

APPENDIX B:

JOINT CLAIM CONSTRUCTION CHART FOR U.S. PATENT NO. 7,469,245

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
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: receiving user preference input from the data processing device via the communications link; creating user preference data based upon the user preference input; receiving from the data processing device via the communications link a search request that includes a search argument ; searching at least one database using the search argument to	“communications link” ’245 (1, 5, 8, 9, 17) ’970 (1, 10, 11, 14, 17, 23, 26, 27, 30, 33, 34) ’178 (1, 12, 17, 18) ’183 (1, 5, 9, 11, 14, 18) ’883 (1, 20)	the network connection between the data processing device and the advertising machine	the physical network connection between the data processing device and the advertising machine	
	“user preference input” ’245 (1, 9)	input from user regarding his or her preferences	input about the user’s preferences, not the user’s search arguments	

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produce search results; selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data; and transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	“user preference data”/ “preference data for the user” / [creating] user preference data” '245 (1, 3, 5-7, 9, 16) '970 (4, 12, 20, 28, 37, 45) '178 (9, 10) '183 (12)	[creating] data regarding a user’s preferences	[creating] information about the user’s preferences, not the user’s search arguments	
	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	
	“database”	See ‘969 (1)	See ‘969 (1)	
	“search result[s]”	See ‘969 (1)	See ‘969 (1)	
	“User”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“advertisement database” / “database having advertisement	See ‘969 (1)	See ‘969 (1)	

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	information”			
	“select[] at least one advertisement from an advertisement database relating to the search argument using the user preference data ” '245 (1, 9)	[Agreed]	[Agreed]	select at least one advertisement from an advertisement database using the search argument and the user preference data
3. The method of claim 1, further comprising ordering the search results based upon the user preference data .	“ search result[s] ”	See ‘969 (1)	See ‘969 (1)	
	“ user preference data ”/ “ preference data for the user ” / [creating] user preference data ”	See ‘245 (1)	See ‘245 (1)	
5. The method of claim 1, further comprising: receiving user preference edit input via the communications link from the data processing device ; and modifying the user preference data based upon the user preference edit input.	“ user preference edit input ” '245 (5)	input from a user to edit his or her preferences	additional input about the user’s preferences, not the user’s search arguments	
	“ communications link ”	See ‘245 (1)	See ‘245 (1)	
	“ data processing device [of a/the user] ”	See ‘969 (6)	See ‘969 (6)	
	“ user preference data ”/ “ preference data for the user ” / [creating] user preference data ”	See ‘245 (1)	See ‘245 (1)	

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6. The method of claim 1, further comprising: receiving user preference re-prioritization input ; and re-prioritizing the user preference data based upon the user preference re-prioritization input.	“ user preference re-prioritization input ” '245 (6)	input from a user to re-prioritize preferences	additional input about the priority of the user’s preferences, not the user’s search arguments	
	“ user preference data ”/ “ preference data for the user ” / [creating] user preference data ”	See ‘245 (1)	See ‘245 (1)	
7. The method of claim 1, wherein the user preference data is derived from prior searching history .	“ prior searching history / prior search history ” '245 (7, 16) '883 (5, 24)	a user’s previous search arguments	the user’s previous search arguments	
	“ user preference data ”/ “ preference data for the user ” / [creating] user preference data ”	See ‘245 (1)	See ‘245 (1)	
8. The method of claim 1, further comprising: receiving search refinement input via the communications link from the data processing device of the user ; refining the search results based	“ search refinement input ” '245 (8, 17) '178 (1, 5, 6, 12, 14, 15)	input from the user refining a search request	information regarding a search query entered after receiving the initial set of search results	
	“ refining the search results ”/ “ [refining/refine] the search results based upon the search refinement input ”/	modifying search results based on search refinement input from the user / search results produced after receiving search	“ refin[ing] the search results ” should be construed as: “narrowing the previous set of search results”	

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upon the search refinement input; and transmitting the refined search results via the communications link to the data processing device.	“refined search results”/ '245 (8, 17)	refinement input from the user	“refined search results” should be construed as: “a set of search results created by narrowing the previous set of search results”	
	“communications link”	See '245 (1)	See '245 (1)	
	“data processing device [of a/the user]”	See '969 (6)	See '969 (6)	
9. 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: a communications interface operable to interface with the data processing device of the	“communications interface” '245 (9) '970 (1, 10, 33, 34, 41, 42) '183 (12, 14) '883 (20, 23)	software operable to allow interaction between the advertising machine and another computer or computers	indefinite Alternatively, “browser application”	
	“advertising machine”	See '969 (17)	See '969 (17)	
	“communications link”	See '245 (1)	See '245 (1)	

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user via the communications link; a database search engine operable to: receive from the data processing device via the communications link a search request that includes a search argument ; and search at least one database using the search argument to produce search results ; an associative search engine operable to: receive user preference input from the data processing device via the communications link; create user preference data based upon the user preference input; and select at least one advertisement from an advertisement database relating to the search argument using the	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	
	“database search engine”	See ‘969 (17)	See ‘969 (17)	
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	
	“database”	See ‘969 (1)	See ‘969 (1)	
	“search result[s]”	See ‘969 (1)	See ‘969 (1)	
	“associative search engine”	See ‘969 (17)	See ‘969 (17)	
	“user preference input”	See ‘245 (1)	See ‘245 (1)	

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user preference data ; and 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.	“ user preference data ”/ “ preference data for the user ” / [creating] user preference data ”	See ‘245 (1)	See ‘245 (1)	
	“ advertisement ”/ “ particular advertisement ”	See ‘969 (1)	See ‘969 (1)	
	“ advertisement database ” / “ database having advertisement information ”	See ‘969 (1)	See ‘969 (1)	
	“select[] at least one advertisement from an advertisement database relating to the search argument using the user preference data ”	[Agreed]	[Agreed]	select at least one advertisement from an advertisement database using the search argument and the user preference data
16. The advertising machine of claim 9, wherein the user preference data is derived from prior searching history .	“ user preference data ”/ “ preference data for the user ” / [creating] user preference data ”	See ‘245 (1)	See ‘245 (1)	
	“ prior searching history / prior search history ”	See ‘245 (7)	See ‘245 (7)	
17. The advertising machine of claim 9, wherein the database	“ database search engine ”	See ‘969 (17)	See ‘969 (17)	

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<p>search engine is further operable to: receive search refinement input via the communications link from the data processing device of the user; refine the search results based upon the search refinement input; and transmit the refined search results via the communications link to the data processing device.</p>	<p>“search refinement input”</p>	<p>See ‘245 (8)</p>	<p>See ‘245 (8)</p>	
	<p>“communications link”</p>	<p>See ‘245 (1)</p>	<p>See ‘245 (1)</p>	
	<p>“data processing device [of a/the user]”</p>	<p>See ‘969 (6)</p>	<p>See ‘969 (6)</p>	
	<p>“refining the search results”/ “[refining/refine] the search results based upon the search refinement input”/ “refined search results”/</p>	<p>See ‘245 (8)</p>	<p>See ‘245 (8)</p>	