

APPENDIX A:

JOINT CLAIM CONSTRUCTION CHART FOR U.S. PATENT NO. 7,236,969

Asserted Claims (Disputed terms in bold)	Terms for Construction (claims and patents in which term appears)	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
Claim 1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of: receiving, from the user , a search request including a search argument corresponding to the desired information; searching, based upon the received search argument, a first database having data network related information to generate search results ; correlating the received search argument to a particular	“user” ’969 (1-6, 8-13, 17-23) ’245 (1, 3, 5-9, 16-17) ’970 (1, 4, 10, 12, 17, 20, 26, 28, 33, 37, 45) ’178 (1, 8-10, 12, 17, 18) ’183 (1, 7, 8, 9, 20) ’883 (1-10, 20-25)	a person or individual operating a data processing device	a person using or operating a computer	
	“search request” ¹ (all claims)	[Agreed]	[Agreed]	the request submitted to a search engine comprising at least a search argument
	“search argument” / “the received search argument” ’969 (1, 2, 3, 8, 9, 14, 17, 18, 22, 23) ’245 (1, 9) ’970 (1, 8, 10, 15, 17, 24, 26, 31, 33, 39, 41, 47) ’178 (1, 5, 12, 14) ’183 (1, 9)	the text or strings received from the data processing device	the text entered by the user and submitted to the search engine	

¹ “Search request” is found in nearly all claims but for brevity’s sake is only mentioned in Claim 1 of the ’969 Patent.

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advertisement in a second database having advertisement related information ; and providing the search results together with the particular advertisement to the user.	’883 (1, 7, 10, 20)			
	“database” ’969 (1, 8, 14, 17, 22) ’245 (1, 9, 17) ’970 (1, 5, 8, 10, 13, 15, 17, 21, 24, 26, 29, 31, 33, 39, 41) ’178 (1) ’183 (1) ’883 (1, 3, 10, 20, 22, 28)	an organized collection of data stored on one or more computers	an organized collection of data stored on a computer storage medium	
	“data network related information” ’969 (1, 8, 17, 22) ’883 (1, 10, 20, 28)	Plain and ordinary meaning. In the alternative, “information derived from a data network used to generate search results”	information from the data network being searched	
	“search result[s]” ’969 (1, 4, 6, 8, 11, 13, 17, 20, 22) ’245 (1, 3, 8, 9, 17) ’970 (1, 10, 14, 17, 23, 26, 30, 33, 38, 41, 46) ’178 (1, 10, 12) ’183 (1, 5, 9) ’883 (1, 9, 10, 20)	Plain and ordinary meaning. Alternatively, “the set of results the user receives from a search engine after submitting a search argument.”	a page of WWW site locations matching the search argument	

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	<p>“advertisement”/ “particular advertisement” ’969 (1, 2, 6, 8, 9, 13, 14, 17, 18, 22, 23) ’245 (1, 9) ’970 (1, 3-5, 8, 10, 11-15, 17, 19-24, 26-31, 33, 34, 36-39, 41, 42, 44-47) ’178 (1, 7-9, 12, 16-18) ’183 (1, 2, 5, 8-10, 11, 13-15, 18) ’883 (1, 10, 20, 28)</p>	<p>a relevant advertisement from a plurality of possible advertisements</p>	<p>“particular advertisement” should be construed as: advertisement that is closest to the need of the user</p>	
	<p>“[correlating/correlates] the received search argument to a particular advertisement” ’969 (1, 2, 8, 14, 17, 22)</p>	<p>identifying a relevant advertisement from a plurality of possible advertisements based on the received search argument</p>	<p>“correlating” should be construed as: matching construction of the disputed constituent terms of “[correlating/correlates] the received search argument to a particular advertisement” is sufficient</p>	
	<p>“advertisement database” / “database having advertisement information”</p>	<p>database of advertisements or advertisement-related information</p>	<p>a database [as defined] of products or services with corresponding advertisements</p>	

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	’969 (1, 8, 17, 22) ’245 (1, 9) ’970 (1, 5, 8, 10, 13, 15, 17, 21, 24, 26, 29, 31) ’178 (1) ’183 (1) ’883 (1, 10, 20, 28)			
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 .	“[correlating/correlates] the received search argument to a particular advertisement”	See claim 1.	See claim 1.	
	“advertisement”/ “particular advertisement”	See claim 1.	See claim 1.	
	“search argument” / “the received search argument”	See claim 1.	See claim 1.	
	“[the] user profile data” ’969 (2-5, 9-12, 18-21, 23) ’178 (9, 10) ’183 (7, 20) ’883 (1-10, 20-25, 28)	data in a profile about the user	data in the profile about the user	
3. A method as claimed in claim 2, wherein the user profile data includes selections of	“user”	See claim 1.	See claim 1.	
	“search argument” / “the received search	See claim 1.	See claim 1.	

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the user from previous search arguments.	argument”			
	“[the] user profile data”	See claim 2.	See claim 2.	
4. A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.	“user”	See claim 1.	See claim 1.	
	“[the] user profile data”	See claim 2.	See claim 2.	
	“search result[s]”	See claim 1.	See claim 1.	
5. A method as claimed in claim 4, wherein the user profile data includes user specified preferences.	“[the] user profile data”	See claim 2.	See claim 2.	
	“user specified preferences” '969 (5, 12, 21)	data regarding a user’s preferences specified by the user	preferences specified by the user, not the user’s search arguments	
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.	“search result[s]”	See claim 1.	See claim 1.	
	“advertisement”/ “particular advertisement”	See claim 1.	See claim 1.	
	“user”	See claim 1.	See claim 1.	
	Display[ed/ing] '969 (6, 13) '178 (12) '183 (1, 2, 5-15, 18, 20)	[Agreed]	[Agreed]	Show[n/ing] visually

Asserted Claims (Disputed terms in bold)	Terms for Construction (claims and patents in which term appears)	Rockstar's Proposed Construction	Google's Proposed Construction	Court's Construction
	<p>“data processing device [of a/the user]”</p> <p>'969 (6, 13) '245 (1, 5, 8, 9, 17) '970 (1, 3, 10, 11, 14, 17, 19, 23, 26, 27, 30, 33, 34, 36, 41, 42, 44) '178 (1, 8, 12) '183 (1, 5, 8, 9) '883 (1, 4, 8, 20, 23)</p>	<p>a device [of a/the user] supporting functionality for communications over the Internet</p>	<p>a desktop computer, such as a PC or a Macintosh, executing a browser</p>	
<p>8. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of: receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information; searching, by the server computer based upon the received search</p>	<p>“server/[the] server computer”</p> <p>'969 (8, 17, 22) '970 (33, 34-39, 41, 42-45, 47)</p>	<p>a computer that provides services to a client computer</p>	<p>a computer that provides services to client programs on end user's computers</p>	
	<p>“user”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	
	<p>“search argument” / “the received search argument”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	
	<p>“database”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	

Asserted Claims (Disputed terms in bold)	Terms for Construction (claims and patents in which term appears)	Rockstar's Proposed Construction	Google's Proposed Construction	Court's Construction
<p>argument, a first database to generate search results, the first database having data network related information and being contained on the server computer; 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 providing the search results together with the particular advertisement to the user.</p>	<p>“search result[s]”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	
	<p>“data network related information”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	
	<p>“[correlating/correlates] the received search argument to a particular advertisement”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	
	<p>“advertisement” / “particular advertisement”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	
	<p>“advertisement database” / “database having advertisement information”</p>	<p>See claim 1.</p>	<p>See claim 1.</p>	
	<p>“client/client computer” ’969 (8, 14, 17, 22)</p>	<p>a computer that sends and receives information from a server</p>	<p>end user computer</p>	

Asserted Claims (Disputed terms in bold)	Terms for Construction (claims and patents in which term appears)	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
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 profile data .	“ [correlating/correlates] the received search argument to a particular advertisement ”	See claim 1.	See claim 1.	
	“ advertisement ”/ “ particular advertisement ”	See claim 1.	See claim 1.	
	“ search argument ” / “ the received search argument ”	See claim 1.	See claim 1.	
	“ [the] user profile data ”	See claim 2.	See claim 2.	
10. A method as claimed in claim 9, wherein the user profile data is based partially upon previous search arguments of the user .	“ [the] user profile data ”	See claim 2.	See claim 2.	
	“ search argument ” / “ the received search argument ”	See claim 1.	See claim 1.	
	“ user ”	See claim 1.	See claim 1.	
11. A method as claimed in claim 10, wherein the user profile data is based partially upon	“ [the] user profile data ”	See claim 1.	See claim 1.	
	“ search result[s] ”	See claim 1.	See claim 1.	

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previous search results for the user .	“ user ”	See claim 1.	See claim 1.	
12. A method as claimed in claim 11, wherein the user profile data includes user specified preferences .	“ [the] user profile data ”	See claim 1.	See claim 1.	
	“ user specified preferences ”	See claim 5.	See claim 5.	
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.	“ search result[s] ”	See claim 1.	See claim 1.	
	“ advertisement ”/ “ particular advertisement ”	See claim 1.	See claim 1.	
	“ user ”	See claim 1.	See claim 1.	
	Display[ed/ing]	See claim 6.	See claim 6.	
	“ data processing device [of a/the user] ”	See claim 6.	See claim 6.	
14. A method as claimed in claim 8, wherein the step of correlating the received search argument to a particular	“ [correlating/correlates] the received search argument to a particular advertisement ”	See claim 1.	See claim 1.	

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advertisement in the second database is performed by the client computer .	“client/client computer”	See claim 8.	See claim 8.	
17. An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising: 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; 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	“advertising machine” '969 (17-23) '245 (1, 9, 16-17) '970 (1, 2-5, 8, 10, 11-15, 17, 18-21, 24, 26, 27-29, 31) '178 (1, 12, 17, 18) '183 (1, 9, 11, 12, 14, 15, 17, 18) '883 (1, 3, 20, 21-25, 28)	one or more computers configured to provide advertisements	computer configured to provide advertisements	
	“server/[the] server computer”	See claim 8.	See claim 8.	
	“user”	See claim 1.	See claim 1.	
	“search argument” / “the received search argument”	See claim 1.	See claim 1.	
	“database search engine” '969 (17, 22) '245 (9, 17)	one or more interconnected computers that receive a search argument and search a first database to	indefinite	

Asserted Claims (Disputed terms in bold)	Terms for Construction (claims and patents in which term appears)	Rockstar's Proposed Construction	Google's Proposed Construction	Court's Construction
information and being contained on the server computer; 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 the server computer providing the search results together with the particular advertisement to the user.	'970 (1, 10, 33, 39, 41) '183 (14) '883 (20)	generate search results		
	"database"	See claim 1.	See claim 1.	
	"data network related information"	See claim 1.	See claim 1.	
	"associative search engine" '969 (17, 18, 22, 23) '245 (9) '970 (1, 8, 10, 11, 15, 33, 41, 47) '183 (14) '883 (20, 22-23)	a search engine that selects an advertisement relevant to the need of the end user Alternatively, "A search engine that selects a product, service, or advertisement and provides an advertisement relevant to a user's search request."	a search engine that selects the product or service that is closest to the need of the end user	
	"[correlating/correlates] the received search argument to a particular advertisement"	See claim 1.	See claim 1.	

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	“advertisement”/ “particular advertisement”	See claim 1.	See claim 1.	
	“advertisement database” / “database having advertisement information”	See claim 1.	See claim 1.	
	“client/client computer”	See claim 8.	See claim 8.	
	“search result[s]”	See claim 1.	See claim 1.	
18. The advertising machine of claim 17, wherein the associative search engine selects the particular advertisement based on the received search argument and user profile data .	“ associative search engine ”	See claim 17.	See claim 17.	
	“advertisement”/ “particular advertisement”	See claim 1.	See claim 1.	
	“search argument” / “the received search argument”	See claim 1.	See claim 1.	
	“[the] user profile data”	See claim 2.	See claim 2.	

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19. The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments of the user.	“[the] user profile data”	See claim 2.	See claim 2.	
	“search argument” / “the received search argument”	See claim 1.	See claim 1.	
	“user”	See claim 1.	See claim 1.	
20. The advertising machine of claim 18, wherein the user profile data is based partially upon previous search results for the user.	“[the] user profile data”	See claim 2.	See claim 2.	
	“search result[s]”	See claim 1.	See claim 1.	
	“user”	See claim 1.	See claim 1.	
21. The advertising machine of claim 18, wherein the user profile data includes user specified preferences .	“[the] user profile data”	See claim 2.	See claim 2.	
	“user specified preferences”	See claim 5.	See claim 5.	
22. An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising: a server computer	“advertising machine”	See claim 17.	See claim 17.	
	“server/[the] server computer”	See claim 8.	See claim 8.	

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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; 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; 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	“ user ”	See claim 1.	See claim 1.	
	“ search argument ” / “ the received search argument ”	See claim 1.	See claim 1.	
	“ database search engine ”	See claim 17.	See claim 17.	
	“ database ”	See claim 1.	See claim 1.	
	“ data network related information ”	See claim 1.	See claim 1.	
	“ associative search engine ”	See claim 17.	See claim 17.	
	“ [correlating/correlates] the received search argument to a particular advertisement ”	See claim 1.	See claim 1.	

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information , the second database contained on a client computer ; the server computer providing the search results together with the particular advertisement to the user; the server computer determining whether the advertisement was successful ; and the server computer altering criteria for subsequent correlations of received search arguments to the second database.	“advertisement”/ “particular advertisement”	See claim 1.	See claim 1.	
	“advertisement database” / “database having advertisement information”	See claim 1.	See claim 1.	
	“client/client computer”	See claim 8.	See claim 8.	
	“search result[s]”	See claim 1.	See claim 1.	
	“determining whether the advertisement was successful” ’969 (22)	determining whether a user clicked on (selected) a particular advertisement when presented	indefinite	
23. The advertising machine of claim 22, wherein the associative search engine correlates the received search argument to the particular advertisement based	“associative search engine”	See claim 17	See claim 17.	
	“[correlating/correlates] the received search argument to a particular advertisement”	See claim 1.	See claim 1.	

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on the received search argument and user profile data.	“advertisement”/ “particular advertisement”	See claim 1.	See claim 1.	
	“[the] user profile data”	See claim 2.	See claim 2.	