Cassette Player	<input type="checkbox"/> Cassette Recorder	<input type="checkbox"/> Compact Disc Player
<input type="checkbox"/> Complete Stereo System	<input type="checkbox"/> Speakers	
<input type="checkbox"/> Receiver	<input type="checkbox"/> Amplifier	<input type="checkbox"/> Tuner
<input type="checkbox"/> Game Systems	<input type="checkbox"/> Clock Radio	<input type="checkbox"/> Radio
<input type="checkbox"/> Accessories		
<input type="checkbox"/> Component	<input type="checkbox"/> Portable	<input type="checkbox"/> Console

Product	Brand: <input style="width: 80%;" type="text"/>	Model: <input style="width: 80%;" type="text"/>
Location	Merchant: <input style="width: 80%;" type="text"/>	City: <input style="width: 80%;" type="text"/>
Price Range	From: <input style="width: 80%;" type="text"/>	Up to: <input style="width: 80%;" type="text"/>

[Click here to specify additional features](#)
[Click here to start looking](#)

Fig. 40

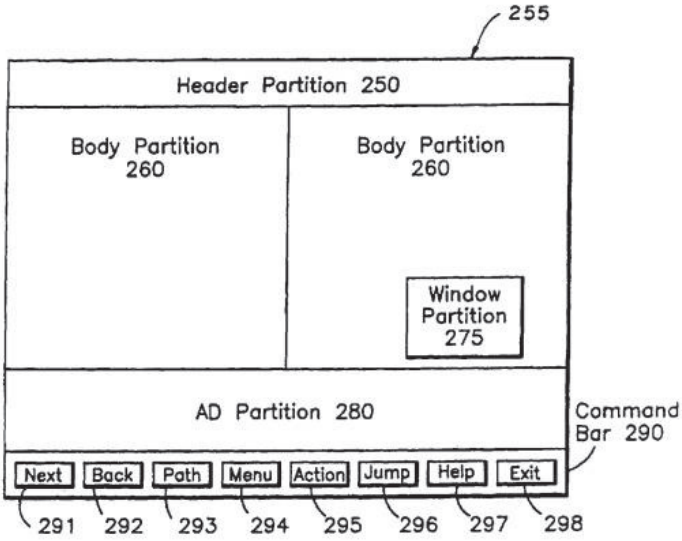
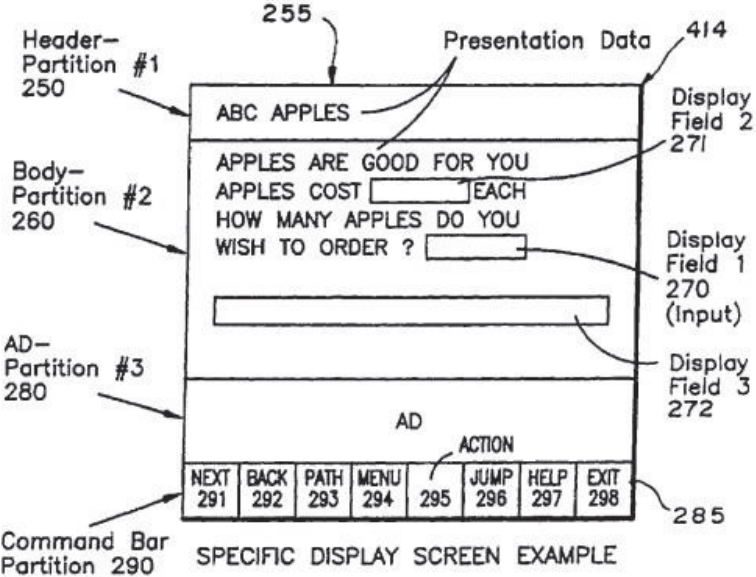
Reference	Disclosure
	<p>PECKOVER, Fig. 41:</p>  <p style="text-align: center;">Fig. 41</p>
<p>Dow Jones Services References</p>	<p><i>See, e.g. Dow Jones unveils new, unique knowledge indexing system (April 17, 1997) (“Dow Jones Interactive Publishing today announced it has developed and implemented a sophisticated automated knowledge indexing system that will allow Dow Jones News/Retrieval(R) subscribers to get highly targeted results from one search in the services Publications Library, a compilation of more than 3,600 authoritative business sources.”); Personal Library Software Announces Release Of Dow Jones News/Retrieval Text Library (June 12, 1995) (“Personal Library Software today announced that Dow Jones News/Retrieval(R) is the latest major online publisher to release a new service using the PLS search engine.”)</i></p>
<p>U.S. Patent No. 5,710,884 (“DEDRICK PATENT”)</p>	<p>DEDRICK PATENT, 11:22-34:</p> <p>In one embodiment, the software tools also provide an interactivity builder to allow the end user to interact with the electronic information. For example, the electronic information may be a content database that is analogous to the “yellow pages” of a phone book. The yellow page content database may contain a plurality of advertisements that can be viewed by the end user. The software tools may allow the publisher to build an object that allows the end user to search the contents of the content database. The software tools may also allow the publisher/advertiser to combine different types of information. For example, the publisher can combine video, audio, graphics, animation and text all within the same unit of electronic information provided to the end user.</p>
<p>U.S. Patent No. 6,374,237 (“REESE”)</p>	<p>REESE, 1:22-30:</p> <p>Search engine servers have been developed to allow a user to transmit a request from a client to retrieve data. Search engines</p>

Reference	Disclosure
	<p>rely on a user formulated query to retrieve data. In this case, a client transmits a request to a search engine server to search content sites (e.g., other servers) on the Internet for information based on user-selected “keywords.” The search engine searches the web and retrieves data that matches the keywords, then transmits the matching data to the client.</p> <p>REESE, 7:47-52: Next, in step 930, the matching server receives a search request that includes a user profile from a client. In step 940, the matching server compares the data in the aggregate database to the user profile supplied by the client. The matching server then delivers the matching data to the client in step 950.</p>
<p><i>Another Search Engine? Hotwired Introduces Hotbot, Powered By Inktomi</i>, PR Newswire, May 20, 1996 (“ANOTHER SEARCH ENGINE”)</p>	<p>See, e.g., ANOTHER SEARCH ENGINE, p. 1: “HotWired Ventures, a premier Internet media company, today introduced HotBot (www.hotbot.com), a unique search engine that indexes and searches every word on the World Wide Web. Powered by Inktomi’s advanced parallel-processing engine, HotBot will change the way people search for and retrieve information on the Internet.”</p> <p>ANOTHER SEARCH ENGINE, p. 1: “The rules of the search engine game have changed. Internet users thought they’d get what they needed from traditional search engines, but they found the result to be thin on content, rigid in context, and often totally irrelevant,” said Andrew Anker, president and CEO of HotWired Ventures. “Our quest to find a better search engine led us to Inktomi. By combining the best technology, the most relevant searches, and an innovative interface, we created HotBot -- a bigger, better, smarter way to search the Web.”</p> <p>ANOTHER SEARCH ENGINE, p. 1: “Most search engines aren’t keeping up with the tremendous growth of the Web. HotBot’s underlying Inktomi engine indexes more than 50 million full-text Web documents plus Usenet and mailing-list archives, and its scalable architecture can match the growth of the Web.”</p> <p>ANOTHER SEARCH ENGINE, p. 2: “HotBot includes a number of unique features. Users can get the most current information quickly, efficiently view and use that information, and interact with the search engine in a personal manner. Daily Updates: The HotBot spider crawls the Web every day, offering users the most current information. Reliable and Fast: HotBot’s fault-tolerant engine reliably delivers query results in seconds, without frequent downtime. Convenient Previews: HotBot allows users to preview documents without leaving the search page, reducing search time. Personal Searching: The HotBot interface allows users to personalize their search engine to fit their own surfing style.”</p> <p>ANOTHER SEARCH ENGINE, p. 2: “HotBot identifies, customizes, and ranks millions of Web documents using an algorithm developed by a</p>

Reference	Disclosure
	<p>team of the world's leading experts in information retrieval. HotBot recognizes that users desire varying levels of information detail, so it allows users to control the amount and type of information searched. The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines.”</p> <p>ANOTHER SEARCH ENGINE, p. 1: Users can perform advanced queries within an interface that closely mirrors the progressive look and feel of HotWired’s site, recognized worldwide as one of the most engaging, innovative sites on the Web.</p> <p>ANOTHER SEARCH ENGINE, p. 2: “Reliable and Fast: HotBot’s fault-tolerant engine reliably delivers query results in seconds, without frequent downtime.”</p> <p>ANOTHER SEARCH ENGINE, p. 2: “ The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines.”</p>
<p><i>The ‘Hottest’ Search Engine,</i>” Business Communications Co., Vol. 3, No. 3, June 1996</p>	<p><i>See, e.g.,</i> THE ‘HOTTEST’ SEARCH ENGINE, p. 1: “HotWired Ventures (520 3rd St., San Francisco, CA 94107) has introduced HotBot (http://www.hotbot.com), a new search engine that indexes and searches every word on the World Wide Web, powered by Inktomi's advanced parallel-processing engine.”</p> <p>THE ‘HOTTEST’ SEARCH ENGINE, p. 1: “HotBot is touted as ‘a bigger, better, smarter way to search the Web.’ It allows users to attain extremely fast, high quality search results without the need to learn complex query languages. HotBot's underlying Inktomi engine indexes more than 50 million full-text Web documents plus Usenet and mailing-list archives, and its scalable architecture can match the growth of the Web. The closest competitor, Alta Vista, currently indexes approximately 30 million Web pages and its traditional, single machine architecture is limiting their ability to grow.”</p> <p>THE ‘HOTTEST’ SEARCH ENGINE, p. 1: “The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines. HotBot can also be reached by clicking on the HotBot icon on HotWired (http://www.hotwired.com).”</p> <p>THE ‘HOTTEST’ SEARCH ENGINE, p. 1: “It allows users to attain extremely fast, high quality search results without the need to learn complex query languages.”</p>
<p>U.S. Patent No. 7,072,849 (“FILEPP”)</p>	<p><i>See, e.g.,</i> FILEPP, 8:21-24: Messages are information provided by the user or the network and are used in fields defined within the constructs of an object, and are seen on the user’s RS monitor 412, or are used for data processing at RS 400.</p> <p>FILEPP, 15:52-57:</p>

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	<p data-bbox="618 233 1422 443">Further, DIA provides common data structure between applications run at RS 400 units and applications that may be run on external computer networks; e.g. Dow Jones Services, accessed through gateway 210. As well, DIA provides support for utility sessions between backbone applications run within network 10.</p> <p data-bbox="524 453 789 485">FILEPP, 20:59-21:18:</p> <p data-bbox="618 491 1433 1398">The Jump command 296 as seen in FIG. 3a, can be selected, by the user from command bar 290. When Jump command 296 is selected, a window partition 275 is opened. In window 275, the user is presented and may select from a variety of displayed options that include among others, the Directory command, the Index command, and the Guide command, which when selected, have the effect noted above. Additionally, the user can select a command termed Viewpath which will presents the keywords that currently make up the list of keywords associated with the user's Path command, and from which list the user can select a desired keyword. Still further, and with reference FIG. 11, which shows the sequence where a user offers a term to identify a subject of interest, the user may enter a keyword at display field 270 within window partition 275 as a "best guess" of the mnemonic character string that is assigned to a partitioned application the user desires (e.g., the user may input such english words as "news," "pet food," "games," etcetera). Where the user enters a character string it is displayed in field 270, and then searched by RS 400 native code (discussed below) against the sequence sets above noted to identify the object-id for the appropriate table of keywords (not shown) that RS 400 may request from host 205. While as noted above, a table may include 10 to 20 keywords, in the preferred embodiment, for the sake of speed and convenience, a typical keyword table includes approximately 12 keywords.</p> <p data-bbox="524 1409 748 1440">FILEPP, 21:35-49:</p> <p data-bbox="618 1446 1425 1873">If after selecting the Jump command, the user selects the Index command, RS 400 will retrieve the keyword table residing at RS 400, and will again build a page with initialized, cursorable fields of keywords. The table fetched upon invoking the Index command will be comprised of alphabetic keywords that occur within the range of the keywords associated with the page template object (PTO) from which the user invoked the Index command. As discussed above, the user may select to navigate to any of this range of PTOs by selecting the relevant keyword from the display. Alternatively, the user can, thereafter, select another range of alphabetical keywords by entering an appropriate character string in a screen field provided or move</p>

Reference	Disclosure
	<p>forward or backward in the collection by selecting the corresponding option.</p> <p>FILEPP, 21:50-64: By selecting the Directory command, RS 400 can be caused to fetch a table of keywords, grouped by categories, to which the PTO of the current partitioned application (as specified by the object set field 630 of the current PEO) belongs. Particularly, by selecting the Directory command, RS 400, is causes to displays a series of screens each of which contains alphabetically arranged general subject categories from which the user may select. Following selection of a category, a series of keywords associated with the specified category are displayed in further screens together with descriptive statements about the application associated with the keywords. Thereafter, the user can, in the manner previously discussed with regard to the Index command, select from and navigate to the PTOs of keywords which are related to the present page set by subject.</p> <p>FILEPP, 21:65-22:21: The Guide command provides a navigation method related to a hierarchical organization of applications provided on network 10, and are described by a series of sequentially presented overlaying windows of a type known in the art, each of which presents an increasing degree of detail for a particular subject area, terminating in a final window that gives keywords associated with the relevant applications. The Guide command makes use of the keyword segment which describes the location of the PTO in a hierarchy (referred to, in the preferred embodiment, as the "BFD," or Building-Floor-Department) as well as an associated keyword character string. The BFD describes the set of menus that are to be displayed on the screen as the sequence of pop-up windows. The Guide command may be invoked by requesting it from the Jump window described above, or by selecting the Menu command on Command Bar 290. As noted above, in the case of the Guide command, the PTO and object-ids for the application entry screen are directly associated with the graphic of the keyword presented in the final pop-up window. This enables direct access of the application entry screen without need to access the sequence set and keyword table, and thus, reduces response time by reducing the number of objects that must be processed at RS 400.</p> <p>FILEPP, Fig. 3a:</p>

Reference	Disclosure
	 <p style="text-align: center;">FIG. 3a</p> <p>FILEPP, Fig. 3b:</p>  <p style="text-align: center;">FIG. 3b</p>
Knoblock, Craig; "Searching the World Wide Web," in IEEE	See e.g., KNOBLOCK, "SEARCHING THE WORLD WIDE WEB," IEEE EXPERT ¹ , at 8 ("the Lycos search engine comprises the Lycos Catalog of the Internet and the Pursuit retrieval program); <i>id.</i> ("In July 1994, its developer added the Pursuit retrieval engine to allow user searching

¹ References to Knoblock are to Knoblock, Craig; "Searching the World Wide Web," in IEEE Expert.

Reference	Disclosure
Expert. (“KNOBLOCK”)	of the Lycos catalog.”); <i>id.</i> at 10 (“the final step is to process queries from individual users and to return lists of links to matching documents.”)
<p><i>World Wide Searching for Dummies</i>, by Brad Hill, IDG Books Worldwide, 1996. (“DUMMIES”)</p>	<p>See e.g., DUMMIES, CHAPTER 5 (describing how Yahoo!’s search engine operates); <i>id.</i>, p. 78 (“You can begin searching with Yahoo! with just three simple steps: 1. Go to the main Yahoo! Web page (see Figure 5-1) by entering this URL in your Web browser: http://www.Yahoo.com/ . . . 2. Type a keyword, or more than one, in the Search form. 3. Click on the Search button next to the keyword form. . . . Within a second or two, a new page (called Search Results) appears on your screen, displaying (Surprise!) the search results. . . . Yahoo! deluges you with only 25 results per page.”); <i>id.</i>, p. 85 (“The best place to begin a keyword search in Lycos is at the Lycos directory, called a2z (see Figure 6-1). To begin using Lycos keyword searches right away, you need to follow a few basic steps: 1. Direct your Web browser to the a2z page by using the URL shown previously. 2. Type a keyword, or more than one, in the Find box. Click on the Go Get It button.”); <i>id.</i> (“After you click on the Go Get It button, Lycos searches the default database—the Lycos catalog database. In a few seconds, you see the results page, which displays links to all the sides that match your keywords.”); <i>id.</i>, p. 99 (“Use more keywords. If you’re looking for sites about cars, add the names of the actual automobile models, manufacturers, and years. Use the match all terms (AND) Search option. Combined with more keywords, this option narrows the results drastically.”); <i>id.</i>, p. 101 (“Enter the Excite search engine, offering a blissful promise: Just tell it in plain English what you want, and it will find it for you.”); <i>id.</i>, p. 102-103 (“The Excite home page is the starting point for concept-based Web searches. You get there by entering this URL into your Web browser: http://www.excite.com/. . . 1. Place your cursor in the keyword form and click once. 2. Type either a single keyword, more than one keyword, or a simple phrase describing what you want to find. . . 3. Click on the Search button, which is next to the keyword form.”); <i>id.</i>, p. 102 (“A few seconds after you click on the Search button, you see the Query Results page, which lists your hits (see Figure 7-2). At this point, Excite has found Web sites that match any one (or more) of your keywords. Excite presents the sites that match your keywords in the order that the Excite search engine determines is most useful.”); <i>id.</i>, p. 104 (“You can have Excite sort the Query Results page in two ways: Sort by confidence: This setting is the default. Your first search will sort the results this way, with the most confident links (presumably the most relevant and useful) at the top. What does <i>confidence</i> mean, exactly? Excite has a certain amount of confidence in the matches it gives you, based on how many of your keywords it matches, how many times each word is matched, and</p>

Reference	Disclosure
	<p>other criteria known only to Excite. . . . Sort by site: When you choose this option, the confidence rating scheme is scrapped in favor of listing the matched Web sites in a directory style. Individual Web page links are grouped under the home page to which they belong (see Figure 7-3). In this fashion, you can see at a glance when multiple links all belong to a single, inclusive site.”); <i>id.</i>, p. 106 (“Even though Excite features its ability to understand phrase concepts and search on them, it also accepts run-of-the-mill keywords. The default setting is to search by concept. Change this setting by clicking on the small arrow next to the second search option, and selecting the by keyword option. Excite will then take a more literal approach to the words you enter.”); <i>id.</i>, p. 155-158 (describing how WebCrawler’s search engine operates.); <i>id.</i>, p. 155-156: “Above the keyword search form are two other forms that give you some choice in how the results are presented: . . . Summaries or titles . . . Number of hits. . .”)</p>
<p>WO9721183to Naqvi (“NAQVI WO”)</p>	<p><i>See, e.g.,</i> NAQVI WO² 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)”</p> <p>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.”</p> <p>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.”</p> <p>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</p>

² References to “NAQVI WO” are to WO9721183 to Naqvi et al. .

Reference	Disclosure
	<p>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.</p> <p>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.”</p> <p>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</p>

Reference	Disclosure
	<p>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.”</p> <p>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.</p> <p>...</p> <p>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) .</p> <p>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,</p>

Reference	Disclosure
	<p>adorned with certain relevant advertisements, and then 15 shown to the users.”</p> <p>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.”</p> <p>NAQVI WO at Claims 1, 2, 4</p> <p>Figures 1, 2, 7, 8B, 10, 11 (and associated text)</p>
<p>U.S. Patent No. 5,901,287 to Bull et al. (“BULL”)</p>	<p>BULL at Col. 3 - “The user is presented with a variety of search, display and output options. The search options include: 1) Search using keywords or combinations; 2) Use of complex software text search agents that have been predefined by the information aggregation and synthesization system site operators. These agents take advantage of the expansive subject matter expertise in understanding which search parameters will best serve the user’s search needs; 3) Use of search patterns and agents from this user’s previous sessions, perhaps expanded by available specials and promotions; 4) Natural Language Query; and 5) Some combination of 1), 2), 3) and 4). During a user session or when a user completes a session, the user’s looking activity is analyzed for patterns, preferences and trends and the profile annotated or updated so that when they next use the information aggregation and synthesization system, the nominated searches will be customized to their individual desires.”</p> <p>BULL at Col. 6 – “A theme or definition of a class of information (e.g., central California travel and tourism or new automobiles) is identified. Data sources (Local DataStores (500 . . . N) and Network Accessible DataStores (300 . . . N)) are screened for relevance, quality of information and appropriateness (or may be included de facto based on their title or description). These are indexed using a text indexing software tool 2981 and the indices stored on the system index DataStore 220. An initial set of Preestablished Software Text Agents are</p>

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	<p>defined. These agents are words or combinations of words that form a word based search pattern. This initial set of agents is relevant to the searches that might be performed against the class of information that was indexed. (i.e., Agents about automobiles would be developed to search a class of indexed information about new cars). These are stored in the Preestablished Software Text Agent DataStore 231. The System 200 uses any multipurpose computer central processing units with the ability to handle multiple inputs and outputs with the necessary hard disk storage and to run World Wide Web (WWW) or other network server software.”</p> <p>BULL at Col. 7-8 – “The user is also presented with browsing options based on: activity from a previous session in the browsing activity datastore 240; predeveloped software text agents and personalized software text agents (developed in the Post Session Activity) stored in the Personal Search Text Agent DataStore 232; or combinations of all as well as situational opportunities developed by the user greeting subsystem 291. The user selects the search options to be used (or simply enters search criteria directly). This search criteria is used to search the index datastore 220 and a list of data sources is presented to the user for selection. The user indicates the information to be viewed. The user will also be presented with options to refine his search through the altering of search agent criteria (Search Reduction System 293).”</p> <p>BULL at Col. 12 – “Certain criteria will be entered which delineates a pattern that is requested to be monitored. When this pattern is seen (or is in close match) in the user’s WWW activity, the insertion mechanism is activated. If a certain web page is requested, the present invention will display a particular advertisement. The ad will be inserted based on the content of the existing web page being read. An analysis of the text stream of the user’s interactive session will be performed online. When certain text patterns are observed (or close matches are observed), an advertisement is inserted into the display. The advertising may be static or connected to the advertiser’s computer datastore which designates specific ads or coupons based on the pattern match and other conditions which may be required. The software agent criteria is entered by the merchant in the agent data store 230 which delineates a pattern that needs to be monitored.</p> <p>As an example, if the user accesses web pages for</p>

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	<p>“Holiday Inns on the West Coast”, the insertion mechanism Would be established to automatically insert ads for “Hilton Inns on the West Coast.””</p> <p>BULL at Figs. 1 - 7 (and associated text)</p>
HealthGate	<p>BUSINESS WIRE at 2 - “After entering a query, HealthGate's search engine will display to users the most relevant titles of articles.”</p>
InfoSeek	<p>QUINT³ at 1: Identifying InfoSeek as a search engine.</p> <p>QUINT at 1: “InfoSeek Search, introduced in February 1995, offers subscribers full-text searching of over 400,000 pages on the World Wide Web (WWW), the last four weeks of over 10,000 Usenet newsgroups, articles from over 100 computer publications, and articles from the major wire services. InfoSeek also has databases of health articles, book and movie reviews, and technical support information.”</p> <p>QUINT at 3: “Kirsch: We have several databases, one in each subject area. We do that for reasons of usability, speed, and superior precision/recall. Our WWW collection contains 1.5 bytes of data and it's currently the largest collection of WWW pages on the Net. Our Usenet collection has over 4,000,000 articles and it's also the largest single collection of searchable information about the Internet and computer-related topics.”</p> <p>PRNEWS⁴ at 1: “Major engines—including Alta Vista, Excite, Infoseek, Lycos, Yahoo! and WebCrawler—use a dataset indexed by the spider to provide a set of related sites.”</p> <p>FROOK⁵ at 1: “These advertisements work by delivering a sales pitch along with the results of a key-word search on a search engine. For example, a user searching under the subject "cars" might receive a Web ad for Genetal Motors Corp. or Chrysler Corp., while a search for</p>

³ References to QUINT are to Barbara Quint, “An Internet ‘virtual library’ builder: Steve Kirsch, president, CEO, InfoSeek Corporation,” Business & Company Resource Center (July-Aug 1995).

⁴ References to PRNews are to PRNews, “Make Sure Search Engines Find Your Site,” May 6, 1996.

⁵ References to Frook are to John Evan Frook, “Web marketing push,” Communications Week (Oct. 9, 1995)

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	modems might deliver an ad for online computer superstore NECX Direct.
Open Text Index	<p>CNET⁶ - "Open Text is offering to help those publishers by allowing them premium slots in its search engine without requiring them to buy more expensive advertising banners. Under the company's Preferred Listing [http://www.opentext.com/omw/preferred_c.html] service, a merchant that sells personal computers online, for example, could ensure that its Web site appears as the top listing in searches for the terms <i>PC</i> and <i>computer</i>."</p> <p>FAIN⁷ - "Paid search reconciled this dilemma by tying the search engine's revenue to the act of transferring the user to an advertiser's site. In 1996, the search engine Open Text briefly offered <i>preferred listings</i>, in which sites would pay to be inserted into the search result set for particular keywords."</p> <p>WWW SEARCHING FOR DUMMIES⁸ at 109-118 – The Open Text Web searching site is aptly named, because it treats the entire World Wide Web like a gigantic cauldron of words. With the Open Text tools, you can search the Web for keywords as if it were a single immense text file. Open Text also shows that it has some smarts: It allows you to refine your search by narrowing it to certain portions of Web sites, such as the summaries, titles, or URLs. That feature may seem like Nobel-quality intelligence, but it sure comes in handy when you're trying to find the perfect <i>Star Trek</i> site (which is a big concern for most Nobel laureates).</p> <p>Power and friendliness are nicely blended in Open Text. You can use keyword operators, but you don't have to know much about them -- the system makes it all clear with drop-down lists that are built into its Web page. All in all, Open Text has emerged as a major searching service. Just keep reading along to find out how to use it. . . ."</p>
"Make Sure Search	PR NEWS at 1: "a Web user looking for Time Warner Inc.'s home page

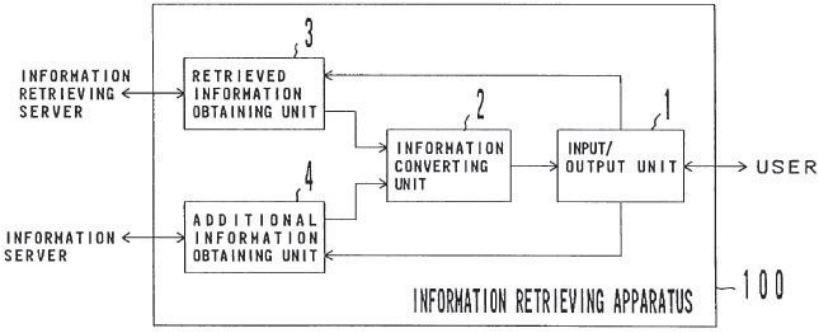
⁶ CNET refers to "Engine sells results, draws fire," CNET (June 21, 1996)

⁷ Fain refers to Daniel C. Fain and Jan O. Pedersen, "Sponsored Search: A Brief History," Bulletin of the American Society for Information Science and Technology (Dec./Jan. 2006)

⁸ WWW Searching for Dummies shall refer to Brad Hill, "World Wide Web Searching for Dummies," IDG Books Worldwide, Inc. (1996)

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<p>Engines Find Your Site,” PR News, May 6, 1996 (“PR NEWS”)</p>	<p>by entering the query term 'Time Warner' in a search engine may find the right site buried beneath many other sites”</p> <p><i>Id.</i> at 1: “Time Warner could thus ensure that anyone who enters the term ‘Time Warner’ will see its home page or ad at the top of the search results.”</p> <p><i>See also, e.g.</i> PRNEWS (“Major engines—including Alta Vista, Excite, Infoseek, Lycos, Yahoo! and WebCrawler—use a dataset indexed by the spider to provide a set of related sites.”); <i>id.</i>, (“...users must learn more about query techniques to define a search. Alta Vista and WebCrawler offer their users tips on searching.”); <i>id.</i> (“[S]earch engines like WebCrawler and InfoSeek use ‘spiders’ or ‘robots’ to index the Web. These programs automatically search the Web by indexing one page and then indexing all documents that are hyperlinked to it.”)</p>
<p>“Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser,” <i>Computer Networks and ISDN Systems</i>, Vol. 28, Nos. 7-11, pp. 1493-1499 (May 1996), available at http://www.ra.ethz.ch/CDStore/www5/www370/overview.htm (“KOHDA ’96”)</p>	<p>KOHDA ’96, §1: “An advertising agent is placed between the advertisers and the users. Advertisements fetched from advertisers' Web servers are merged with Web pages from ordinary Web servers by the agent, and the merged pages are displayed on the users' Web browser. Thus, the users see advertisements on any server around on the Internet. Moreover the agent has chances to deliver appropriate advertisements which suit each user's taste.”</p> <p><i>Id.</i>, §2.2: “When a user clicks an anchor on a page displayed on the browser, the browser contacts the Web server and returns a Web page designated by the anchor. Simultaneously, the browser contacts the advertising agent's Web server. The agent's Web server returns a Web page of one of its advertisements. Then the browser merges those returned Web pages, and displays a composite page on the screen.”</p> <p><i>Id.</i>, §3.1: “At invocation, environment information is passed to each filter program as invocation parameters. The environment information includes at least the identity of the user and information about the selected anchor. The contents of a Web page designated by the anchor are input into the pipe of filters, and the output from the pipe is displayed on the browser's window as an HTML document.”</p> <p><i>Id.</i>, §3.2: “The filter keeps in memory the contact path (URL) to the agent's Web server. When it is invoked, it forwards the invocation parameters passed from the browser to the agent's Web server, and waits for a reply.”</p>

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<p>Kohda U.S. Patent No. 7,136,853 to Kohda et al. (“KOHDA ’853”)</p>	<p>KOHDA ’853 at 4:32-42: “The information providing method according to the present invention is used to provide information through an information communications network, and comprises the steps of receiving the first information from a contract user through the information communications network; selecting a piece of advertising information from among plural pieces of stored advertising information according to the first information; and transmitting the selected advertising information to the user through the information communications network.”</p> <p><i>Id.</i> at 15:30-45: “In response to the [user] request, the information retrieving server 101, which is a WWW server, retrieves its own information and transmits the retrieved information 106 specified by the information retrieving apparatus 100 to the information retrieving apparatus 100 in the format of an HTML document. ... Then, after a request to obtain the above described retrieved information, the advertising function 104 in the information retrieving apparatus 100 requests the information server 102 specified by the information server specifying unit 42 to retrieve the additional information specified by the additional information specifying unit 42.”</p> <p>KOHDA ’853 at 6:37-42: “When retrieved information acquisition data is input to an input/output unit 1 in the information retrieving apparatus 100, the retrieved information obtaining unit 3 obtains object retrieved information from an information retrieving server according to corresponding retrieved information acquisition data.”</p> <p>KOHDA ’853 at 6:56 to 7:3: “The user inputs data for use in obtaining requested retrieved information (for example, articles from a newspaper relating to a specified item) through the input/output unit 1. Then, the information retrieving apparatus 100 obtains the retrieved information from the information retrieving server through the retrieved information obtaining unit 3, automatically obtains additional information such as advertising information from the information server through the additional information obtaining unit 4, incorporates the obtained information into the retrieved information obtained from the information converting unit 2, and outputs the result on a display unit.”</p> <p><i>Id.</i> at 9:19-42: “The retrieval condition input unit 11 is used to input data when the user requests to retrieve data and obtains retrieved information. ... The retrieval conditioning input unit 11 can be a text input devices such as a keyboard, etc. In this case, the user inputs the data to the retrieval condition input unit 11 by directly inputting the data using a keyboard, etc.”</p>

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	<p><i>Id.</i> at 6:56 to 7:3: “The user inputs data for use in obtaining requested retrieved information (for example, articles from a newspaper relating to a specified item) through the input/output unit 1. Then, the information retrieving apparatus 100 obtains the retrieved information from the information retrieving server through the retrieved information obtaining unit 3, automatically obtains additional information such as advertising information from the information server through the additional information obtaining unit 4, incorporates the obtained information into the retrieved information obtained from the information converting unit 2, and outputs the result on a display unit.”</p> <p>Fig. 1:</p>  <p style="text-align: center;">FIG. 1</p>
<p>Fox, et al., “Users, User Interfaces, and Objects: Envision, a Digital Library,” <i>Journal of the American Society for Information Science</i>, 44(8):480-491, 1993 (“FOX 1993”)</p>	<p>FOX 1993, p. 484 (“The Envision user interface will run as a client process on a user’s desktop computer, communicating with the Envision retrieval system via network.”); <i>id.</i>, (“Our interface specification calls for separate windows or groups of windows for each of the major phases or types of interaction with the Envision system. These include: Query window (with four query fields and a query history); Search Results Windows (Graphic View, Item Summary, Item Preview); and Browsers.”); <i>id.</i>, p. 484-85: “The Query Window has two categories of use: New queries are created and searches performed from this window.”); <i>id.</i>, p. 485 “The Query Window offers a user three ways to create new queries: By entering document descriptors in four new query fields for authors, title words, words related to content, and words found in other parts of the document as specified by a pop-up menu labeled ‘Special Query.’ By editing earlier queries. By combining results of previously completed searches, using set operations.”); <i>id.</i>, p. 485 (“When creating a new query or editing an old one, the user may make changes in addition to or instead of simply editing the text in the four fields. Other options</p>

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	include changing the matching types (explained further below) used for each field, changing the relationship among fields, and changing filters that restrict search results.”); <i>id.</i> , p. 487 (“Central to the search results display design is the concept of viewing each document (item) as a node within the Envision database graph and representing the document graphically as an icon. Results of a search are presented in a Graphic View Window as a scatterplot of icons.”)
Fox, Chen, and France, “Integrating Search and Retrieval with Hypertext”, 1991. (“FOX 1991”)	<i>See e.g.</i> , FOX 1991, p. 333 (“In the area of library information retrieval, the Z39.50 standard has been developed so that a user of one library system can cause that system to have a query processed on another system, and then indirectly receive the search results.”); <i>id.</i> , p. 339 (“Many people are familiar with keyword-based search approaches . . . , in which the reader searches for a particular string of characters in a database or uses entries from a <i>controlled</i> vocabulary for searching.”)
“Short History of Early Search Engines,” available at www.thehistoryofseo.com/The-Industry/Short_History_of_Early_Search_Engines.aspx . (SHORT HISTORY)	<i>See e.g.</i> , SHORT HISTORY (identifying search engines)
Pinkerton, “Finding What People Want: Experiences with the WebCrawler”, Second International WWW Conference, 1994. (PINKERTON)	PINKERTON, ABSTRACT (“The WebCrawler indexes both document titles and document content using a vector space model. Users can issue queries directly to the pre-computed index or to a search program that explores new documents in real time. The database the WebCrawler builds is available through a search page on the Web.”); <i>id.</i> , p. 2 (“Users . . . can run the WebCrawler client itself, automatically searching the Web on their own”); <i>id.</i> , p. 4 (“To find an initial list of similar documents, the WebCrawler runs the user’s query against its index.”); <i>id.</i> , p. 5 (“Users enter keywords as their query, and the titles and URLs of documents containing some or all of those words are retrieved from the index and presented to the user as an ordered list sorted by relevance.”)
“Search-Engine Advertising; Web Marketing Push” by John Evan Froom in <i>Communications Week</i> , October 9, 1995. (FROOM)	<i>See e.g.</i> , FROOM, p. IA11 (describing Yahoo! as a search engine.); <i>id.</i> (“Yahoo Corp. unveiled an alliance with Open Text Corp. to add search functions to its Internet directory.”)
“What Hath Yahoo Wrought,” by John W.	<i>See e.g.</i> , VERITY (identifying search engines)

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Verity, <i>Bloomberg Businessweek</i> , February 11, 1996 (VERITY)	
Sullivan, "Where Are They Now? Search Engines We've Known and Loved," available at http://searchenginewatch.com/article/2064954/Where-Are-They-Now-Search_Engines-Wev.. (SULLIVAN)	See e.g., SULLIVAN (identifying search engines)
<i>The Internet Advertising Report</i> , Mary Meeker, Morgan Stanley, December 1996 ("MEEKER")	MEEKER at 6-6: "Search engines, by definition, use text input by users to conduct searches of relevant content on the Web. Since advertisements are displayed along with the search results, these companies allow advertisers to buy "key words," which display the advertiser's banner when a user searches for the word purchased. It follows that the word or words purchased are generally related in some way to the advertiser's products or services. Infoseek and Yahoo! charge \$1,000 per month per keyword, and based on a target of 20,000 impressions, this would yield a CPM of \$50. For example, Figure 6-3 shows how the results of a search for the word "router" yielded a typical list of sites but also netted an advertisement for Cabletron Systems (a maker of switches, considered an alternative to routers). In fact, any time this word was searched for, the same ad came up. A search for "hub" consistently resulted in a different ad for the same company. (Yes, we searched for "beer," and each time we got a Miller Genuine Draft ad.)"
Rick Dedrick, <i>Interactive Electronic Advertising</i> , IEEE 1994 ("DEDRICK 1994")	See e.g., DEDRICK 1994, p. 59 ("All consumers having access to the local electronic yellow pages can search these yellow pages . . ."); <i>id.</i> , p. 60: "Other included data may include key words and other variables used by consumption agents to go out on the network and find both electronic content and electronic advertisements that have a certain "hit-rate" when matched against a consumer's profile."); <i>id.</i> ("Acting upon the consumer's personal profile data, an agent might send out queries to electronic yellow pages service providers, either locally or with a wider scope of interest.")
Rick Dedrick, <i>A Consumption Model for Targeted Electronic Advertising</i> , IEEE 1995 ("DEDRICK 1995")	See e.g., DEDRICK 1995, p. 44 ("All consumers having access to the local electronic yellow pages can search these yellow pages . . ."); <i>id.</i> , p. 46 ("Acting upon the consumer's personal profile data, an agent might send out queries to electronic yellow pages service providers, either locally or with a wider scope of interest.")
Katherine Gallagher and Jeffrey Parsons, <i>A</i>	See e.g., GALLAGHER, p. 2 ("In this paper, we restrict our discussion to banner advertising that appears in the course of users' browsing and

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<p><i>Framework for Targeting Banner Advertising on the Internet</i>, Proceedings of the Thirtieth Annual Hawaii International Conference on System Sciences, 1997 IEEE (“GALLAGHER”)</p>	<p>searching activities on information services, such as Yahoo! (http://www.yahoo.com) and Excite (http://www.yahoo.com), that provide an entry point to Internet resources.”)</p>