

APPENDIX E:

JOINT CLAIM CONSTRUCTION CHART FOR U.S. PATENT NO. US 7,895,183

Asserted Claims (Disputed terms in bold)	Terms for Construction	Rockstar’s Proposed Construction	Google’s Proposed Construction	Court’s Construction
<p>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 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 produce search results; selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and transmitting the</p>	<p>“web page data format” '183 (1, 14)</p>	<p>format compatible for use on a web page</p>	<p>HTML format</p>	
	<p>“display[ing] in the [first/second] display portion of a display of the data processing device” '183 (1, 9, 14)</p>	<p>Plain and ordinary meaning.</p>	<p>display [as defined] in a first second window of a display of the data processing device</p>	
	<p>“advertising machine”</p>	<p>See '969 (17)</p>	<p>See '969 (17)</p>	
	<p>“user”</p>	<p>See '969 (1)</p>	<p>See '969 (1)</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>“search argument” / “the received search argument”</p>	<p>See '969 (1)</p>	<p>See '969 (1)</p>	

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search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device	“ 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)	
	Display [ed/ing]	[Agreed]	[Agreed]	Show[n/ing] visually
2. The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	“ advertisement ”/ “ particular advertisement ”	See ‘969 (1)	See ‘969 (1)	
	“ link to a website ” '178 (7, 16) '183 (2, 10, 15)	[Agreed]	[Agreed]	a hyperlink to a website
5. The method of claim 1, 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)	

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transmitted to the data processing device via the communications link .	“ 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)	
6. The method of claim 1, wherein the at least one computer is operated by a search engine provider.	No disputed terms.			
7. The method of claim 1, further comprising compiling user profile data for the user based upon at least the search term.	“ [the] user profile data ”	See ‘969 (2)	See ‘969 (2)	
	“ user ”	See ‘969 (1)	See ‘969 (1)	
	“ compil[e]ing user profile data ” '183 (7, 20)	[Agreed]	[Agreed]	collect user profile data
8. The method of claim 1, further comprising: determining, via communication with the data processing device that the user does not select the at least one advertisement ; and	“ subsequent advertisement selection operations ” '183 (8, 13)	Plain and ordinary meaning.	selection of replacement ads within a search session	
	“ 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
using the determination that the user does not select the at least one advertisement in	“user”	See ‘969 (1)	See ‘969 (1)	
subsequent advertisement selection operations.	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	

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<p>9. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising: based upon interaction with the user, creating a search request that includes a search argument; transmitting to the advertising machine via the communications link the search request that includes the search argument; receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument; displaying the search results in a first display</p>	<p>“data processing device [of a/the user]”</p>	<p>See ‘969 (6)</p>	<p>See ‘969 (6)</p>	
	<p>“user”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	
	<p>“search argument” / “the received search argument”</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>	
	<p>“communications link”</p>	<p>See ‘245 (1)</p>	<p>See ‘245 (1)</p>	
	<p>“search result[s]”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	
	<p>“advertisement”/ “particular advertisement”</p>	<p>See ‘969 (1)</p>	<p>See ‘969 (1)</p>	

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portion of a display of the data processing device; and displaying the at least one advertisement in a second display portion of the display of the data processing device.	“display[ing] in the [first/second] display portion of a display of the data processing device”	See ’183 (1)	See ’183 (1)	
	Display[ed/ing]	[Agreed]	[Agreed]	Show[n/ing] visually
10. The method of claim 9, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	“advertisement”/ “particular advertisement”	See ’969 (1)	See ’969 (1)	
	“link to a website”	[Agreed]	[Agreed]	a hyperlink to a website
11. The method of claim 9, wherein the search results and the at least one advertisement are included in a web page received from the advertising machine via the communications link .	“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)	
	“advertising machine”	See ’969 (17)	See ’969 (17)	
	“communications link”	See ’245 (1)	See ’245 (1)	
12. The method of claim 9, further comprising	“user preference data”/ “preference data for	See ’245 (1)	See ’245 (1)	

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transmitting user preference data to the advertising machine via the communications interface.	the user” / [creating] user preference data”			
	“user”	See ‘969 (1)	See ‘969 (1)	
	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
13. The method of claim 9, further comprising: determining, via communication with the data processing device that the user does not select the at least one advertisement ; and using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations .	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	
	“user”	See ‘969 (1)	See ‘969 (1)	
	“advertisement”/ “particular advertisement”	See ‘969 (1)	See ‘969 (1)	
	“subsequent advertisement selection operations”	See ‘183 (8)	See ‘183 (8)	
14. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of	“communications interface”	See ‘245 (9)	See ‘245 (9)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	

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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 advertisement database based upon at least one of the search argument and the search results; and the advertising machine operable to	“ user ”	See ‘969 (1)	See ‘969 (1)	
	“ communications link ”	See ‘245 (1)	See ‘245 (1)	
	“ 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)	
	“ advertisement ”/ “ particular advertisement ”	See ‘969 (1)	See ‘969 (1)	

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transmit the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.	“ advertisement database ” / “ database having advertisement information ”	See ‘969 (1)	See ‘969 (1)	
	“ advertising machine ”	See ‘969 (17)	See ‘969 (17)	
	“ web page data format ”	See ’183 (1)	See ’183 (1)	
	Display[ed/ing]	[Agreed]	[Agreed]	Show[n/ing] visually
	“ display[ing] in the [first/second] display portion of a display of the data processing device ”	See ’183 (1)	See ’183 (1)	
15. The advertising machine of claim 14, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	“ advertising machine ”	See ‘969 (17)	See ‘969 (17)	
	“ advertisement ”/ “ particular advertisement ”	See ‘969 (1)	See ‘969 (1)	

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	“link to a website”	[Agreed]	[Agreed]	a hyperlink to a website
18. The advertising machine of claim 14, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link .	“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)	
	“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)	
20. The advertising machine of claim 14, wherein the advertising machine is further operable to compile user profile data for the user based upon at least the search term.	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“user”	See ‘969 (1)	See ‘969 (1)	
	“[the] user profile data”	See ‘969 (2)	See ‘969 (2)	
	“compil[e ing] user profile data”	[Agreed]	[Agreed]	collect user profile data