

APPENDIX C:

JOINT CLAIM CONSTRUCTION CHART FOR U.S. PATENT NO. US 7,672,970

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
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: a communications interface operable to interface with the data processing device of the 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	“generate a fee record” / “the fee record” '970 (1, 2, 17, 34, 35, 43)	[generate] a record reflecting that an advertisement has been clicked on (selected)	(generate) a record of a toll for bringing a buyer and seller together	
	“user”	See '969 (1)	See '969 (1)	
	“communications interface”	See '245 (9)	See '245 (9)	
	“data processing device [of a/the user]”	See '969 (6)	See '969 (6)	
	“communications link”	See '245 (1)	See '245 (1)	
	“database search engine”	See '969 (17)	See '969 (17)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
<p>argument; and search at least one database using the search argument to produce search results; 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 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; receive a response from the data processing device via the communications link that indicates selection of an advertisement; and based upon the advertisement selection, generate a fee record.</p>	<p>“search argument” / “the received search argument”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	
	<p>“database”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	
	<p>“search result[s]”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	
	<p>“associative search engine”</p>	<p>See ‘969 (17)</p>	<p>See ‘969 (17)</p>	
	<p>“advertisement”/ “particular advertisement”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	
	<p>“advertisement database” / “database having advertisement information”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	
	<p>“advertising machine”</p>	<p>See ‘969 (17)</p>	<p>See ‘969 (17)</p>	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
2. The advertising machine of claim 1, wherein the advertising machine is further operable to extract a toll based upon the fee record .	“ extract a toll based upon the fee record ” '970 (2, 18, 35)	determine an amount to be paid based on the fee record	obtain payment of a fee recited in a fee record	
	“ advertising machine ”	See '969 (17)	See '969 (17)	
	“ generate a fee record ” / “ the fee record ”	See '970 (1)	See '970 (1)	
3. The advertising machine 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 .	“ direct[ing] the data processing device to a website corresponding to the selection of the advertisement ” '970 (3, 19, 36, 44)	Plain and ordinary meaning. In the alternative, “directing the data processing device to a website related to the advertiser or seller”	connect[ing] the data processing device to the website of the advertiser or seller	
	“ advertising machine ”	See '969 (17)	See '969 (17)	
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	“ advertising machine ”	See '969 (17)	See '969 (17)	
	“ user preference data ” / “ preference data for the user ” / [creating] user preference data ”	See '245 (1)	See '245 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
advertisement.	“user”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
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.	“ update[e ing] the advertisement database based upon the [non-] selection of the advertisement ” '970 (5, 13, 21, 29)	Plain and ordinary meaning. In the alternative, “modify[ing] the advertisement database based upon the [non-] selection of the advertisement”	change[ing] the advertisement database to indicate that an advertisement has [not] been selected	
	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“database”	See ‘969 (1)	See ‘969 (1)	
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	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“associative search engine”	See ‘969 (17)	See ‘969 (17)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
least the search argument .	“ advertisement database ” / “ database having advertisement information ”	See ‘969 (1)	See ‘969 (1)	
	“ database ”	See ‘969 (1)	See ‘969 (1)	
	“ search argument ” / “ the received search argument ”	See ‘969 (1)	See ‘969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
<p>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: a communications interface operable to interface with the data processing device of the 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 select at least one advertisement from an</p>	<p>“receiv[e/ing] a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement” '970 (10, 26)</p>	<p>receiving a response from the user’s data processing device via the communications link that indicates that the user did not click on (or select) a particular advertisement when presented</p>	<p>receiv[e ing] a response from the data processing device via the communications link that shows non-selection of the at least one advertisement</p>	
	<p>“user”</p>	<p>See '969 (1)</p>	<p>See '969 (1)</p>	
	<p>“communications interface”</p>	<p>See '245 (9)</p>	<p>See '245 (9)</p>	
	<p>“data processing device [of a/the user]”</p>	<p>See '969 (6)</p>	<p>See '969 (6)</p>	
	<p>“communications link”</p>	<p>See '245 (1)</p>	<p>See '245 (1)</p>	
	<p>“database search engine”</p>	<p>See '969 (17)</p>	<p>See '969 (17)</p>	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
advertisement database based upon at least one of the search argument and the search results; 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; receive a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	“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)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“advertisement database” / “database having advertisement information”	See ‘969 (1)	See ‘969 (1)	
	“advertising machine”	See ‘969 (17)	See ‘969 (17)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
11. The advertising machine of claim 10, wherein: the associative search engine is further operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement ; and the advertising machine is further operable to transmit the at least one differing advertisement via the communications link to the data processing device .	“select[ing] at least one differing advertisement based upon the non-selection of the at least one advertisement ” '970 (11, 27)	selecting at least one different advertisement based on a response from the user’s data processing device that indicates that the user did not click on (or select) a particular advertisement or advertisements when presented	selecting at least one replacement advertisement based upon the non-selection of the at least one advertisement	
	“ advertising machine ”	See ‘969 (17)	See ‘969 (17)	
	“ associative search engine ”	See ‘969 (17)	See ‘969 (17)	
	“ advertisement ”/ “ particular advertisement ”	See ‘969 (1)	See ‘969 (1)	
	“ communications link ”	See ‘245 (1)	See ‘245 (1)	
	“ data processing device [of a/the user] ”	See ‘969 (6)	See ‘969 (6)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
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 .	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“user preference data”/ “preference data for the user” / [creating] user preference data”	See ‘245 (1)	See ‘245 (1)	
	“user”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
13. The advertising machine of claim 10, wherein the advertising machine is further operable to update the advertisement database based upon the non-selection of the advertisement .	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“update[e ing] the advertisement database based upon the [non-] selection of the advertisement”	See ‘970 (5)	See ‘970 (5)	
	“database”	See ‘969 (1)	See ‘969 (1)	
14. The advertising machine of claim 10,	“included in a web page”	Plain and ordinary meaning.	included in a file or document on the World	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
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 .	'970 (14, 23, 30, 38, 46) '183 (5, 11, 18)	In the alternative, “included in a page, file or document for display on the data processing device”	Wide Web	
	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“search result[s]”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	
	“communications link”	See ‘245 (1)	See ‘245 (1)	
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 .	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“associative search engine”	See ‘969 (17)	See ‘969 (17)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“advertisement database” / “database having advertisement information”	See ‘969 (1)	See ‘969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
	“database”	See ‘969 (1)	See ‘969 (1)	
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	
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: the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument ; the advertising machine searching at least one database using the search argument to produce search results ;	“user”	See ‘969 (1)	See ‘969 (1)	
	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	
	“communications link”	See ‘245 (1)	See ‘245 (1)	
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
<p>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; the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device; the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement; and the advertising machine generating a fee record based upon the selection of the advertisement.</p>	“ database ”	See ‘969 (1)	See ‘969 (1)	
	“ search result[s] ”	See ‘969 (1)	See ‘969 (1)	
	“ advertisement ”/ “ particular advertisement ”	See ‘969 (1)	See ‘969 (1)	
	“ advertisement database ” / “ database having advertisement information ”	See ‘969 (1)	See ‘969 (1)	
	“ generate a fee record ” / “ the fee record ”	See ‘970 (1)	See ‘970 (1)	
<p>18. The method of claim 17, further comprising the advertising machine extracting a toll based</p>	“ advertising machine ”	See ‘969 (17)	See ‘969 (17)	
	“ extract a toll based upon the fee record ”	See ‘970 (2)	See ‘970 (2)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
upon the fee record.	“generate a fee record” / “the fee record”	See ’970 (1)	See ’970 (1)	
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.	“advertising machine”	See ’969 (17)	See ’969 (17)	
	“direct[ing] the data processing device to a website corresponding to the selection of the advertisement”	See ’970 (3)	See ’970 (3)	
20. The method of claim 17, further comprising the advertising machine updating preference data for the user based upon the selection of the advertisement.	“advertising machine”	See ’969 (17)	See ’969 (17)	
	“user preference data”/ “preference data for the user” / [creating] user preference data”	See ’245 (1)	See ’245 (1)	
	“user”	See ’969 (1)	See ’969 (1)	
	“advertisement”/ “particular advertisement”	See ’969 (1)	See ’969 (1)	
21. The method of claim 17, further comprising the advertising machine updating the advertisement database	“advertising machine”	See ’969 (17)	See ’969 (17)	
	“advertisement database” / “database having advertisement	See ’969 (1)	See ’969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
based upon the selection of the advertisement .	information”			
	“database”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
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 .	“search result[s]”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“included in a web page”	See ‘970 (14)	See ‘970 (14)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	
	“communications link”	See ‘245 (1)	See ‘245 (1)	
24. The method of claim 17, further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument .	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“advertisement database” / “database having advertisement information”	See ‘969 (1)	See ‘969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
	“database”	See ‘969 (1)	See ‘969 (1)	
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	
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: the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument ; the advertising machine searching at least one database using the search argument to produce search results ; the advertising machine	“user”	See ‘969 (1)	See ‘969 (1)	
	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	
	“communications link”	See ‘245 (1)	See ‘245 (1)	
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device; and the advertising machine receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	“database”	See ‘969 (1)	See ‘969 (1)	
	“search result[s]”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“advertisement database” / “database having advertisement information”	See ‘969 (1)	See ‘969 (1)	
	“receiv[e/ing] a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement”	See ‘970 (10)	See ‘970 (10)	
27. The method of claim 26, further comprising: the advertising machine selecting at least one	“advertising machine”	See ‘969 (17)	See ‘969 (17)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
differing advertisement based upon the non-selection of the at least one advertisement; and the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device.	“select[ing] at least one differing advertisement based upon the non-selection of the at least one advertisement”	See ’970 (11)	See ’970 (11)	
	“advertisement”/ “particular advertisement”	See ’969 (1)	See ’969 (1)	
	“communications link”	See ’245 (1)	See ’245 (1)	
	“data processing device [of a/the user]”	See ’969 (6)	See ’969 (6)	
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.	“advertising machine”	See ’969 (17)	See ’969 (17)	
	“user preference data”/ “preference data for the user” / [creating] user preference data”	See ’245 (1)	See ’245 (1)	
	“user”	See ’969 (1)	See ’969 (1)	
	“advertisement”/ “particular advertisement”	See ’969 (1)	See ’969 (1)	
29. The method of claim 26, further comprising the advertising machine	“advertising machine”	See ’969 (17)	See ’969 (17)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
updating the advertisement database based upon the non-selection of the advertisement.	“update[e ing] the advertisement database based upon the [non-] selection of the advertisement”	See ’970 (5)	See ’970 (5)	
	“database”	See ’969 (1)	See ’969 (1)	
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 device via the communications link .	“search result[s]”	See ’969 (1)	See ’969 (1)	
	“advertisement”/ “particular advertisement”	See ’969 (1)	See ’969 (1)	
	“included in a web page”	See ’970 (14)	See ’970 (14)	
	“data processing device [of a/the user]”	See ’969 (6)	See ’969 (6)	
	“communications link”	See ’245 (1)	See ’245 (1)	
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 .	“advertising machine”	See ’969 (17)	See ’969 (17)	
	“advertisement”/ “particular advertisement”	See ’969 (1)	See ’969 (1)	
	“advertisement database” / “database having advertisement information”	See ’969 (1)	See ’969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
	“database”	See ‘969 (1)	See ‘969 (1)	
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	
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: 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 ; the server computer, using the at least one communications interface, is operable to: receive from the data processing device via the communications link a search request that includes a search	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“communications link”	See ‘245 (1)	See ‘245 (1)	
	“user”	See ‘969 (1)	See ‘969 (1)	
	“communications interface”	See ‘245 (9)	See ‘245 (9)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
<p>argument; and interact with the database search engine to receive search results from the database search engine that are selected based upon the search argument; 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 transmit the search results together with the at least one advertisement via the communications link to the data processing device.</p>	“ database search engine ”	See ’969 (17)	See ’969 (17)	
	“ associative search engine ”	See ’969 (17)	See ’969 (17)	
	“ search argument ” / “ the received search argument ”	See ’969 (1)	See ’969 (1)	
	“ search result[s] ”	See ’969 (1)	See ’969 (1)	
	“ advertisement ”/ “ particular advertisement ”	See ’969 (1)	See ’969 (1)	
<p>34. The server computer of claim 33, wherein the server computer, in conjunction with the at least one communications interface, is further operable to: receive a response from the data</p>	“ server/[the] server computer ”	See ’969 (8)	See ’969 (8)	
	“ communications interface ”	See ’245 (9)	See ’245 (9)	
	“ data processing device [of a/the user] ”	See ’969 (6)	See ’969 (6)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
processing device via the communications link that indicates selection of an advertisement ; and based upon the advertisement selection, generate a fee record.	“communications link”	See ‘245 (1)	See ‘245 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“generate a fee record” / “the fee record”	See ‘970 (1)	See ‘970 (1)	
35. The server computer of claim 34, wherein the server computer is further operable to extract a toll based upon the fee record.	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“extract a toll based upon the fee record”	See ‘970 (2)	See ‘970 (2)	
	“generate a fee record” / “the fee record”	See ‘970 (1)	See ‘970 (1)	
36. The server computer of claim 34, wherein the server computer is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“direct[ing] the data processing device to a website corresponding to the selection of the advertisement”	See ‘970 (3)	See ‘970 (3)	
37. The server computer of claim 34, wherein the	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
server computer is further operable to update preference data for the user based upon the selection of the advertisement .				
	“user preference data”/ “preference data for the user” / [creating] user preference data”	See ‘245 (1)	See ‘245 (1)	
	“user”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
38. The server computer of claim 34, wherein the search results and the at least one advertisement are included in a web page .	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“search result[s]”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“included in a web page”	See ‘970 (14)	See ‘970 (14)	
39. The server computer of claim 33, wherein the server computer , using the at least one communication interface , is operable to	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“communications interface”	See ‘245 (9)	See ‘245 (9)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
interact with the database search engine to receive an advertisement that is selected based upon at least the search argument .	“ database search engine ”	See ’969 (17)	See ’969 (17)	
	“ advertisement ”/ “ particular advertisement ”	See ’969 (1)	See ’969 (1)	
	“ search argument ” / “ the received search argument ”	See ’969 (1)	See ’969 (1)	
41. A method of operating a server computer to provide advertisements comprising: the server computer receiving from a data processing device via at least one communications interface a search request that includes a search argument ; and 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	“ server/[the] server computer ”	See ’969 (8)	See ’969 (8)	
	“ data processing device [of a/the user] ”	See ’969 (6)	See ’969 (6)	
	“ communications interface ”	See ’245 (9)	See ’245 (9)	
	“ search argument ” / “ the received search argument ”	See ’969 (1)	See ’969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
upon the search argument; 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 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	“ database search engine ”	See ’969 (17)	See ’969 (17)	
	“ search result[s] ”	See ’969 (1)	See ’969 (1)	
	“ associative search engine ”	See ’969 (17)	See ’969 (17)	
	“ advertisement ”/ “ particular advertisement ”	See ’969 (1)	See ’969 (1)	
42. The method of claim 41, further comprising: the server computer receiving a response from the data processing device via the at least one communications interface that indicates	“ server/[the] server computer ”	See ’969 (8)	See ’969 (8)	
	“ data processing device [of a/the user] ”	See ’969 (6)	See ’969 (6)	
	“ communications interface ”	See ’245 (9)	See ’245 (9)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
selection of an advertisement ; and based upon the advertisement selection, generating a fee record.	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“generate a fee record” / “the fee record”	See ‘970 (1)	See ‘970 (1)	
43. The method of claim 41, further comprising the server computer extracting a toll based upon the fee record.	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“extract a toll based upon the fee record”	See ‘970 (2)	See ‘970 (2)	
	“generate a fee record” / “the fee record”	See ‘970 (1)	See ‘970 (1)	
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.	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“direct[ing] the data processing device to a website corresponding to the selection of the advertisement”	See ‘970 (3)	See ‘970 (3)	
45. The method of claim 41, further comprising the server computer updating preference data for the user based upon the selection of the	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“user preference data”/ “preference data for the user” / [creating]	See ‘245 (1)	See ‘245 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
advertisement.	user preference data”			
	“the user”	[Agreed]	[Agreed]	a person or individual operating the data processing device
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
46. The method of claim 41, wherein the search results and the at least one advertisement are included in a web page.	“search result[s]”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“included in a web page”	See ‘970 (14)	See ‘970 (14)	
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	“server/[the] server computer”	See ‘969 (8)	See ‘969 (8)	
	“associative search engine”	See ‘969 (17)	See ‘969 (17)	
	“communications interface”	See ‘245 (9)	See ‘245 (9)	
	“advertisement”/ “particular	See ‘969 (1)	See ‘969 (1)	

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar's Proposed Construction	Google's Proposed Construction	Court's Construction
argument.	advertisement			
	“search argument” / “the received search argument”	See ‘969 (1)	See ‘969 (1)	