

**APPENDIX F:**

**JOINT CLAIM CONSTRUCTION CHART FOR U.S. PATENT NO. US 7,933,883**

<b>Asserted Claims (Disputed terms in bold)</b>	<b>Terms for Construction</b>	<b>Rockstar’s Proposed Construction</b>	<b>Google’s Proposed Construction</b>	<b>Court’s Construction</b>
1. A method for operating an <b>advertising machine</b> implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising: creating <b>user profile data</b> for the <b>user</b> ; storing the user profile data; receiving from the <b>data processing device</b> via the <b>communications link</b> a search request that includes a <b>search argument</b> ; searching at least one <b>database</b> having <b>data network related information</b> using the search argument to generate <b>search results</b> ; selecting	<b>“advertising machine”</b>	See ‘969 (17)	See ‘969 (17)	
	<b>“[the] user profile data”</b>	See ‘969 (2)	See ‘969 (2)	
	<b>“user”</b>	See ‘969 (1)	See ‘969 (1)	
	<b>“data processing device [of a/the user]”</b>	See ‘969 (6)	See ‘969 (6)	
	<b>“communications link”</b>	See ‘245 (1)	See ‘245 (1)	
	<b>“search argument” / “the received search argument”</b>	See ‘969 (1)	See ‘969 (1)	
	<b>“database”</b>	See ‘969 (1)	See ‘969 (1)	

<b>Asserted Claims (Disputed terms in bold)</b>	<b>Terms for Construction</b>	<b>Rockstar’s Proposed Construction</b>	<b>Google’s Proposed Construction</b>	<b>Court’s Construction</b>
<b>at least one advertisement</b> from an <b>advertisement database</b> relating to the search argument using the user profile data; and transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	“ <b>data network related information</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>search result[s]</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>advertisement</b> ”/ “ <b>particular advertisement</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>advertisement database</b> ” / “ <b>database having advertisement information</b> ”	See ‘969 (1)	See ‘969 (1)	
2. The method of claim 1, wherein <b>the user profile data</b> includes prior purchasing information regarding the <b>user</b> .	“ <b>[the] user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
3. The method of claim 1, wherein storing <b>the user profile data</b> comprises storing the user profile data in a user profile <b>database</b> of the <b>advertising machine</b> .	“ <b>[the] user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>database</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>advertising machine</b> ”	See ‘969 (17)	See ‘969 (17)	

<b>Asserted Claims (Disputed terms in bold)</b>	<b>Terms for Construction</b>	<b>Rockstar’s Proposed Construction</b>	<b>Google’s Proposed Construction</b>	<b>Court’s Construction</b>
4. The method of claim 1, wherein storing the <b>user profile data</b> comprises storing the user profile data on the <b>data processing device</b> .	“[the] <b>user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>data processing device [of a/the user]</b> ”	See ‘969 (6)	See ‘969 (6)	
5. The method of claim 1, wherein the <b>user profile data</b> is based upon <b>prior search history</b> of the <b>user</b> .	“[the] <b>user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>prior searching history / prior search history</b> ”	See ’245 (7)	See ’245 (7)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
6. The method of claim 1, wherein the <b>user profile data</b> is based upon <b>user</b> interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.	“[the] <b>user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	

<b>Asserted Claims (Disputed terms in bold)</b>	<b>Terms for Construction</b>	<b>Rockstar’s Proposed Construction</b>	<b>Google’s Proposed Construction</b>	<b>Court’s Construction</b>
7. The method of claim 1, further comprising updating <b>the user profile data</b> based upon the <b>search argument</b> .	“ <b>[the] user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>search argument</b> ” / “ <b>the received search argument</b> ”	See ‘969 (1)	See ‘969 (1)	
8. The method of claim 1, further comprising updating <b>the user profile data</b> using data obtained via interaction with the <b>data processing device</b> .	“ <b>[the] user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>data processing device [of a/the user]</b> ”	See ‘969 (6)	See ‘969 (6)	
9. The method of claim 1, further comprising <b>sorting the search results</b> based upon the <b>user profile data</b> .	“ <b>sorting the search results</b> ” '883 (9)	Plain and ordinary meaning.	separate the search results into groups	
	“ <b>search result[s]</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>[the] user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
10. The method of claim 1, wherein searching at least one <b>database</b> having <b>data network related information</b> using the <b>search argument</b> to generate	“ <b>distinct differing databases</b> ” '883 (10, 28)	Plain and ordinary meaning.  In the alternative, “different databases”	indefinite	
	“ <b>database</b> ”	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
search results and selecting <b>at least one advertisement</b> from an <b>advertisement database</b> relating to the search argument using <b>the user profile data</b> comprise accessing <b>distinct differing databases</b> .	“data network related information”	See ‘969 (1)	See ‘969 (1)	
	“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)	
	“advertisement database” / “database having advertisement information”	See ‘969 (1)	See ‘969 (1)	
	“[the] user profile data”	See ‘969 (2)	See ‘969 (2)	
	“user”	See ‘969 (1)	See ‘969 (1)	
20. 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 <b>advertising machine</b> comprising: a <b>communications</b>	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“communications interface”	See ‘245 (9)	See ‘245 (9)	
	“data processing device [of a/the user]”	See ‘969 (6)	See ‘969 (6)	

<b>Asserted Claims (Disputed terms in bold)</b>	<b>Terms for Construction</b>	<b>Rockstar’s Proposed Construction</b>	<b>Google’s Proposed Construction</b>	<b>Court’s Construction</b>
<b>interface</b> operable to interface with the <b>data processing device</b> of the <b>user</b> via the <b>communications link</b> ; a <b>database search engine</b> operable to: receive from the data processing device via the communications interface a search request that includes a <b>search argument</b> ; and search at least one <b>database</b> having <b>data network related information</b> using the search argument to generate <b>search results</b> ; an <b>associative search engine</b> operable to: create <b>user profile data</b> for the user; store the user profile data; and select <b>at least one advertisement</b> from an <b>advertisement database</b> relating to the search	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>communications link</b> ”	See ‘245 (1)	See ‘245 (1)	
	“ <b>database search engine</b> ”	See ‘969 (17)	See ‘969 (17)	
	“ <b>search argument</b> ” / “ <b>the received search argument</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>database</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>data network related information</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>search result[s]</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>associative search engine</b> ”	See ‘969 (17)	See ‘969 (17)	

<b>Asserted Claims (Disputed terms in bold)</b>	<b>Terms for Construction</b>	<b>Rockstar’s Proposed Construction</b>	<b>Google’s Proposed Construction</b>	<b>Court’s Construction</b>
argument using the user profile 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.	<b>“[the] user profile data”</b>	See ‘969 (2)	See ‘969 (2)	
	<b>“advertisement”/“particular advertisement”</b>	See ‘969 (1)	See ‘969 (1)	
	<b>“advertisement database” / “database having advertisement information”</b>	See ‘969 (1)	See ‘969 (1)	
21. The <b>advertising machine</b> of claim 20, wherein the <b>user profile data</b> includes prior purchasing information regarding the <b>user</b> .	<b>“advertising machine”</b>	See ‘969 (17)	See ‘969 (17)	
	<b>“[the] user profile data”</b>	See ‘969 (2)	See ‘969 (2)	
	<b>“user”</b>	See ‘969 (1)	See ‘969 (1)	
22. The <b>advertising machine</b> of clam 20, wherein the <b>associative search engine</b> is operable to store the <b>user profile data</b> in a user profile <b>database</b> of the advertising machine.	<b>“advertising machine”</b>	See ‘969 (17)	See ‘969 (17)	
	<b>“associative search engine”</b>	See ‘969 (17)	See ‘969 (17)	
	<b>“[the] user profile data”</b>	See ‘969 (2)	See ‘969 (2)	
	<b>“user”</b>	See ‘969 (1)	See ‘969 (1)	
	<b>“database”</b>	See ‘969 (1)	See ‘969 (1)	
23. The <b>advertising</b>	<b>“advertising machine”</b>	See ‘969 (17)	See ‘969 (17)	

<b>Asserted Claims (Disputed terms in bold)</b>	<b>Terms for Construction</b>	<b>Rockstar’s Proposed Construction</b>	<b>Google’s Proposed Construction</b>	<b>Court’s Construction</b>
<b>machine</b> of claim 20, wherein the <b>associative search engine</b> is operable to transmit the <b>user profile data</b> via the <b>communications interface</b> to the <b>data processing device</b> for storage.	“ <b>associative search engine</b> ”	See ‘969 (17)	See ‘969 (17)	
	“ <b>[the] user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
	“ <b>communications interface</b> ”	See ’245 (9)	See ’245 (9)	
	“ <b>data processing device [of a/the user]”</b>	See ‘969 (6)	See ‘969 (6)	
24. The <b>advertising machine</b> of claim 20, wherein the <b>user profile data</b> is based upon <b>prior search history</b> of the <b>user</b> .	“ <b>advertising machine</b> ”	See ‘969 (17)	See ‘969 (17)	
	“ <b>[the] user profile data</b> ”	See ‘969 (2)	See ‘969 (2)	
	“ <b>prior searching history / prior search history</b> ”	See ’245 (7)	See ’245 (7)	
	“ <b>user</b> ”	See ‘969 (1)	See ‘969 (1)	
25. The <b>advertising machine</b> of claim 20, wherein the <b>user profile data</b> is based upon <b>user</b>	“ <b>advertising machine</b> ”	See ‘969 (17)	See ‘969 (17)	



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interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.	“[the] user profile data”	See ‘969 (2)	See ‘969 (2)	
	“user”	See ‘969 (1)	See ‘969 (1)	
28. The <b>advertising machine</b> of claim 20, wherein the at least one <b>database</b> having <b>data network related information</b> and the <b>advertisement database</b> comprise <b>distinct differing databases</b> .	“advertising machine”	See ‘969 (17)	See ‘969 (17)	
	“database”	See ‘969 (1)	See ‘969 (1)	
	“data network related information”	See ‘969 (1)	See ‘969 (1)	
	“advertisement database” / “database having advertisement information”	See ‘969 (1)	See ‘969 (1)	
	“distinct differing databases”	See ’883 (10)	See ’883 (10)	