EXHIBIT 10a

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Where obviousness is asserted, an explanation of why the prior art renders the asserted claim obvious, including examples of combinations of prior art showing obviousness, is set forth in claim charts A-1 to A-39, which identify specific examples of where each limitation of the asserted claims is found in the prior art references, or herein. The cited portions are only examples, and Google reserves the right to rely on un-cited portions of the prior art references.

Because discovery is ongoing and Google has not yet completed their investigation, discovery, or analysis of the issues raised by Rockstar's claims, Google reserves it right to supplement and amend its explanation of why the prior art renders the asserted claims obvious, including an identification of any combinations of prior art showing obviousness, as they receive additional information either through their own investigations or from Rockstar or third parties. In particular, Google's investigation and analysis is significantly impeded by the insufficiency and incompleteness of Rockstar's infringement contentions.

Table B1: Search References

To the extent the references addressed in claim charts A-1 to A-39 does not disclose the limitations identified in each chart citing Table B1, one of ordinary skill in the art would be motivated to combine the references addressed in claim charts A-1 to A-39 with any one or more of the Table B1 references listed below because: it would have yielded predictable results; using the techniques of the Table B1 references would have improved the primary or obviousness references in the same way; and applying the techniques of the Table B1 references to improve primary or obviousness references would have yielded predictable results.

Reference	Disclosure
U.S. Patent No. 6,119,101 ("PECKOVER")	*See*, *e.g.*, PECKOVER, 11:20-26: Consumers can launch ongoing searches for products, and the searches can continue even when the consumer is not online. Consumers use search engines that have data that is more up-to-date. Consumers access search engines that are easier to use, especially for non-technical users. PECKOVER, 12:7-8: The system provides results faster than mobile or wandering agents. PECKOVER, 12:13-21: Referring to the fundamental problems of the flow of market information in electronic commerce, the fundamental objects of the system for consumers are: to assist consumers in gathering market information quickly and easily; to protect consumer identity and private information while gathering market information; and to assist consumers in performing ongoing searches. PECKOVER, 14:45-49: Consumers use Decision Agents to gather the information that helps consumers make purchasing and usage decisions. Decision Agents can search for ads meeting various criteria, and order the matching ads according to the consumer's fs. PECKOVER, 15:22-36: Referring to the left side of the figure, actions of Consumer 20 generate market data. Consumer 20 controls a Consumer Personal Agent 12 that represents the Consumer to the system. The Consumer Personal Agent is capable of creating a

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	Decision Agent 14 to carry out a search, within a Market 18, for products that satisfy certain constraints and preferences. For example, a Consumer might query for the local retailers that carry a certain brand of sports shoes. Decision Agent 14 gathers data without knowing, and therefore without revealing, the identity of the Consumer 20. Both Decision Agent 14 and Market 18 store data about the search. Decision Agent 14 returns a set of product recommendations, which Consumer Personal Agent 12 further filters and orders according to Consumer preferences before presenting to Consumer 20. PECKOVER, 19:65-20:5: Continuing to refer to FIG. 4B, a Decision Composer 74 assists the user in composing queries to be executed by Decision Agents. Decision Composer 74 retrieves a Product Template 174 (described later in conjunction with FIG. 9B) for a particular product from a Market 18 in which the user wishes to search, present instructions to the user for completing Product Template 174 to describe the object of the search, and produces the appropriate query. PECKOVER, 21:15-24 Referring to FIG. 6, a Decision Agent 14 comprises the functional components of: a Unique ID 98, a Personal Agent Reference 100, a Market Reference 102, an Expiry function 104, a Query 106, a Response Manager 108, and a Log function 110. PECKOVER, 21:57-61: A Query 106 describes the product or product category for which to search. Query 106 includes data from Product Template 174 completed by the consumer and relevant data from the consumer's preferences, as assembled by Decision Agent Factory 76 of the consumer's Personal Agent 12. PECKOVER, 21:63-64: A Response Manager 108 receives search results and returns them to the consumer's Personal Agent 12. PECKOVER, 24:3-6: An Immediate Agents function 156 keeps track of Decision Agents 14 that are performing an immediate search. An immediate search is a search that is to be performed and results returned as soon as practical. PECKOVER, 24:23-24: Results from an extended search may be returned periodically

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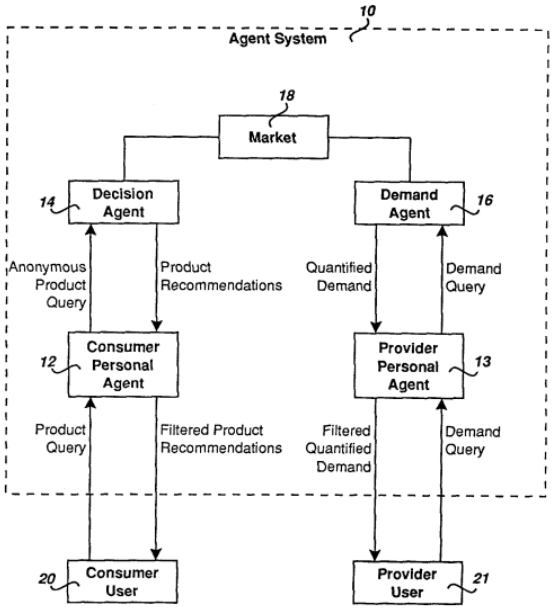
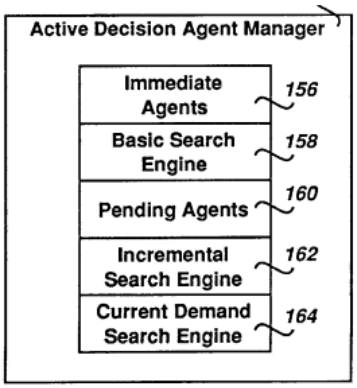
	during the time that the search remains active. PECKOVER, Fig. 1:  *Fig. 1* PECKOVER, Fig. 8C:  *Fig. 8C* PECKOVER, Fig. 11:

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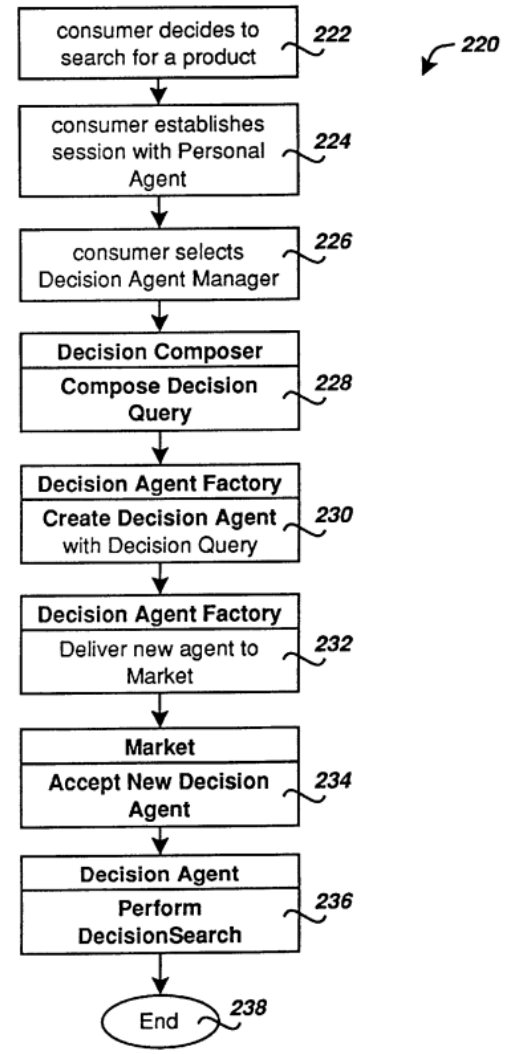
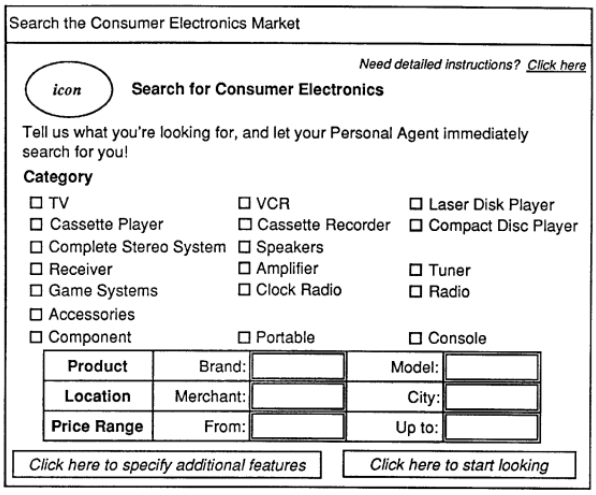
	Product Search Method  *Fig. 11* PECKOVER, Fig. 40:  *Fig. 40*

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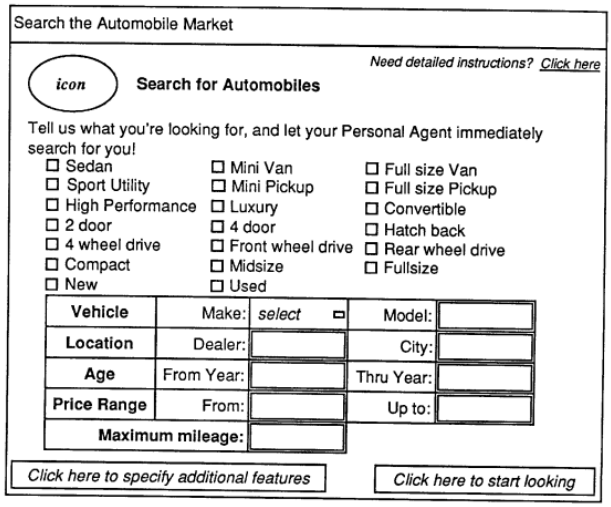
	PECKOVER, Fig. 41:  ***Fig. 41***
Dow Jones Services References	*See*, *e.g. Dow Jones unveils new, unique knowledge indexing system* (April 17, 1997) ("Dow Jones Interactive Publishing today announced it has developed and implemented a sophisticated automated knowledge indexing system that will allow Dow Jones News/Retrieval(R) subscribers to get highly targeted results from one search in the services Publications Library, a compilation of more than 3,600 authoritative business sources."); *Personal Library Software Announces Release Of Dow Jones News/Retrieval Text Library* (June 12, 1995) ("Personal Library Software today announced that Dow Jones News/Retrieval(R) is the latest major online publisher to release a new service using the PLS search engine.")
U.S. Patent No. 5,710,884 ("DEDRICK PATENT")	DEDRICK PATENT, 11:22-34: In one embodiment, the software tools also provide an interactivity builder to allow the end user to interact with the electronic information. For example, the electronic information may be a content database that is analogous to the "yellow pages" of a phone book. The yellow page content database may contain a plurality of advertisements that can be viewed by the end user. The software tools may allow the publisher to build an object that allows the end user to search the contents of the content database. The software tools may also allow the publisher/advertiser to combine different types of information. For example, the publisher can combine video, audio, graphics, animation and text all within the same unit of electronic information provided to the end user.
U.S. Patent No. 6,374,237 ("REESE")	REESE, 1:22-30: Search engine servers have been developed to allow a user to transmit a request from a client to retrieve data. Search engines

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	rely on a user formulated query to retrieve data. In this case, a client transmits a request to a search engine server to search content sites (e.g., other servers) on the Internet for information based on user-selected "keywords." The search engine searches the web and retrieves data that matches the keywords, then transmits the matching data to the client. REESE, 7:47-52: Next, in step 930, the matching server receives a search request that includes a user profile from a client. In step 940, the matching server compares the data in the aggregate database to the user profile supplied by the client. The matching server then delivers the matching data to the client in step 950.
Another Search Engine? Hotwired Introduces Hotbot, Powered By Inktomi, PR Newswire, May 20, 1996 ("ANOTHER SEARCH ENGINE")	*See*, *e.g.*, ANOTHER SEARCH ENGINE, p. 1: "HotWired Ventures, a premier Internet media company, today introduced HotBot (www.hotbot.com), a unique search engine that indexes and searches every word on the World Wide Web. Powered by Inktomi's advanced parallel-processing engine, HotBot will change the way people search for and retrieve information on the Internet." ANOTHER SEARCH ENGINE, p. 1: "'The rules of the search engine game have changed. Internet users thought they'd get what they needed from traditional search engines, but they found the result to be thin on content, rigid in context, and often totally irrelevant,' said Andrew Anker, president and CEO of HotWired Ventures. 'Our quest to find a better search engine led us to Inktomi. By combining the best technology, the most relevant searches, and an innovative interface, we created HotBot -- a bigger, better, smarter way to search the Web.'" ANOTHER SEARCH ENGINE, p. 1: "Most search engines aren't keeping up with the tremendous growth of the Web. HotBot's underlying Inktomi engine indexes more than 50 million full-text Web documents plus Usenet and mailing-list archives, and its scalable architecture can match the growth of the Web." ANOTHER SEARCH ENGINE, p. 2: "HotBot includes a number of unique features. Users can get the most current information quickly, efficiently view and use that information, and interact with the search engine in a personal manner. Daily Updates: The HotBot spider crawls the Web every day, offering users the most current information. Reliable and Fast: HotBot's fault-tolerant engine reliably delivers query results in seconds, without frequent downtime. Convenient Previews: HotBot allows users to preview documents without leaving the search page, reducing search time. Personal Searching: The HotBot interface allows users to personalize their search engine to fit their own surfing style." ANOTHER SEARCH ENGINE, p. 2: "HotBot identifies, customizes, and ranks millions of Web documents using an algorithm developed by a

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	team of the world's leading experts in information retrieval. HotBot recognizes that users desire varying levels of information detail, so it allows users to control the amount and type of information searched. The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines." ANOTHER SEARCH ENGINE, p. 1: Users can perform advanced queries within an interface that closely mirrors the progressive look and feel of HotWired's site, recognized worldwide as one of the most engaging, innovative sites on the Web. ANOTHER SEARCH ENGINE, p. 2: "Reliable and Fast: HotBot's fault-tolerant engine reliably delivers query results in seconds, without frequent downtime." ANOTHER SEARCH ENGINE, p. 2: " The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines."
The 'Hottest' Search Engine," Business Communications Co., Vol. 3, No. 3, June 1996	*See*, *e.g.*, THE 'HOTTEST' SEARCH ENGINE, p. 1: "HotWired Ventures (520 3rd St., San Francisco, CA 94107) has introduced HotBot (http://www.hotbot.com), a new search engine that indexes and searches every word on the World Wide Web, powered by Inktomi's advanced parallel-processing engine." THE 'HOTTEST' SEARCH ENGINE, p. 1: "HotBot is touted as 'a bigger, better, smarter way to search the Web.' It allows users to attain extremely fast, high quality search results without the need to learn complex query languages. HotBot's underlying Inktomi engine indexes more than 50 million full-text Web documents plus Usenet and mailing-list archives, and its scalable architecture can match the growth of the Web. The closest competitor, Alta Vista, currently indexes approximately 30 million Web pages and its traditional, single machine architecture is limiting their ability to grow." THE 'HOTTEST' SEARCH ENGINE, p. 1: "The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines. HotBot can also be reached by clicking on the HotBot icon on HotWired (http://www.hotwired.com)." THE 'HOTTEST' SEARCH ENGINE, p. 1: "It allows users to attain extremely fast, high quality search results without the need to learn complex query languages."
U.S. Patent No. 7,072,849 ("FILEPP")	*See*, *e.g.*, FILEPP, 8:21-24: Messages are information provided by the user or the network and are used in fields defined within the constructs of an object, and are seen on the user's RS monitor 412, or are used for data processing at RS 400. FILEPP, 15:52-57:

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	Further, DIA provides common data structure between applications run at RS 400 units and applications that may be run on external computer networks; e.g. Dow Jones Services, accessed through gateway 210. As well, DIA provides support for utility sessions between backbone applications run within network 10. FILEPP, 20:59-21:18: The Jump command 296 as seen in FIG. 3a, can be selected, by the user from command bar 290. When Jump command 296 is selected, a window partition 275 is opened. In window 275, the user is presented and may select from a variety of displayed options that include among others, the Directory command, the Index command, and the Guide command, which when selected, have the effect noted above. Additionally, the user can select a command termed Viewpath which will presents the keywords that currently make up the list of keywords associated with the user's Path command, and from which list the user can select a desired keyword. Still further, and with reference FIG. 11, which shows the sequence where a user offers a term to identify a subject of interest, the user may enter a keyword at display field 270 within window partition 275 as a "best guess" of the mnemonic character string that is assigned to a partitioned application the user desires (e.g., the user may input such english words as "news," "pet food," "games," etcetera). Where the user enters a character string it is displayed in field 270, and then searched by RS 400 native code (discussed below) against the sequence sets above noted to identify the object-id for the appropriate table of keywords (not shown) that RS 400 may request from host 205. While as noted above, a table may include 10 to 20 keywords, in the preferred embodiment, for the sake of speed and convenience, a typical keyword table includes approximately 12 keywords. FILEPP, 21:35-49: If after selecting the Jump command, the user selects the Index command, RS 400 will retrieve the keyword table residing at RS 400, and will again build a page with initialized, cursorable fields of keywords. The table fetched upon invoking the Index command will be comprised of alphabetic keywords that occur within the range of the keywords associated with the page template object (PTO) from which the user invoked the Index command. As discussed above, the user may select to navigate to any of this range of PTOs by selecting the relevant keyword from the display. Alternatively, the user can, thereafter, select another range of alphabetical keywords by entering an appropriate character string in a screen field provided or move

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	forward or backward in the collection by selecting the corresponding option. FILEPP, 21:50-64: By selecting the Directory command, RS 400 can be caused to fetch a table of keywords, grouped by categories, to which the PTO of the current partitioned application (as specified by the object set field 630 of the current PEO) belongs. Particularly, by selecting the Directory command, RS 400, is causes to displays a series of screens each of which contains alphabetically arranged general subject categories from which the user may select. Following selection of a category, a series of keywords associated with the specified category are displayed in further screens together with descriptive statements about the application associated with the keywords. Thereafter, the user can, in the manner previously discussed with regard to the Index command, select from and navigate to the PTOs of keywords which are related to the present page set by subject. FILEPP, 21:65-22:21: The Guide command provides a navigation method related to a hierarchical organization of applications provided on network 10, and are described by a series of sequentially presented overlaying windows of a type known in the art, each of which presents an increasing degree of detail for a particular subject area, terminating in a final window that gives keywords associated with the relevant applications. The Guide command makes use of the keyword segment which describes the location of the PTO in a hierarchy (referred to, in the preferred embodiment, as the "BFD," or Building-Floor-Department) as well as an associated keyword character string. The BFD describes the set of menus that are to be displayed on the screen as the sequence of pop-up windows. The Guide command may be invoked by requesting it from the Jump window described above, or by selecting the Menu command on Command Bar 290. As noted above, in the case of the Guide command, the PTO and object-ids for the application entry screen are directly associated with the graphic of the keyword presented in the final pop-up window. This enables direct access of the application entry screen without need to access the sequence set and keyword table, and thus, reduces response time by reducing the number of objects that must be processed at RS 400. FILEPP, Fig. 3a:

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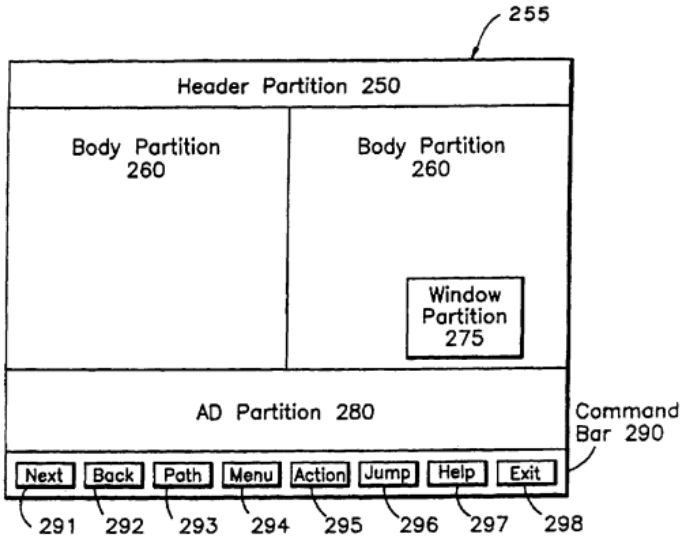
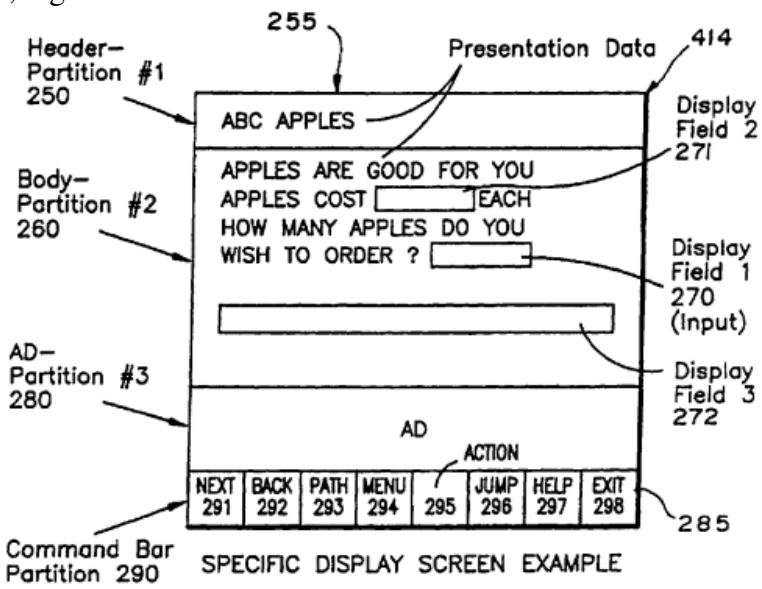
	 FIG. 3a FILEPP, Fig. 3b:  FIG. 3b
Knoblock, Craig; "Searching the World Wide Web," in IEEE	*See e.g.,* KNOBLOCK, "SEARCHING THE WORLD WIDE WEB," IEEE EXPERT[1], at 8 ("the Lycos search engine comprises the Lycos Catalog of the Internet and the Pursuit retrieval program); *id.* ("In July 1994, its developer added the Pursuit retrieval engine to allow user searching

[1] References to Knoblock are to Knoblock, Craig; "Searching the World Wide Web," in IEEE Expert.

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Expert. ("KNOBLOCK")	of the Lycos catalog."); *id.* at 10 ("the final step is to process queries from individual users and to return lists of links to matching documents.")
World Wide Searching for Dummies, by Brad Hill, IDG Books Worldwide, 1996. ("DUMMIES")	*See e.g.,* DUMMIES, CHAPTER 5 (describing how Yahoo!'s search engine operates); *id.*, p. 78 ("You can begin searching with Yahoo! with just three simple steps: 1. Go to the main Yahoo! Web page (see Figure 5-1) by entering this URL in your Web browser: http://www.Yahoo.com/ . . .2. Type a keyword, or more than one, in the Search form. 3. Click on the Search button next to the keyword form. . . . Within a second or two, a new page (called Search Results) appears on your screen, displaying (Surprise!) the search results. . . . Yahoo! deluges you with only 25 results per page."); *id.*, p. 85 ("The best place to begin a keyword search in Lycos is at the Lycos directory, called a2z (see Figure 6-1). To begin using Lycos keyword searches right away, you need to follow a few basic steps: 1. Direct your Web browser to the a2z page by using the URL shown previously. 2. Type a keyword, or more than one, in the Find box. Click on the Go Get It button."); *id.* ("After you click on the Go Get It button, Lycos searches the default database—the Lycos catalog database. In a few seconds, you see the results page, which displays links to all the sides that match your keywords."); *id.*, p. 99 ("Use more keywords. If you're looking for sites about cars, add the names of the actual automobile models, manufacturers, and years. Use the match all terms (AND) Search option. Combined with more keywords, this option narrows the results drastically."); *id.*, p. 101 ("Enter the Excite search engine, offering a blissful promise: Just tell it in plain English what you want, and it will find it for you."); *id.*, p. 102-103 ("The Excite home page is the starting point for concept-based Web searches. You get there by entering this URL into your Web browser: http://www.excite.com/. . . 1. Place your cursor in the keyword form and click once. 2. Type either a single keyword, more than one keyword, or a simple phrase describing what you want to find. . . 3. Click on the Search button, which is next to the keyword form."); *id.*, p. 102 ("A few seconds after you click on the Search button, you see the Query Results page, which lists your hits (see Figure 7-2). At this point, Excite has found Web sites that match any one (or more) of your keywords. Excite presents the sites that match your keywords in the order that the Excite search engine determines is most useful."); *id.*, p. 104 ("You can have Excite sort the Query Results page in two ways: Sort by confidence: This setting is the default. Your first search will sort the results this way, with the most confident links (presumably the most relevant and useful) at the top. What does *confidence* mean, exactly? Excite has a certain amount of confidence in the matches it gives you, based on how many of your keywords it matches, how many times each word is matched, and

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	other criteria known only to Excite. . . . Sort by site: When you choose this option, the confidence rating scheme is scrapped in favor of listing the matched Web sites in a directory style. Individual Web page links are grouped under the home page to which they belong (see Figure 7-3). In this fashion, you can see at a glance when multiple links all belong to a single, inclusive site."); *id.*, p. 106 ("Even though Excite features its ability to understand phrase concepts and search on them, it also accepts run-of-the-mill keywords. The default setting is to search by concept. Change this setting by clicking on the small arrow next to the second search option, and selecting the by keyword option. Excite will then take a more literal approach to the words you enter."); *id.*, p. 155-158 (describing how WebCrawler's search engine operates.); *id.,* p. 155-156: "Above the keyword search form are two other forms that give you some choice in how the results are presented: . . .Summaries or titles . . . Number of hits. . .")
WO9721183to Naqvi ("NAQVI WO")	*See*, *e.g.*, NAQVI WO[2] at Abstract - "The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17)" NAQVI WO, p. 2 – "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching." NAQVI WO, p. 4 – "The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as 15 used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements." NAQVI WO, p. 5 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays

[2] References to "NAQVI WO" are to WO9721183 to Naqvi et al. .

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	the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with 20 specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to 25 target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer." NAQVI WO, p. 15-16 – "Initially, a user requests a particular piece of information through one of the clients 17. The user's 10 request is given to the WWW Daemon 16, which passes the information to the gate 15. The gate 15 at this point decides what piece of information is being requested by the user and finds other relevant pieces of information that can be commingled with what the user has asked. The user, 15 for example, might ask the system to see certain car dealers, to find a phone number of a car dealer, or to get a page of a particular magazine. The gate 15 at this point gives the request to the matching rule engine 18 ("MRE"). The purpose of the MRE 18 20 is to look at the content of the user's query and to find a category within its active index SIC 19 that matches the same type. If the user has asked for car dealers, the MRE 18 invokes its rules to determine that car dealers are part of a class of things relating to transportation. Based on 25 the classification determined by the MRE 18, the system now knows that the user is asking about cars or about transportation or about whatever else that the user might be interested in. The MRE 18 at this point then returns to the gate 15 30 the category index of the user's query. If the user had asked about cars or about family sedans or about sports cars, at this point the MRE 18 would have figured out that the user's interest falls into a certain category. Based

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	on the user's interest category, the system then retrieves the advertisements that are relevant to that category. Thus, the purpose of the MRE 18 is to figure out what the 5 user requested, to place the user's request in a category of a classification system (i.e., the active index SIC 19) and, based on that classification, to retrieve relevant advertisements." NAQVI WO, p. 21-22 – "The information brokers or content providers shown in Fig. 1 include a home page dispatcher 25, a search engine 5 INFORMIX 26, and a generic HTML 27. For purposes of the present invention, it is assumed that there are three broad classes of publishers that can utilize the advertising features of the present invention. A "publisher" can include virtually anyone that provides content to the 10 network. For example, anyone who is a home page owner is a publisher in the category shown as Generic HTML 27. A second kind of publisher is the search engine publisher 26, which includes phone company yellow page providers, such as NYNEX. And a third kind of publisher is the so-called home 15 page dispatchers, which include traditional magazines and newspapers, such as Business Week. … The second kind of publisher that the present invention is used with is the search engine publisher 26. Currently, there are many companies on the WWW that permit 30 users to query their database and then return a set of answers from the database to the user. For example, a telephone company may have a site that allows a user to obtain a set of phone numbers and business names for a particular type of business (i.e., a yellow page directory) . For purposes of the present invention, the search 5 engine publisher 26 is distinguished from the home page dispatcher 25 in the sense that the content returned by the search engine publisher 26 does not contain any special tags or meta comments put in by the publisher to define the layout of the content and the ads. In this case, the 10 layout manager 10 of the present invention computes the optimum layout based upon the rules and layout templates, as described above. The final result, therefore, is that output is taken from the search engine publisher 26,

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	adorned with certain relevant advertisements, and then shown to the users." NAQVI WO, p. 34 – "To start (step 80), the user enters a query. For example, the user may enter restaurants or cars as a query. The query has a focus, as described above. The system determines what the focus is and, as described above, the system provides the user with a list of categories that relate to the query. For example, if the user requests restaurants, the user might be shown a list of restaurant types, such as Chinese, American, French, Italian, and so forth. The query entered by the user is evaluated by a query form manager (step 81) to determine the focus of the query." NAQVI WO at Claims 1, 2, 4 Figures 1, 2, 7, 8B, 10, 11 (and associated text)
U.S. Patent No. 5,901,287 to Bull et al. ("BULL")	BULL at Col. 3 - "The user is presented with a variety of search, display and output options. The search options include: 1) Search using keywords or combinations; 2) Use of complex software text search agents that have been predefined by the information aggregation and synthesization system site operators. These agents take advantage of the expansive subject matter expertise in understanding which search parameters will best serve the user's search needs; 3) Use of search patterns and agents from this user's previous sessions, perhaps expanded by available specials and promotions; 4) Natural Language Query; and 5) Some combination of 1), 2), 3) and 4). During a user session or when a user completes a session, the user's looking activity is analyzed for patterns, preferences and trends and the proile annotated or updated so that when they next use the information aggregation and synthesization system, the nominated searches will be custom ized to their individual desires." BULL at Col. 6 – "A theme or definition of a class of information (e.g., central California travel and tourism or new automobiles) is identified. Data sources (Local DataStores (500 . . . N) and Network Accessible DataStores (300 . . . N)) are screened for relevance, quality of information and appropriateness (or may be included de facto based on their title or description). These are indexed using a text indexing software tool 2981 and the indices stored on the system index DataStore 220. An initial set of Preestablished Software Text Agents are

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	defined. These agents are words or combinations of words that form a word based search pattern. This initial set of agents is relevant to the searches that might be performed against the class of information that was indexed. (i.e., Agents about automobiles would be developed to search a class of indexed information about new cars). These are stored in the Preestablished Software Text Agent DataStore 231. The System 200 uses any multipurpose computer central processing units with the ability to handle multiple inputs and outputs with the necessary hard disk storage and to run World Wide Web (WWW) or other network server software." BULL at Col. 7-8 – "The user is also presented with browsing options based on: activity from a previous session in the browsing activity datastore 240; predeveloped software text agents and personalized software text agents (developed in the Post Session Activity) stored in the Personal Search Text Agent DataStore 232; or combinations of all as well as situational opportunities developed by the user greeting subsystem 291. The user selects the search options to be used (or simply enters search criteria directly). This search criteria is used to search the index datastore 220 and a list of data sources is presented to the user for selection. The user indicates the information to be viewed. The user will also be presented with options to refine his search through the altering of search agent criteria (Search Reduction System 293)." BULL at Col. 12 – "Certain criteria will be entered which delineates a pattern that is requested to be monitored. When this pattern is seen (or is in close match) in the user's WWW activity, the insertion mechanism is activated. If a certain web page is requested, the present invention will display a particular advertisement. The ad will be inserted based on the content of the existing web page being read. An analysis of the text stream of the user's interactive session will be performed online. When certain text patterns are observed (or close matches are observed), an advertisement is inserted into the display. The advertising may be static or connected to the adver tiser's computer datastore which designates specific ads or coupons based on the pattern match and other conditions which may be required. The software agent criteria is entered by the merchant in the agent data store 230 which delineates a pattern that needs to be monitored. As an example, if the user accesses web pages for

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	"Holiday Inns on the West Coast", the insertion mechanism Would be established to automatically insert ads for "Hilton Inns on the West Coast."" BULL at Figs. 1 - 7 (and associated text)
HealthGate	BUSINESS WIRE at 2 - "After entering a query, HealthGate's search engine will display to users the most relevant titles of articles."
InfoSeek	QUINT[3] at 1: Identifying InfoSeek as a search engine. QUINT at 1: "InfoSeek Search, introduced in February 1995, offers subscribers full-text searching of over 400,000 pages on the World Wide Web (WWW), the last four weeks of over 10,000 Usenet newsgroups, articles from over 100 computer publications, and articles from the major wire services. InfoSeek also has databases of health articles, book and movie reviews, and technical support information." QUINT at 3: "Kirsch: We have several databases, one in each subject area. We do that for reasons of usability, speed, and superior precision/recall. Our WWW collection contains 1.5 bytes of data and it's currently the largest collection of WWW pages on the Net. Our Usenet collection has over 4,000,000 articles and it's also the largest single collection of searchable information about the Internet and computer-related topics." PRNEWS [4] at 1: "Major engines—including Alta Vista, Excite, Infoseek, Lycos, Yahoo! and WebCrawler—use a dataset indexed by the spider to provide a set of related sites." FROOK[5] at 1: "These advertisements work by delivering a sales pitch along with the results of a key-word search on a search engine. For example, a user searching under the subject "cars" might receive a Web ad for Genetal Motors Corp. or Chrysler Corp., while a search for

[3] References to QUINT are to Barbara Quint, "An Internet 'virtual library' builder: Steve Kirsch, president, CEO, InfoSeek Corporation," Business & Company Resource Center (July-Aug 1995).

[4] References to PRNews are to PRNews, "Make Sure Search Engines Find Your Site," May 6, 1996.

[5] References to Frook are to John Evan Frook, "Web marketing push," Communications Week (Oct. 9, 1995)

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	modems might delivervan ad for online computer superstore NECX Direct.
Open Text Index	CNET[6] - "Open Text is offering to help those publishers by allowing them premium slots in its search engine without requiring them to buy more expensive advertising banners. Under the company's Preferred Listing [http://www.opentext.com/omw/preferred_c.html] service, a merchant that sells personal computers online, for example, could ensure that its Web site appears as the top listing in searches for the terms *PC* and *computer.*" FAIN[7] - "Paid search reconciled this dilemma by tying the search engine's revenue to the act of transferring the user to an advertiser's site. In 1996, the search engine Open Text briefly offered ***preferred listings,*** in which sites would pay to be inserted into the search result set for particular keywords." WWW SEARCHING FOR DUMMIES[8] at 109-118 – The Open Text Web searching site is aptly named, because it treats the entire World Wide Web like a gigantic cauldron of words. With the Open Text tools, you can search the Web for keywords as if it were a single immense text file. Open Text also shows that it has some smarts: It allows you to refine your search by narrowing it to certain portions of Web sites, such as the summaries, titles, or URLs. That feature may seem like Nobel-quality intelligence, but it sure comes in handy when you're trying to find the perfect *Star Trek* site (which is a big concern for most Nobel laureates). Power and friendliness are nicely blended in Open Text. You can use keyword operators, but you don't have to know much about them -- the system makes it all clear with drop-down lists that are built into its Web page. All in all, Open Text has emerged as a major searching service. Just keep reading along to find out how to use it. . . "
"Make Sure Search	PR NEWS at 1: "a Web user looking for Time Warner Inc.'s home page

[6] CNET refers to "Engine sells results, draws fire," CNET (June 21, 1996)

[7] Fain refers to Daniel C. Fain and Jan O. Pedersen, "Sponsored Search: A Brief History," Bulletin of the American Society for Information Science and Technology (Dec./Jan. 2006

[8] WWW Searching for Dummies shall refer to Brad Hill, "World Wide Web Searching for Dummies," IDG Books Worldwide, Inc. (1996)

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Engines Find Your Site," PR News, May 6, 1996 ("PR NEWS")	by entering the query term 'Time Warner' in a search engine may find the right site buried beneath many other sites" *Id*. at 1: "Time Warner could thus ensure that anyone who enters the term 'Time Warner' will see its home page or ad at the top of the search results." *See also, e.g.* PRNEWS ("Major engines—including Alta Vista, Excite, Infoseek, Lycos, Yahoo! and WebCrawler—use a dataset indexed by the spider to provide a set of related sites."); *id.*, ("…users must learn more about query techniques to define a search. Alta Vista and WebCrawler offer their users tips on searching."); *id.* ("[S]earch engines like WebCrawler and InfoSeek use 'spiders' or 'robots' to index the Web. These programs automatically search the Web by indexing one page and then indexing all documents that are hyperlinked to it.")
"Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser," *Computer Networks and ISDN Systems*, Vol. 28, Nos. 7-11, pp. 1493-1499 (May 1996), *available at* http://www.ra.ethz.ch/CDStore/www5/www370/overview.htm ("KOHDA '96")	KOHDA '96, §1: "An advertising agent is placed between the advertisers and the users. Advertisements fetched from advertisers' Web servers are merged with Web pages from ordinary Web servers by the agent, and the merged pages are displayed on the users' Web browser. Thus, the users see advertisements on any server around on the Internet. Moreover the agent has chances to deliver appropriate advertisements which suit each user's taste." *Id*., §2.2: "When a user clicks an anchor on a page displayed on the browser, the browser contacts the Web server and returns a Web page designated by the anchor. Simultaneously, the browser contacts the advertising agent's Web server. The agent's Web server returns a Web page of one of its advertisements. Then the browser merges those returned Web pages, and displays a composite page on the screen." *Id*., §3.1: "At invocation, environment information is passed to each filter program as invocation parameters. The environment information includes at least the identity of the user and information about the selected anchor. The contents of a Web page designated by the anchor are input into the pipe of filters, and the output from the pipe is displayed on the browser's window as an HTML document." *Id*., §3.2: "The filter keeps in memory the contact path (URL) to the agent's Web server. When it is invoked, it forwards the invocation parameters passed from the browser to the agent's Web server, and waits for a reply."

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Kohda U.S. Patent No. 7,136,853 to Kohda et al. ("KOHDA '853")	KOHDA '853 at 4:32-42: "The information providing method according to the present invention is used to provide information through an information communications network, and comprises the steps of receiving the first information from a contract user through the information communications network; selecting a piece of advertising information from among plural pieces of stored advertising information according to the first information; and transmitting the selected advertising information to the user through the information communications network." *Id*. at 15:30-45: "In response to the [user] request, the information retrieving server 101, which is a WWW server, retrieves its own information and transmits the retrieved information 106 specified by the information retrieving apparatus 100 to the information retrieving apparatus 100 in the format of an HTML document. ... Then, after a request to obtain the above described retrieved information, the advertising function 104 in the information retrieving apparatus 100 requests the information server 102 specified by the information server specifying unit 42 to retrieve the additional information specified by the additional information specifying unit 42." KOHDA '853 at 6:37-42: "When retrieved information acquisition data is input to an input/output unit 1 in the information retrieving apparatus 100, the retrieved information obtaining unit 3 obtains object retrieved information from an information retrieving server according to corresponding retrieved information acquisition data." KOHDA '853 at 6:56 to 7:3: "The user inputs data for use in obtaining requested retrieved information (for example, articles from a newspaper relating to a specified item) through the input/output unit 1. Then, the information retrieving apparatus 100 obtains the retrieved information from the information retrieving server through the retrieved information obtaining unit 3, automatically obtains additional information such as advertising information from the information server through the additional information obtaining unit 4, incorporates the obtained information into the retrieved information obtained from the information converting unit 2, and outputs the result on a display unit." *Id*. at 9:19-42: "The retrieval condition input unit 11 is used to input data when the user requests to retrieve data and obtains retrieved information. ... The retrieval conditioning input unit 11 can be a text input devices such as a keyboard, etc. In this case, the user inputs the data to the retrieval condition input unit 11 by directly inputting the data using a keyboard, etc."

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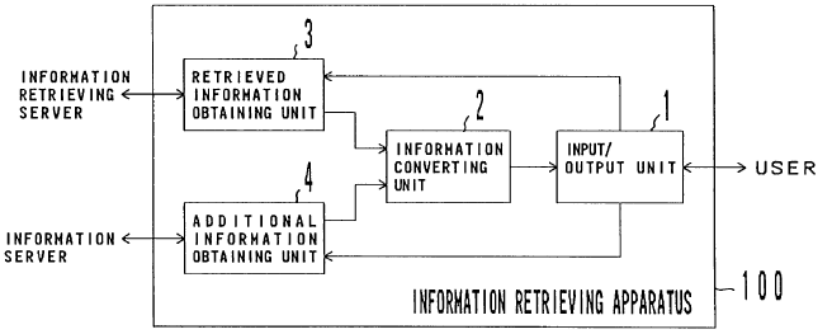
	Id. at 6:56 to 7:3: "The user inputs data for use in obtaining requested retrieved information (for example, articles from a newspaper relating to a specified item) through the input/output unit 1. Then, the information retrieving apparatus 100 obtains the retrieved information from the information retrieving server through the retrieved information obtaining unit 3, automatically obtains additional information such as advertising information from the information server through the additional information obtaining unit 4, incorporates the obtained information into the retrieved information obtained from the information converting unit 2, and outputs the result on a display unit." Fig. 1:  FIG. 1
Fox, et al., "Users, User Interfaces, and Objects: Envision, a Digital Library," *Journal of the American Society for Information Science*, 44(8):480-491, 1993 ("FOX 1993")	FOX 1993, p. 484 ("The Envision user interface will run as a client process on a user's desktop computer, communicating with the Envision retrieval system via network.); *id.*, ("Our interface specification calls for separate windows or groups of windows for each of the major phases or types of interaction with the Envision system. These include: Query window (with four query fields and a query history); Search Results Windows (Graphic View, Item Summary, Item Preview); and Browsers."); *id.*, p. 484-85: "The Query Window has two categories of use: New queries are created and searches performed from this window."); *id.*, p. 485 "The Query Window offers a user three ways to create new queries: By entering document descriptors in four new query fields for authors, title words, words related to content, and words found in other parts of the document as specified by a pop-up menu labeled 'Special Query.' By editing earlier queries. By combining results of previously completed searches, using set operations."); *id.*, p. 485 ("When creating a new query or editing an old one, the user may make changes in addition to or instead of simply editing the text in the four fields. Other options

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	include changing the matching types (explained further below) used for each field, changing the relationship among fields, and changing filters that restrict search results."); *id.*, p. 487 ("Central to the search results display design is the concept of viewing each document (item) as a node within the Envision database graph and representing the document graphically as an icon. Results of a search are presented in a Graphic View Window as a scatterplot of icons.")
Fox, Chen, and France, "Integrating Search and Retrieval with Hypertext", 1991. ("FOX 1991")	*See e.g.*, FOX 1991, p. 333 ("In the area of library information retrieval, the Z39.50 standard has been developed so that a user of one library system can cause that system to have a query processed on another system, and then indirectly receive the search results."); *id.*, p. 339 ("Many people are familiar with keyword-based search approaches . . . , in which the reader searches for a particular string of characters in a database or uses entries from a *controlled* vocabulary for searching.")
"Short History of Early Search Engines," available at www.thehistoryofseo.com/The-Industry/Short_History_of_Early_Search_Engines.aspx. (SHORT HISTORY)	*See e.g.,* SHORT HISTORY (identifying search engines)
Pinkerton, "Finding What People Want: Experiences with the WebCrawler", Second International WWW Conference, 1994. (PINKERTON)	PINKERTON, ABSTRACT ("The WebCrawler indexes both document titles and document content using a vector space model. Users can issue queries directly to the pre-computed index or to a search program that explores new documents in real time. The database the WebCrawler builds is available through a search page on the Web."); *id.*, p. 2 ("Users . . . can run the WebCrawler client itself, automatically searching the Web on their own"); *id.*, p. 4 ("To find an initial list of similar documents, the WebCrawler runs the user's query against its index."); *id.*, p. 5 ("Users enter keywords as their query, and the titles and URLs of documents containing some or all of those words are retrieved from the index and presented to the user as an ordered list sorted by relevance.")
"Search-Engine Advertising; Web Marketing Push" by John Evan Frook in *Communications Week*, October 9, 1995. (FROOK)	*See e.g.*, FROOK, p. IA11 (describing Yahoo! as a search engine.); *id.* ("Yahoo Corp. unveiled an alliance with Open Text Corp. to add search functions to its Internet directory.")
"What Hath Yahoo Wrought," by John W.	*See e.g.*, VERITY (identifying search engines)

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Verity, *Bloomberg Businessweek*, February 11, 1996 (VERITY)	
Sullivan, "Where Are They Now? Search Engines We've Known and Loved," available at http://searchenginewatch.com/article/2064954/Where-Are-They-Now-Search_Engines-Wev.. (SULLIVAN)	*See e.g.*, SULLIVAN (identifying search engines)
The Internet Advertising Report, Mary Meeker, Morgan Stanley, December 1996 ("MEEKER")	MEEKER at 6-6: "Search engines, by definition, use text input by users to conduct searches of relevant content on the Web. Since advertisements are displayed along with the search results, these companies allow advertisers to buy "key words," which display the advertiser's banner when a user searches for the word purchased. It follows that the word or words purchased are generally related in some way to the advertiser's products or services. Infoseek and Yahoo! charge $1,000 per month per keyword, and based on a target of 20,000 impressions, this would yield a CPM of $50. For example, Figure 6-3 shows how the results of a search for the word "router" yielded a typical list of sites but also netted an advertisement for Cabletron Systems (a maker of switches, considered an alternative to routers). In fact, any time this word was searched for, the same ad came up. A search for "hub" consistently resulted in a different ad for the same company. (Yes, we searched for "beer," and each time we got a Miller Genuine Draft ad)."
Rick Dedrick, *Interactive Electronic Advertising*, IEEE 1994 ("DEDRICK 1994")	*See e.g.*, DEDRICK 1994, p. 59 ("All consumers having access to the local electronic yellow pages can search these yellow pages . . ."); *id.*, p. 60: "Other included data may include key words and other variables used by consumption agents to go out on the network and find both electronic content and electronic advertisements that have a certain "hit-rate" when matched against a consumer's profile."); *id.* ("Acting upon the consumer's personal profile data, an agent might send out queries to electronic yellow pages service providers, either locally or with a wider scope of interest.")
Rick Dedrick, *A Consumption Model for Targeted Electronic Advertising*, IEEE 1995 ("DEDRICK 1995")	*See e.g.*, DEDRICK 1995, p. 44 ("All consumers having access to the local electronic yellow pages can search these yellow pages . . ."); *id.*, p. 46 ("Acting upon the consumer's personal profile data, an agent might send out queries to electronic yellow pages service providers, either locally or with a wider scope of interest.")
Katherine Gallagher and Jeffrey Parsons, *A*	*See e.g.,* GALLAGHER, p. 2 ("In this paper, we restrict our discussion to banner advertising that appears in the course of users' browsing and

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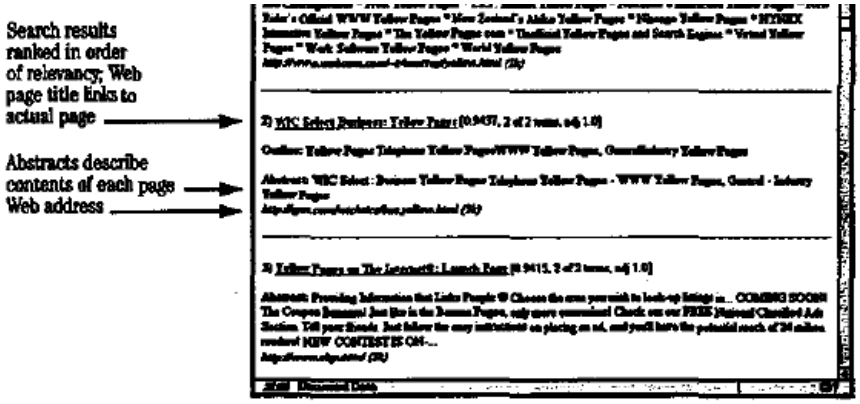
Framework for Targeting Banner Advertising on the Internet, Proceedings of the Thirtieth Annual Hawwaii International Conference on System Sciences, 1997 IEEE ("GALLAGHER")	searching activities on information services, such as Yahoo! (http://www.yahoo.com) and Excite (http://www.yahoo.com), that provide an entry point to Internet resources.")
Lycos, Inc. Registration Statement No. 333-354, dated April 3, 1996 ("LYCOS PROSPECUS"), produced at GOOG-WRD-00872476-GOOG-WRD-00872549	*See* LYCOS PROSPECUS at GOOG-WRD-00872477:  Search results ranked in order of relevancy; Web page title links to actual page Abstracts describe contents of each page Web address *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872498: *Catalogs, Directories and Reviews* To address these needs, users are increasingly relying on catalogs, directories and reviews of information and resources on the Internet. • *Catalogs.* Catalogs are computer-generated indexes of Web resources used to conduct a focused search from detailed information about millions of Web pages. A catalog must be comprehensive and provide relevant responses to queries in a timely manner to be useful to a viewer. To maintain its usefulness, a catalog must be able to scale effectively as the size of the Web grows and as the number of queries per day increases. *Id.* at GOOG-WRD-00872500:

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	Lycos Solution The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's a2z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites. *Id.* at GOOG-WRD-00872501: **Technology** The foundation of currently available Internet catalogs is a database comprised of the indexed content and addresses of Web pages. The underlying database for most Internet catalogs is created through the use of "spiders," which are software programs that autonomously roam the Web by following hypertext links, automatically identifying and collecting material to be included in the database index. Catalogs also provide retrieval software that enables a user to conduct a search of the database and extract a list of Web pages that match the search. The Lycos Catalog is built with the Company's proprietary spider indexing technology that enables it to collect and organize information on millions of Web pages and links in a highly efficient manner. The Lycos technology creates and stores abstracts of Web pages in the Lycos Catalog database instead of only indexing limited information such as Web addresses or headers or copying the full text of indexed Web pages. The Company believes that this approach best balances a useful amount of information without the limitations on scalability and comprehensiveness imposed by copying full text. The Company's abstracts are a concise summary of the content and key words of a Web page, as well as its address. These abstracts include the title, outline, 100 most important words and the smaller of the first 20 lines or 20% of each page. The Lycos spider eliminates approximately 50 of the most common function words such as "the," "a," "and," "or" and "it," which the Company believes add no value and slow down a search. The Company's spider technology allows it to differentiate its Lycos Catalog and related products and services in the following ways: *Size.* A catalog with a larger underlying database will generally produce a higher number of results to a query. Lycos currently has indexed over 25 million Web pages which the Company believes is one of the largest catalogs of Internet resources. By constructing abstracts of Web pages, Lycos' spider technology facilitates the ability of the Lycos Catalog to scale proportionally with the growth of the Internet. *Relevancy.* Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enable the Lycos Catalog to deliver more relevant search results. *Id.* at GOOG-WRD-00872502: *Response Speed.* In order to be practical for most users, catalogs must return results to queries quickly. The ability of a catalog to respond quickly to queries depends fundamentally on its underlying indexing technology. The Company's use of abstracts reduces the amount of information required to be stored in the database, resulting in faster responses to queries. Moreover, as the number of Web pages and viewers increases, the Company believes that its method of creating abstracts should enable the Company to continue to update and increase the number of Web pages indexed in the Lycos Catalog without significantly degrading response time. *The Lycos Catalog* The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of February 29, 1996, the Lycos Catalog had indexed over 25 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is *www.lycos.com.*

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	a2z Directory The a2z Directory, introduced on the Internet in February 1996, provides a convenient way to browse and locate the most popular Web sites on the Internet grouped into 16 general categories, which in turn are divided into over 600 subcategories. The a2z Directory, which is a subset of the Lycos Catalog, organizes collections of pages grouped into preselected categories. In this manner, viewers may browse through a series of categories and subcategories such as Science & Technology→Space & Astronomy→Planets & The Solar System. Users may then view a listing of the titles with both short descriptions of the sites in the category and a hypertext link to each site. The Company believes that its directory has advantages over competing directories because of the capability of the Lycos search and indexing technology to index Web pages by popularity, thereby allowing the a2z Directory to be built upon the most popular Web sites. The Web address for the a2z Directory is *a2z.lycos.com*. *Id.* at GOOG-WRD-00872502-503: ***Point Reviews*** Point Reviews is a collection of critical reviews of what the Company considers to be among the most popular sites on the Web. Point Reviews permits users to focus on high quality sites and read critical reviews to determine if the sites are likely to be of interest. Each review includes a link that allows the viewer to visit any chosen site or destination. Web sites are selected for inclusion in one of three ways: by being among the most popular Web sites as measured by the number of hypertext links to the site, by being selected by the Company's editorial staff as a site of general interest, or by being nominated for review by Point viewers. Informative and entertaining reviews are prepared by the Company's professional writers and editors. Point Reviews provides a numeric rating for the selected Web sites based on content, presentation and viewer experience that allows users to differentiate among rated Web sites. As of January 31, 1996, the Company had reviewed over 6,000 sites and is adding hundreds of Web site reviews each month. *Id.* at GOOG-WRD-00872505: **Product Development** Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses. *Id.* at GOOG-WRD-00872506: The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the a2z Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog.
Lycos, Inc. Form S-1 Registration Statement, dated February 14, 1996 ("LYCOS S-1"), produced at GOOG-WRD-00872550-GOOG-WRD-00872923	*See* LYCOS S-1 at GOOG-WRD-00872554:

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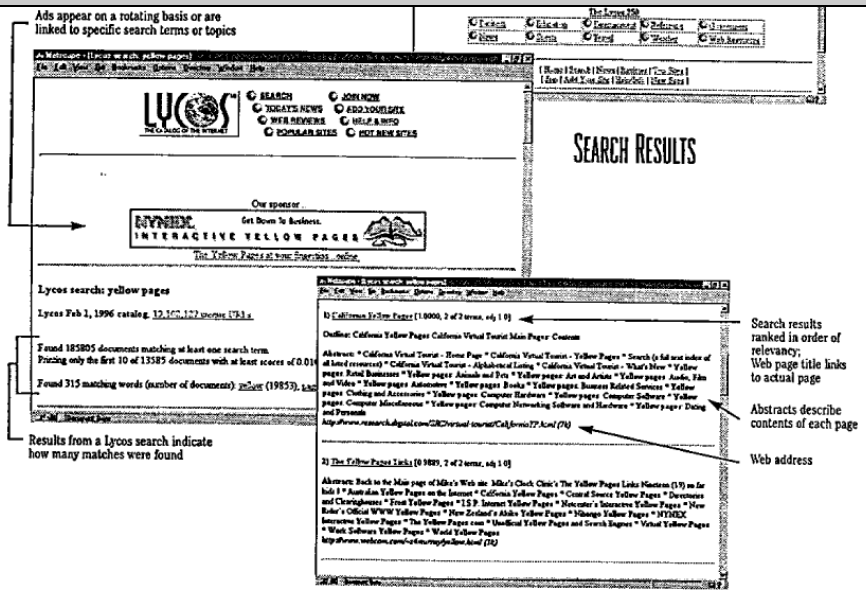


Id. at GOOG-WRD-00872558:

Competition. The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,

Id. at GOOG-WRD-00872574:

Catalogs, Directories and Reviews

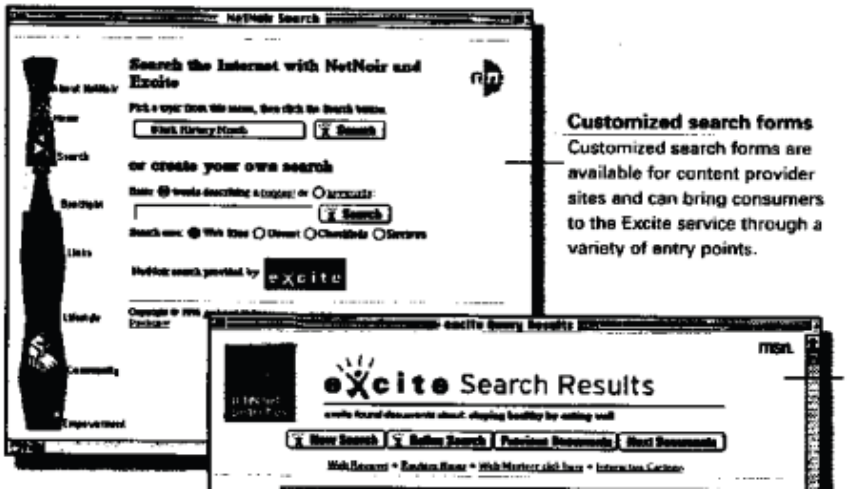
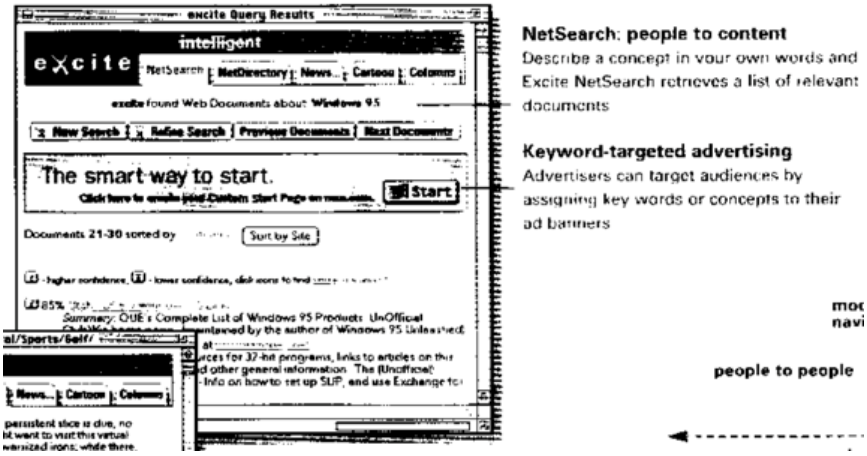
To address these needs, users are increasingly relying on catalogs, directories and reviews of information and resources on the Internet.

- *Catalogs.* Catalogs are computer-generated indexes of Web resources used to conduct a focused search from detailed information about millions of Web pages. A catalog must be comprehensive and provide relevant responses to queries in a timely manner to be useful to a viewer. To maintain its usefulness, a catalog must be able to scale effectively as the size of the Web grows and as the number of queries per day increases.
- *Directories.* Directories are manually compiled categorizations of a selected universe of Web sites organized into broad subject areas. Directories are useful when an Internet user wishes to browse Web content within general, popular topics of interest. Deliberately small in scale and focused, directories provide the Internet user with a quick and easy means of locating basic summary information on Web sites. To be useful, directories must offer topics that are of appeal to users and correctly define such topics so that relevant information is captured.
- *Reviews.* Reviews are brief descriptions and critical assessments of Web sites. Reviews are useful when an Internet user wishes to find the highest quality sites within a subject, as identified and evaluated by an independent source. Reviews are also used by a user as a quick and easy means to stay current with what's new and most popular on the Web. To be useful, reviews must be credible, consistent and timely.

Id. at GOOG-WRD-00872576:

Reference	Disclosure
	Lycos Solution The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's A2Z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites. *Id.* at GOOG-WRD-00872577: **Technology** The foundation of currently available Internet catalogs is a database comprised of the indexed content and addresses of Web pages. The underlying database for most Internet catalogs is created through the use of "spiders," which are software programs that autonomously roam the Web by following hypertext links, automatically identifying and collecting material to be included in the database index. Catalogs also provide retrieval software that enables a user to conduct a search of the database and extract a list of Web pages that match the search. The Lycos Catalog is built with the Company's proprietary spider indexing technology that enables it to collect and organize information on millions of Web pages and links in a highly efficient manner. The Lycos technology creates and stores abstracts of Web pages in the Lycos Catalog database instead of only indexing limited information such as Web addresses or headers or copying the full text of indexed Web pages. The Company believes that this approach best balances a useful amount of information without the limitations on scalability and comprehensiveness imposed by copying full text. The Company's abstracts are a concise summary of the content and key words of a Web page, as well as its address. These abstracts include the title, outline, 100 most important words and the smaller of the first 20 lines or 20% of each page. The Lycos spider eliminates approximately 50 of the most common function words such as "the," "a," "and," "or" and "it," which the Company believes add no value and slow down a search. The Company's spider technology allows it to differentiate its Lycos Catalog and related products and services in the following ways: *Size.* A catalog with a larger underlying database will generally produce a higher number of results to a query. Lycos currently has indexed over 19 million Web pages which the Company believes is one of the largest catalogs of Internet resources. By constructing abstracts of Web pages, Lycos' spider technology facilitates the ability of the Lycos Catalog to scale proportionally with the growth of the Internet. *Using Popularity to Guide the Exploration.* Popular Web pages are more likely to be interesting and useful. The popularity of Web pages can be measured by the number of pages on other computers that have hypertext links to that page. The Company believes that the Lycos spider technology is the only indexing technology that uses popularity as a basis for searching Web pages. The Lycos spider explores the most popular pages on the Web by using proprietary algorithms to track the number of external hypertext links to each Web page. The Company also uses popularity ranking to determine how frequently the Web pages should be revisited, ensuring that the most popular pages in the Lycos Catalog are updated frequently. *Relevancy.* Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enables the Lycos Catalog to deliver more relevant search results. *Id.* at GOOG-WRD-00872578: *Response Speed.* In order to be practical for most users, catalogs must return results to queries quickly. The ability of a catalog to respond quickly to queries depends fundamentally on its underlying indexing technology. The Company's use of abstracts reduces the amount of information required to be stored in the database, resulting in faster responses to queries. Moreover, as the number of Web pages and viewers increases, the Company believes that its method of creating abstracts should enable the Company to continue to update and increase the number of Web pages indexed in the Lycos Catalog without significantly degrading response time.

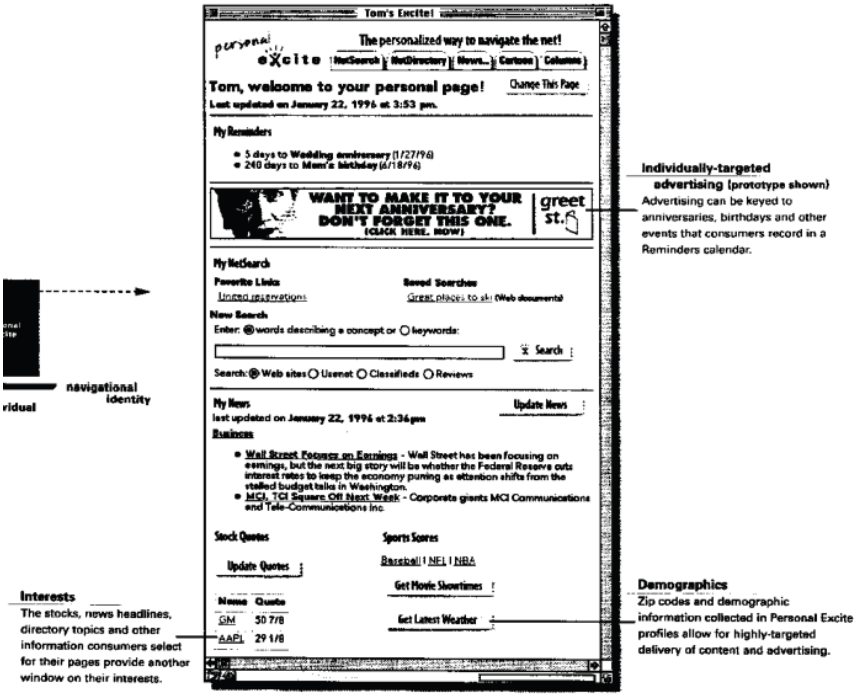
Reference	Disclosure
	The Lycos Catalog The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of January 31, 1996, the Lycos Catalog had indexed over 19 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is *www.lycos.com*. *A2Z Directory* The A2Z Directory, introduced on a limited basis on the Internet in February 1996, provides a convenient way to browse and locate the most popular Web sites on the Internet grouped into 15 general categories, which in turn are divided into over 150 subcategories. The A2Z Directory, which is a subset of the Lycos Catalog, organizes collections of pages grouped into preselected categories. In this manner, viewers may browse through a series of categories and subcategories such as Science & Technology→Space & Astronomy→Planets & the Solar System. Users may then view a listing of the titles with both short descriptions of the sites in the category and a hypertext link to each site. The Company believes that its directory will have advantages over competing directories because of the capability of the Lycos search and indexing technology to index Web pages by popularity, thereby allowing the A2Z Directory to be built upon the most popular Web sites. *Id.* at GOOG-WRD-00872578-579: *Point Reviews* Point Reviews is a collection of critical reviews of what the Company considers to be among the most popular sites on the Web. Point Reviews permits users to focus on high quality sites and read critical reviews to determine if the site is likely to be of interest. Each review includes a link that allows the viewer to visit any chosen site or destination. Web sites are selected for inclusion in one of three ways: by being among the most popular Web sites as measured by the number of hypertext links to the site, by being selected by the Company's editorial staff as a site of general interest, or by being nominated for review by Point viewers. Informative and entertaining reviews are prepared by the Company's professional writers and editors. Point Reviews provides a numeric rating for the selected Web sites based on content, presentation and viewer experience that allows users to differentiate among rated Web sites. As of January 31, 1996, the Company had reviewed over 6,000 sites and is adding hundreds of Web site reviews each month. *Id.* at GOOG-WRD-00872581: **Product Development** Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses. *Id.* at GOOG-WRD-00872582: The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the A2Z Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog.
Excite, Inc. SB-2 Registration Statement No. 333-2328-LA, March 11, 1996 ("Excite SB-2")	**NetSearch and NetDirectory** Excite's NetSearch and NetDirectory target the mass Internet market. Consumers can conduct concept-based searches on the full text of more than 1.5 million Web pages, browse a database of over 50,000 Web site reviews and search postings on more than 10,000 Usenet discussion groups.

Reference	Disclosure
produced at GOOG-WRD-00872006-GOOG-WRD-00872094	Id. at GOOG-WRD-0087209.  Id. at GOOG-WRD-0087209.  Id. at GOOG-WRD-00872010.

Reference	Disclosure

Personal Excite

Personal Excite is a personalized page that selects and compiles Web content, including advertising, to match each individual's unique interests.



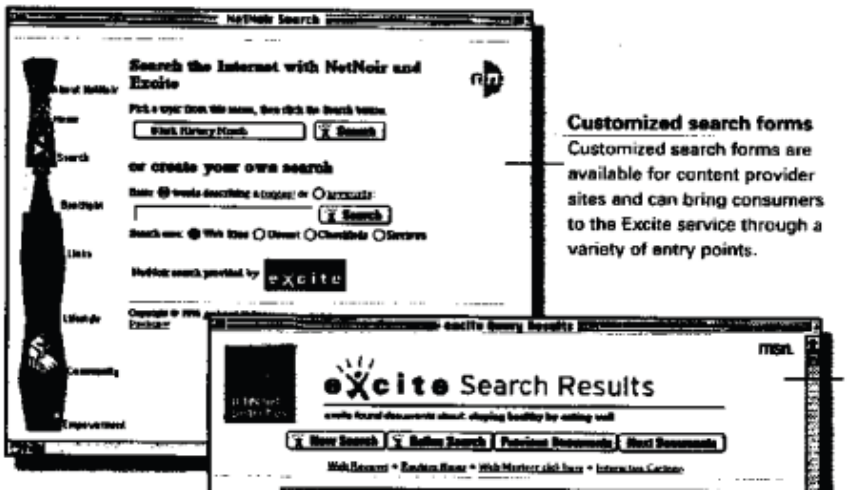
Id. at GOOG-WRD-00872011.

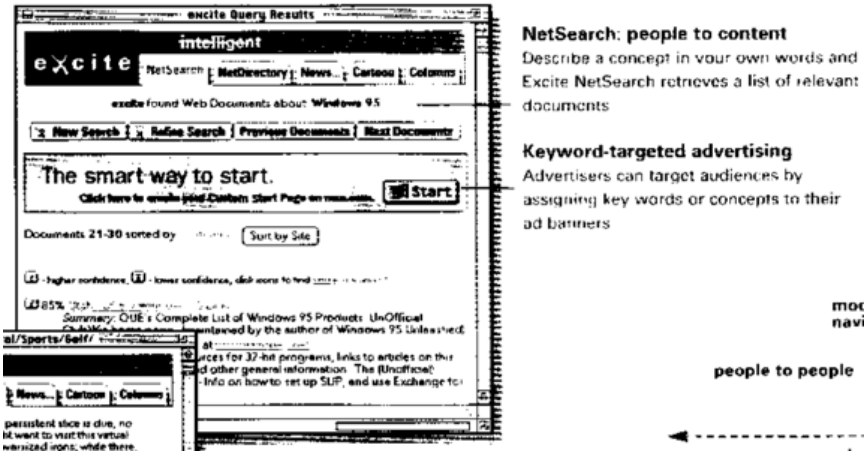
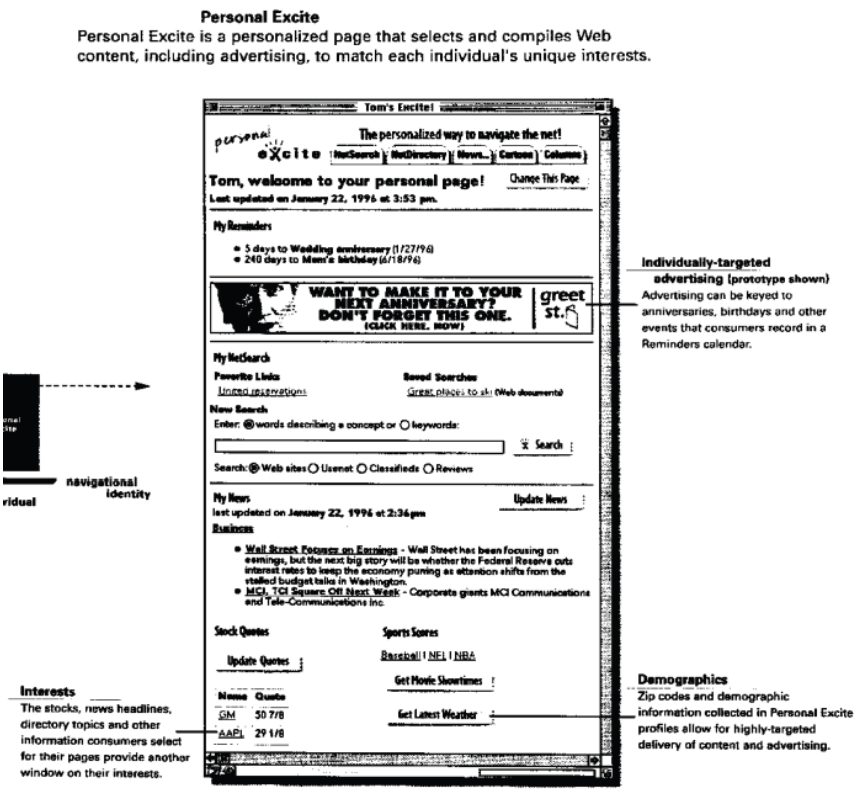
Despite explosive growth of the Web as a new medium for communicating, marketing, selling, educating and entertaining, the limitations of existing navigational technologies and services have restricted effective interaction among consumers, content providers and advertisers. With the Web's growth, consumers are having more difficulty finding relevant information, content providers are finding it increasingly difficult to improve the visibility of their Web sites, and advertisers are becoming less effective in delivering their messages to appropriately targeted groups of consumers. The Company's consumer segmented services and products are designed to overcome these limitations. *NetSearch* targets a mass market audience of Web consumers, helping them find content and other people through its proprietary navigation technology, including concept-based searching. *NetDirectory* is a database of professionally-authored Web site reviews targeting both mass market and affinity group consumers that provides information about high-quality Web sites in a lively and entertaining manner. To date, the Company's team of 30 professional authors and editors have written over 50,000 reviews. *Personal Excite* allows consumers to personalize their interaction with the Web. Through its *City.Net* and planned *Regional Editions*, Excite offers or will offer navigation services targeted to geographic affinity groups by providing specific databases of local and regional content.

Id. at GOOG-WRD-00872013.

Reference	Disclosure
	Intense Competition The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00872017-18. *NetSearch.* NetSearch service targets a mass market audience of Internet consumers, helping consumers find content as well as other people on the Internet. NetSearch was first launched commercially in October 1995. NetSearch permits users to find Web content by searching on Excite's index of over 1.5 million Web documents. The Company believes that Excite's proprietary navigation technology provides the following enhanced searching and browsing capabilities: *Concept-based searching,* which permits consumers to find documents that are relevant to their query even if they do not contain the actual words used in the query and which improves the relevancy ranking of retrieved documents. *Browsing tools,* consisting of query-by-example, let consumers find other similar documents by simply clicking on the query-by-example icon, and automatic abstracting technology, which creates a concise summary of a Web document, lets users evaluate the relevancy of Web documents without taking the time to visit them or to read the entire document. ***Distributed spider data collection technology,*** which periodically updates the Company's indices, thus maintaining their currency and comprehensiveness. NetSearch also permits consumers to search for other people on the Internet by searching on a database containing an index to the full text of Usenet discussion groups and Usenet classifieds. When consumers find an article of interest, they can send an electronic mail message directly to the author or, if they have access to Usenet, launch directly into the discussion thread, reading the entire sequence of articles for that topic of discussion. Id. at GOOG-WRD-00872040.

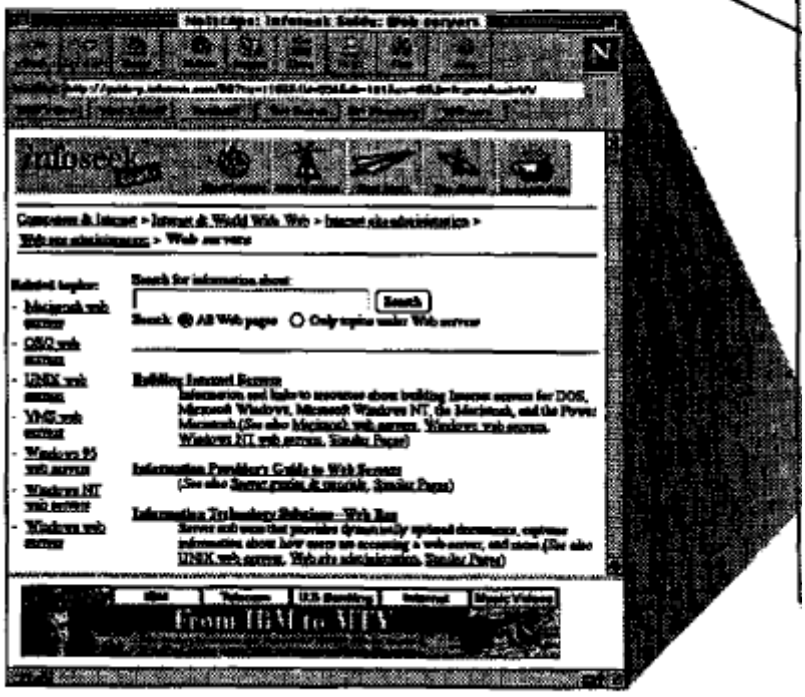
Reference	Disclosure
	Aggressively distributing Excite for Web Servers The Company markets EWS directly to those individuals who build and maintain Web sites — Web developers, Web creators and Web publishers who are hired to design and implement a Web site. The Company believes that these people are key influences in the content provider marketplace and in many cases may not only build a corporate Web site but also influence corporate buying decisions for subsequent on-line advertising. The Company markets to the Web development community directly using both the Internet and traditional marketing channels. Efforts include: (i) providing a prominent link from its services to EWS' online store front; (ii) encouraging all Web sites using EWS to provide links to this on-line store front and Excite; (iii) directly contacting many Web sites and Web site developers using email; (iv) advertising on Web sites frequented by Web developers, such as iWorld and NCSA; and (v) pursuing an aggressive print advertising campaign and tradeshow schedule. The Company maintains an on-line "store front" where EWS can be downloaded for no charge using a Web browser. The site contains a wide range of promotional, sales and marketing materials for Excite services and products. In addition to direct distribution over the Internet, EWS is distributed by software and hardware vendors who market products to the Web development community. Currently, OpenMarket, Spry, BSDI and Luckman Interactive distribute EWS with their Web server software, and Silicon Graphics, Inc. and Sun Microsystems distribute EWS with their Web server hardware. Id. at GOOG-WRD-00872043. **Technology** The Company's services and products are based on proprietary retrieval technology designed to permit highly effective searches on the Internet by emphasizing quality and precision in the search process. This technology combines a true concept-based retrieval technology with sophisticated browsing tools. In addition, the Company has developed a proprietary spider designed to enhance the quantity and quality of information contained in the Company's databases, thereby enhancing the quality of information retrieved in a search. The Company's retrieval technology is also designed to search across distributed databases as effectively as searching a single, local database. Id. at GOOG-WRD-00872045. *Concept-Based Retrieval* The Company believes that most Internet navigation companies use "keyword" searching in their retrieval process, in which only those documents that contain the keywords specified in the query are retrieved. While keyword searching is effective in some instances (and may be enhanced by the use of a built-in thesaurus), it does not allow the user to retrieve information relevant to a search that does not include the exact text of a keyword (or synonym, if a thesaurus is used). For example, a keyword search of the words "intellectual property" may not return documents relating to software piracy or copyright law if such documents do not contain the words "intellectual" or "property." Keyword searching may also result in the retrieval of a great deal of irrelevant information that happens to contain the keyword. The Company's concept-based retrieval technology uses advanced statistical methods which it believes increase the precision or relevance of information retrieved. The Company's retrieval technology analyzes information for statistical correlations between terms and documents. These correlations (which can be loosely described as "concepts") are then used to improve the retrieval process. Accordingly, a search can retrieve information that is relevant to the consumer's query even if that information contains none of the keywords in the original query. Furthermore, most keyword systems rank the relevance of returned documents by simple heuristics such as the frequency of keyword occurrence within a document. The Company uses its determination of concepts to augment and improve the ranking of the retrieved documents, so that the most important documents are first shown to the consumer, even when thousands of documents are found. Id.

Reference	Disclosure
	Distributed Search Capabilities The Company's information retrieval technology has been designed to address the complex problems that arise in information retrieval when a database is distributed across multiple nodes in a wide-area network. The primary goal in distributed information retrieval is to ensure that the results of a search of a database distributed across multiple nodes closely approximate the results that would have been achieved if the search had been performed on the same data collected on a single, local database. Although the Company believes that most distributed retrieval systems use a protocol that does not yield results that are similar to those that could be obtained on a search of a single, local database, the Company's distributed information retrieval protocol has been engineered to provide distributed results that are very similar to the concept-based results that the Company's technology yields for a single, local database. The Company believes that this distributed protocol will enable the Company's services and products to scale with, and thereby benefit from, the rapid growth of the Internet. The Company believes that its distributed information retrieval capability will permit it to continue to provide accurate, reliable information retrieval as the Internet grows. The Company plans to include a program called the notifier in its next release of EWS. This program is designed to allow the EWS administrator to send a copy of its Web site to the Excite service without waiting for the Company's spider to retrieve the current index. The cost to the EWS server is minimal, and Excite is spared the cost of retrieving and indexing those pages since the task of indexing has been distributed to the remote machines. The Company believes that this notifier technology will assist in increasing the number of Web pages that can be indexed and kept current by its services. The Company has not yet implemented its notifier technology, and there can be no assurance that the Company will be able to release such notifier technology successfully. Id. at GOOG-WRD-00872046.
Excite, Inc. Prospectus, dated April 3, 1996 ("Excite Prospectus") produced at GOOG-WRD-00871928-GOOGL-WRD-00872005	**NetSearch and NetDirectory** Excite's NetSearch and NetDirectory target the mass Internet market. Consumers can conduct concept-based searches on the full text of more than 1.5 million Web pages, browse a database of over 50,000 Web site reviews and search postings on more than 10,000 Usenet discussion groups. Id. at GOOG-WRD-00871929.  Id. at GOOG-WRD-00871929.

Reference	Disclosure
	 Id. at GOOG-WRD-00871930.  Id. at GOOG-WRD-00871931.

Reference	Disclosure
	Despite explosive growth of the Web as a new medium for communicating, marketing, selling, educating and entertaining, the limitations of existing navigational technologies and services have restricted effective interaction among consumers, content providers and advertisers. With the Web's growth, consumers are having more difficulty finding relevant information, content providers are finding it increasingly difficult to improve the visibility of their Web sites, and advertisers are becoming less effective in delivering their messages to appropriately targeted groups of consumers. The Company's consumer segmented services and products are designed to overcome these limitations. *NetSearch* targets a mass market audience of Web consumers, helping them find content and other people through its proprietary navigation technology, including concept-based searching. *NetDirectory* is a database of professionally-authored Web site reviews targeting both mass market and affinity group consumers that provides information about high-quality Web sites in a lively and entertaining manner. To date, the Company's team of 30 professional authors and editors have written over 50,000 reviews. *Personal Excite* allows consumers to personalize their interaction with the Web. Through its *City.Net* and planned *Regional Editions*, Excite offers or will offer navigation services targeted to geographic affinity groups by providing specific databases of local and regional content. Id. at GOOG-WRD-00871933. **Intense Competition** The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00871937-38. *NetSearch.* NetSearch service targets a mass market audience of Internet consumers, helping consumers find content as well as other people on the Internet. NetSearch was first launched commercially in October 1995. NetSearch permits users to find Web content by searching on Excite's index of over 1.5 million Web documents. The Company believes that Excite's proprietary navigation technology provides the following enhanced searching and browsing capabilities: *Concept-based searching*, which permits consumers to find documents that are relevant to their query even if they do not contain the actual words used in the query and which improves the relevancy ranking of retrieved documents. *Browsing tools*, consisting of query-by-example, let consumers find other similar documents by simply clicking on the query-by-example icon, and automatic abstracting technology, which creates a concise summary of a Web document, lets users evaluate the relevancy of Web documents without taking the time to visit them or to read the entire document. *Distributed spider data collection technology*, which periodically updates the Company's indices, thus maintaining their currency and comprehensiveness. NetSearch also permits consumers to search for other people on the Internet by searching on a database containing an index to the full text of Usenet discussion groups and Usenet classifieds. When consumers find an article of interest, they can send an electronic mail message directly to the author or, if they have access to Usenet, launch directly into the discussion thread, reading the entire sequence of articles for that topic of discussion.

Reference	Disclosure
	Id. at GOOG-WRD-00871960. *Aggressively distributing Excite for Web Servers* The Company markets EWS directly to those individuals who build and maintain Web sites — Web developers, Web creators and Web publishers who are hired to design and implement a Web site. The Company believes that these people are key influences in the content provider marketplace and in many cases may not only build a corporate Web site but also influence corporate buying decisions for subsequent on-line advertising. The Company markets to the Web development community directly using both the Internet and traditional marketing channels. Efforts include: (i) providing a prominent link from its services to EWS' online store front; (ii) encouraging all Web sites using EWS to provide links to this on-line store front and Excite; (iii) directly contacting many Web sites and Web site developers using email; (iv) advertising on Web sites frequented by Web developers, such as iWorld and NCSA; and (v) pursuing an aggressive print advertising campaign and tradeshow schedule. The Company maintains an on-line "store front" where EWS can be downloaded for no charge using a Web browser. The site contains a wide range of promotional, sales and marketing materials for Excite services and products. In addition to direct distribution over the Internet, EWS is distributed by software and hardware vendors who market products to the Web development community. Currently, OpenMarket, Spry, BSDI and Luckman Interactive distribute EWS with their Web server software, and Silicon Graphics, Inc. and Sun Microsystems distribute EWS with their Web server hardware. Id. at GOOG-WRD-00871963. **Technology** The Company's services and products are based on proprietary retrieval technology designed to permit highly effective searches on the Internet by emphasizing quality and precision in the search process. This technology combines a true concept-based retrieval technology with sophisticated browsing tools. In addition, the Company has developed a proprietary spider designed to enhance the quantity and quality of information contained in the Company's databases, thereby enhancing the quality of information retrieved in a search. The Company's retrieval technology is also designed to search across distributed databases as effectively as searching a single, local database. Id. at GOOG-WRD-00871965. *Concept-Based Retrieval* The Company believes that most Internet navigation companies use "keyword" searching in their retrieval process, in which only those documents that contain the keywords specified in the query are retrieved. While keyword searching is effective in some instances (and may be enhanced by the use of a built-in thesaurus), it does not allow the user to retrieve information relevant to a search that does not include the exact text of a keyword (or synonym, if a thesaurus is used). For example, a keyword search of the words "intellectual property" may not return documents relating to software piracy or copyright law if such documents do not contain the words "intellectual" or "property." Keyword searching may also result in the retrieval of a great deal of irrelevant information that happens to contain the keyword. The Company's concept-based retrieval technology uses advanced statistical methods which it believes increase the precision or relevance of information retrieved. The Company's retrieval technology analyzes information for statistical correlations between terms and documents. These correlations (which can be loosely described as "concepts") are then used to improve the retrieval process. Accordingly, a search can retrieve information that is relevant to the consumer's query even if that information contains none of the keywords in the original query. Furthermore, most keyword systems rank the relevance of returned documents by simple heuristics such as the frequency of keyword occurrence within a document. The Company uses its determination of concepts to augment and improve the ranking of the retrieved documents, so that the most important documents are first shown to the consumer, even when thousands of documents are found. Id.

Reference	Disclosure
	Distributed Search Capabilities The Company's information retrieval technology has been designed to address the complex problems that arise in information retrieval when a database is distributed across multiple nodes in a wide-area network. The primary goal in distributed information retrieval is to ensure that the results of a search of a database distributed across multiple nodes closely approximate the results that would have been achieved if the search had been performed on the same data collected on a single, local database. Although the Company believes that most distributed retrieval systems use a protocol that does not yield results that are similar to those that could be obtained on a search of a single, local database, the Company's distributed information retrieval protocol has been engineered to provide distributed results that are very similar to the concept-based results that the Company's technology yields for a single, local database. The Company believes that this distributed protocol will enable the Company's services and products to scale with, and thereby benefit from, the rapid growth of the Internet. The Company believes that its distributed information retrieval capability will permit it to continue to provide accurate, reliable information retrieval as the Internet grows. The Company plans to include a program called the notifier in its next release of EWS. This program is designed to allow the EWS administrator to send a copy of its Web site to the Excite service without waiting for the Company's spider to retrieve the current index. The cost to the EWS server is minimal, and Excite is spared the cost of retrieving and indexing those pages since the task of indexing has been distributed to the remote machines. The Company believes that this notifier technology will assist in increasing the number of Web pages that can be indexed and kept current by its services. The Company has not yet implemented its notifier technology, and there can be no assurance that the Company will be able to release such notifier technology successfully. Id. at GOOG-WRD-00871966.
InfoSeek Corporation S-1 Registration Statement No. 333-4142, Amendment No. 1, dated May 3, 1996 ("InfoSeek S-1") produced at GOOG-WRD-00872371-GOOG-WRD-00872464	**Search in Context** Integrated, browsable, directory topics accompany a search result, provide related information and help narrow the context of a search.  Id. at GOOG-WRD-00872375.

Reference	Disclosure
	The Infoseek Solution Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. Infoseek's primary service offering, ***Infoseek Guide***, not only provides specific and relevant responses to consumer searches, but also aggregates and packages the resources of the Internet in order to serve a consumer's unique and personal interests. By integrating the capabilities of a search engine and a directory, Infoseek packages specific responses to search queries with communities of related Web, USENET and branded third party content and targeted, related advertising. By creating communities of related information in real-time for users, ***Infoseek Guide*** satisfies the needs of consumers to access relevant and related information, the needs of content providers to reach interested audiences, and the needs of advertisers to deliver advertisements to a targeted group of potential buyers. Id. at GOOG-WRD-00872403. With every search on ***Infoseek Guide***, the consumer receives some or all of the following: specific and relevant Web site listings in response to the query, a directory of other related Web sites, related and appropriate advertising, unique editorials on related subjects by well-known third party content providers, links to relevant discussion groups and other resources. For example, a user who enters the query "rock music concerts in San Francisco" would find not only a listing of relevant Web pages, but would also find a link to the Billboard Online section of the ***iZone*** (a third-party sponsored editorial feature related to popular music) and a directory of related topics including regional music, alternative music, music stores, and jazz that would be linked to other related Web sites. The user may also see advertising appropriate to the user's interests in rock music. The Company believes that the creation of real-time content enhances a user's Internet experience by immediately linking the user to an environment of relevant and related content and information. Id. The Company also believes that its service has the following advantages: • ***State-of-the-Art Searching.*** The search engine underlying ***Infoseek Guide***, which has been licensed from ACSIOM, is noted for its high accuracy and ability to quickly perform complex searches. The Company's search engine has won a number of industry awards, including "***Number 1 Rated Search Engine***" (PC Computing Sept 95), "***Best of the Test***" (Internet World May 96) and "***MVP: Internet Tools***" (PC Computing Dec 95). The Company is currently working on its next generation search engine, ***Ultraseek***, which the Company plans to release in the second half of 1996. ***Ultraseek*** will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which ***Infoseek Guide*** is currently known. • ***Search-in-Context.*** ***Infoseek Guide*** integrates search and directory functions, providing not only specific responses to user queries, but also direct links in real-time to areas of content of interest that contain relevant content related to the specific request. Through this approach, consumers can either find specific answers to a search query or access a broader environment of other relevant and related information on the Internet. Id.

Reference	Disclosure
	Infoseek Guide *Infoseek Guide*, the Company's primary navigation and content aggregation service, assists users in locating relevant information on the Internet. *Infoseek Guide* provides to the user fast and relevant search results in response to the user's query. Moreover, *Infoseek Guide's* integrated search and browse functions guide the user to a real-time generated, personalized, Web community related to the area of inquiry. *Infoseek Guide* is offered free of charge to Internet users. Introduced in January 1996, *Infoseek Guide* is a successor to the Company's initial search service launched in April 1995. *Infoseek Guide* integrates multiple methods of obtaining information from the Internet. Users are presented with four principal resources — *Search, Directory, iZones and Toolbar* — from which they can launch specific queries, browse or access proprietary content. • *Search:* The Search function allows the user to effect query-based searches of the Web, USENET News and other premium content databases or the Directory. To perform a search, a user types a query in the search box and is then presented a highly specific response from a search of the entire database. A search can be effected using either simple keywords, full text (natural languages) or more formalogic formats such as boolean. For example, a user can search for "Olympics and Atlanta" or type in "Tell Me About the Atlanta Olympic Games." The Search function utilizes sophisticated techniques to allow users to obtain specific results for queries, such as "AT&T", "NeXT," "49ers" or "Vitamin C," which can pose significant challenges to other search services, due to the case sensitive, numerical or singular letter aspect of the query. *Infoseek Guide* has won a number of industry awards including "*Number 1 Rated Search Engine*" (PC Computing Sept 95), "*Best of the Test*" (Internet World May 96) and "*MVP: Internet Tools*" (PC Computing Dec 95). In addition, the Company is currently working on its next generation search engine, *Ultraseek*, which the Company plans to release in the second half of 1996. *Ultraseek* will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which *Infoseek Guide* is currently known. Id. at GOOG-WRD-00872406. *Core Search Engine Technology* The Company's current search engine technology is based upon technology licensed perpetually from ACSIOM to the Company. The Company's search engine has won a number of industry awards, including "*Number 1 Rated Search Engine*" (PC Computing Sept 95), "*Best of the Test*" (Internet World May 96) and "*MVP: Internet Tools*" (PC Computing Dec 95). The Company's search engine seeks to deliver high accuracy, which is characterized by the level of precision and the level of recall. Precision and recall are two criteria by which the effectiveness of a search engine technology is often measured. Precision is a measure of how effectively a search engine calculates the relevance of documents that match the query. Recall is a measure of what percentage of the total number of relevant documents in the database are found during the search. Together, these two measures of search engine performance tend to be the most important factors to users in evaluating the accuracy and usefulness of a search engine. For example, in a database of 100 documents with two documents that exactly match the desired query, the ideal search engine would retrieve only the two matching documents, thereby achieving both 100% precision and 100% recall. Id. at GOOG-WRD-00872408. Infoseek's search engine is able to recognize proper nouns and analyze keyword proximity. A request in *Infoseek Guide* for "Pete Rose" will return the former baseball player and not a large selection of flowers or other persons named "Pete," thereby retrieving more accurate results. In addition, the technology is case-sensitive, so that it can distinguish between a search for "NeXT," the computer company, and "next," the common word. Another key element of the technology include its ability to "stem" words so that all tenses and inflections of a word (such as stop, stops, stopped and stopping) are considered in the search. Stemming, improperly performed, results in the retrieval of large volumes of irrelevant information. The technology also makes use of operators that can filter documents by either requiring a specific term to appear in all search results or rejecting any results containing a specific term. Field operators are also used so that a search term may be linked to or excluded from a specific portion, or field, of a document, such as the title of a document. To facilitate the ease of use of the service, *Infoseek Guide* includes a sophisticated technology to interpret "natural language" queries. Although most current search engines also provide natural language capabilities, the results achieved may differ dramatically. The Infoseek technology is based upon a weighting of various factors such as the case of the words in the search phrase, how common the words appear in usage, word proximity and how the words appear in the pages searched. By using the stemming, case-sensitivity, word proximity, operators and other algorithms in the search engine, *Infoseek Guide* is able to retrieve highly accurate and relevant results.

Reference	Disclosure
	Id. at GOOG-WRD-00872408-09. The Company has also provided a proprietary Web spider which works in conjunction with the original ACSIOM technology to enhance the performance of the search engine. A Web spider is software that identifies and catalogs pages on the Web. This catalog, when indexed with text retrieval software such as the Company's search engine, can be quickly accessed by keyword or phrase. Together, the search engine technology and the Web spider technology are used to index Web pages, the Directory, *iZone* pages, and other sources of content. When the user submits a query, such as "Explain the lyrics to Penny Lane", the engine searches the Web index created by the Web spider, the indices for the *iZone* and other content, to provide a list of 'hits' ordered by the relevance of the hits to the user's query. The Company is currently working on its next generation search engine, ***Ultraseek***, which the Company plans to release in the second half of 1996. ***Ultraseek*** will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which ***Infoseek Guide*** is currently known. Id. at GOOG-WRD-00872409. A number of companies offer competitive products and services addressing certain of the Company's target markets. These companies include America Online, Digital Equipment Corporation, Excite, Inc., Lycos, Inc., The McKinley Group, Open Text Corporation, CompuServe, Prodigy and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software, including Netscape and Microsoft, online services and other providers of other Internet products and services who elect to incorporate their own search and retrieval features into their offerings. Id. at GOOG-WRD-00872413.

Reference	Disclosure
Yahoo Prospectus Registration Statement No. 333-2142, dated April 12, 1996 ("Yahoo Prospectus") produced at GOOG-WRD-00874251-GOOG-WRD-00874328	Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web.  Web Launch ~ Click Here for Our Promotions! ~ Yahoo Quick Access Search Options • Arts Humanities, Photography, Architecture, ... • Business and Economy [Xtra!] Directory, Investments, Classifieds, Taxes, ... • Computers and Internet [Xtra!] Internet, WWW, Software, Multimedia, ... • Education Universities, K-12, Courses, ... • Entertainment [Xtra!] TV, Movies, Music, Magazines, ... • Government Politics [Xtra!], Agencies, Law, Military, ... • Health Medicine, Drugs, Diseases, Fitness, ... • News [Xtra!] World [Xtra!], Daily, Current Events, ... • Recreation Sports [Xtra!], Games, Travel, Autos, ... • Reference Libraries, Dictionaries, Phone Numbers, ... • Regional Countries, Regions, U.S. States, ... • Science CS, Biology, Astronomy, Engineering, ... • Social Science Anthropology, Sociology, Economics, ... • Society and Culture People, Environment, Religion, ... Text-Only Yahoo ~ Contributors Id. at GOOG-WRD-00874252. **The Company** Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web (the "Web"). *Yahoo!*, one of the first comprehensive and popular navigational services for the Web, was developed and made available in 1994 by the Company's founders, David Filo and Jerry Yang, while they were graduate students at Stanford University. The Company believes that by providing an intuitive, context-based guide to Web content, *Yahoo!* has played a significant role in the development and growth in usage of the Web. As a result, the Company believes that *Yahoo!* has achieved a strong, globally prominent brand presence among Web users and is one of the most visible and recognizable names generally associated with the Internet. According to an independent audit report, *Yahoo!* averaged in excess of 1 million user visits and 6 million page views per day in February 1996. The large and rapidly growing number of Internet users and ease of creating Web sites have led to a dramatic increase in content available on the Web. This rapid growth of Web content presents significant challenges for users searching for information and for content providers attempting to reach their target audience. To address these challenges, *Yahoo!* developed a context-based directory structure, which permits users to search for information online within interest-area categories, as well as a Web-wide search engine that is seamlessly integrated with the *Yahoo!* directory service. Yahoo! offers these services free of charge to Web users. The Company believes that by providing a branded "navigational gateway" to Internet resources and a familiar context for user navigation of the Web, *Yahoo!* is well-positioned to capitalize on the emergence of the Web as a new advertising mass medium. Id. at GOOG-WRD-00874255. ***Technology and Infrastructure*** The Company has licensed Web-wide search engine technology from Open Text Corporation ("Open Text") under a non-exclusive, long term agreement. Due to the complexities of the Open Text technology, the Company remains substantially dependent upon ongoing maintenance and technical support from Open Text to ensure effective operation of the search engine. The Company also depends upon its joint efforts with Open Text to design and implement improvements to the integration of the search engine within *Yahoo!*, which the Company believes will be an important factor in the Company's future ability to compete favorably with other Internet navigational guides. Any failure of Open Text to provide prompt and effective support and maintenance to the Company, or to effectively participate in

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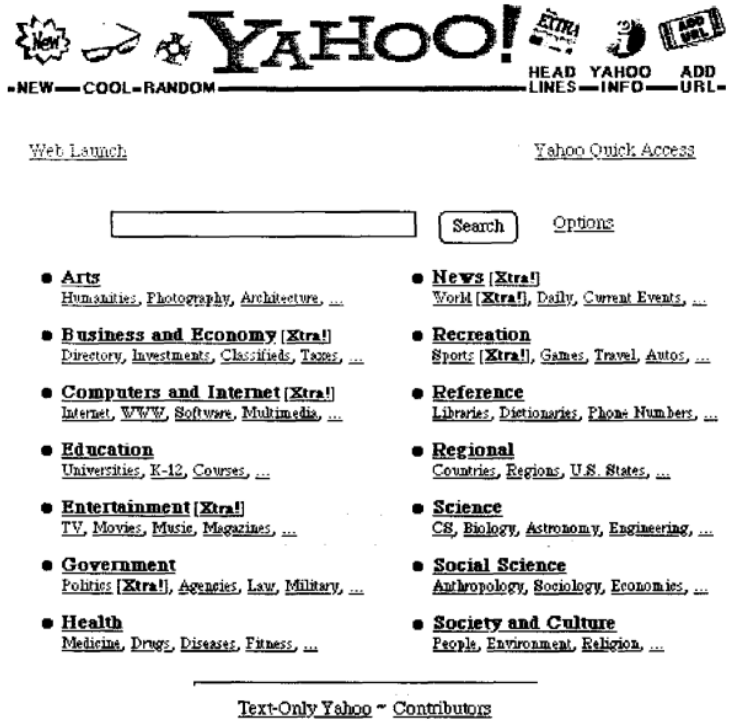
	any such improvements, could have a material adverse effect on the Company's business, results of operations and financial condition. The Company also relies on a private third party provider, Internet Systems, Inc. ("ISI"), to provide the Company with access to two partial T3 (45 megabit per second) Internet connections. Any disruption in the Internet access provided by ISI or any failure of ISI to handle higher volumes of queries could have a material adverse effect on the Company's business, results of operations and financial condition. See "Business — Strategic Alliances — Technology Alliance" and "— Infrastructure, Operations and Technology." Id. at GOOG-WRD-00874261-62. **Competition** The market for Internet products and services is highly competitive and competition is expected to continue to increase significantly. In addition, the Company expects the market for Web-based advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company competes with other providers of Internet navigational tools and services, including directory and Web site review services and search engine services. Many companies offer competitive products or services addressing certain of the Company's target markets, including, among others, AOL (Web Crawler), Digital Equipment Corporation (Alta Vista), Excite, Inc. (Excite NetSearch and NetDirectory), Inktomi, Infoseek Corporation (InfoGuide), Lycos, Inc. (Lycos and A2Z), The McKinley Group (Magellan), MCI/Newscorp (I-Guide) and Open Text Corporation (Open Text Index). In addition, the Company competes with metasearch services, such as C|NET's search.com service, that allow a user to search the databases of several directories and catalogs simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services, such as Microsoft and Netscape, that incorporate search and retrieval features into their offerings. In addition, entities that sponsor or maintain high-traffic Web sites could develop or acquire Internet search and navigation functions that compete with those offered by the Company. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. In addition, providers of Internet navigational tools and services may be acquired by, receive investments from or enter into other commercial relationships with larger, well-established and well-financed companies, such as Microsoft or Netscape. For example, AOL recently made a significant equity investment in Excite, and Excite has licensed its search service for use by AOL's subscribers. Greater competition resulting from such relationships could have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00874263-64. **Overview** Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web (the "Web"). *Yahoo!* was one of the first comprehensive and popular navigational services for the Web, and the Company believes that by providing an intuitive, context-based guide to Web content, *Yahoo!* has played a significant role in the development and growth in usage of the Web. From March 5, 1995 (inception) to December 31, 1995, the Company's operating activities related primarily to recruiting personnel, raising capital, purchasing operating assets and performing research and development. The Company commenced selling advertisements on its Web pages and recognized its initial revenues in August 1995. The Company believes that the Web represents an important new means for advertisers to reach consumers through a targeted, interactive and highly measurable medium. The Company derives substantially all of its revenues from the sale of advertisements. Advertising revenues are recognized in the period in which the advertisement is displayed, provided that no significant Company obligations remain and collection of the resulting receivable is probable. Company obligations typically include guarantees of minimum number of "impressions," or times that any advertisement appears in page views downloaded by users of *Yahoo!*. To the extent minimum guaranteed impressions are not met, the Company defers recognition of the corresponding revenues until guaranteed impression levels are achieved. Deferred revenue is comprised of billings in excess of recognized revenue relating to advertising contracts. The Company records advertising revenue net of any amounts allocable to third parties under the terms of revenue sharing agreements. The Company's revenues are derived principally from the sale of advertisements on short-term contracts. The Company's standard rates for advertising currently range from $0.02 to $0.06 per impression. To date, the duration of the Company's advertising commitments has ranged from one week to one year. Id. at GOOG-WRD-00874275.

Reference	Disclosure
	Overview Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web. *Yahoo!*, one of the first comprehensive and popular navigational services for the Web, was developed and made available in 1994 by the Company's founders, David Filo and Jerry Yang, while they were graduate students at Stanford University. The Company believes that by providing an intuitive, context-based guide to Web content, *Yahoo!* has played a significant role in the development and growth in usage of the Web. As a result, the Company believes that *Yahoo!* has achieved a strong, globally prominent brand presence among Web users and is one of the most visible and recognizable names generally associated with the Internet. According to an independent audit report, *Yahoo!* averaged in excess of 1 million visits and 6 million page views per day in February 1996. The Company believes that by providing a branded "navigational gateway" to Internet resources and a familiar context for user navigation of the Web, *Yahoo!* is well-positioned to capitalize on the emergence of the Web as a new advertising mass medium. Id. at GOOG-WRD-00874279. ***Navigation and Context*** The rapid growth in the number of Web sites and volume of Web content presents significant challenges for users seeking information and for content providers attempting to reach their target audience. Because information and content are made available on the Web through decentralized and independent network servers, the Web inherently lacks means for users to place Web site information in a broader context by source, subject matter, geography, quality or other factors. As a result, a number of tools have emerged to provide this context, including Web directories and Web-wide search engines, which are made available from a Web site and accessible to users with a Web browser. Web directories are manually compiled hypertext listings of Web sites organized into predetermined subject areas, which enable users to locate relevant Web sites based on a specific topic of interest. Directories may include summaries or reviews of listed Web sites. Search engines offer users the ability to search Web sites based upon words or phrases relating to the user's inquiry and typically use automated software that "crawls" the Web to continuously capture and store text from Web sites. The text is then indexed to provide immediate retrieval of relevant Web site listings that match words or phrases specified by the user. The Company believes that in order to optimize the process of navigating the Web and to provide better context for Web information, users increasingly require navigational tools and services that integrate these different search methods. Id. at GOOG-WRD-00874279-80. ***Yahoo!* Today** *Yahoo!* was first developed and made available in 1994 by the Company's founders, David Filo and Jerry Yang, while they were graduate students at Stanford University, and became one of the first widely used navigational guides available for the Internet. The Company believes that *Yahoo!* currently is among the most widely used Internet navigational services available and that *Yahoo!* currently enjoys the strongest brand presence among offerings in this category. According to a Nielsen I/PRO independent audit report, *Yahoo!* averaged in excess of 1 million visits (defined as individual user sessions), 6 million page views (defined as electronic page displays) and 11 million file accesses or "hits" (defined as client requests to the Web server, several of which may be requested in viewing a single page) per day in February 1996; these levels represented increases from approximately 546,000 visits, approximately 3 million page views and approximately 5 million file accesses per day in September 1995. The Company believes that Internet users generally view *Yahoo!* as independent, comprehensive, intuitive, user-friendly, fast, fun and current. *Yahoo!* has been recognized with a number of industry awards, including the "Best of the Internet" and "Outstanding Service" awards at Internet World in April 1995 and "Best of the Net" for Internet Navigation as determined by GNN in December 1995. As an indication of the strength of the *Yahoo!* brand, the Company also has received hundreds of citations and references per month in newspapers and popular publications, including features in business and general interest publications. The Company believes that *Yahoo!* also has achieved a preeminent position among Web content and service providers as a means to make Web users aware of their content offerings. As a result, *Yahoo!* receives an average of 3,000 new Web site listing submissions per day. *Yahoo!* now encompasses over 230,000 Web site listings, substantially all of which have been submitted by Web site providers. Id. at GOOG-WRD-00874281.

Reference	Disclosure
	• ***Intuitive and Easy to Use.*** *Yahoo!* is designed to minimize the visibility to the user of the technical elements of Web navigation. *Yahoo!* was the first widely used Internet navigational tool to offer a context-based directory structure, which permits users to search for information within interest-area categories. Also, the Company believes it was one of the first Internet navigational guides to offer a Web-wide search engine that is seamlessly integrated with a directory service, which effectively combines hierarchical, subject matter listings with broad text-based indexing in a manner that is transparent to the end user. Yahoo! offers these services free of charge to Web users. • ***Comprehensive, Context-Based Orientation.*** *Yahoo!* currently organizes over 230,000 Web site listings under 14 principal categories and approximately 16,000 hierarchically organized subcategories, with Web sites appearing in multiple subcategories as appropriate. The Company's context-based orientation enables users to search for information on the Internet both through browsing within subject areas as well as through word-based searching of directory listings, including searches that are limited to narrow context categories. In addition, the Company's integrated search technology allows context-based Web-wide searching among millions of Web pages. Id. at GOOG-WRD-00874281-81. • ***Responsive and Scalable Technology Architecture.*** The Company believes that *Yahoo!* has achieved a high level of user satisfaction by implementing and optimizing state-of-the-art Web server and communications technologies. The Company has engineered the hierarchical *Yahoo!* database structure and directory search features to provide rapid user response times even with low bandwidth connections, and to permit growth in the size of the *Yahoo!* directory listings while maximizing performance. The Company's open and scalable architecture also has enabled *Yahoo!* to incorporate advanced search engine, database and communications technologies to make the user experience more productive and enjoyable. Id. at GOOG-WRD-00874282.

Reference	Disclosure
Yahoo Form SB-2 Registration Statement No. 333-2142, dated March 7, 1996 ("Yahoo Form SB-2") produced at GOOG-WRD-00874329-GOOG-WRD-00874418	Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web.  Id. at GOOG-WRD-00874332.

Reference	Disclosure
	THE COMPANY Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web (the "Web"). *Yahoo!*, one of the first comprehensive and popular navigational services for the Web, was developed and made available in 1994 by the Company's founders, David Filo and Jerry Yang, while they were graduate students at Stanford University. The Company believes that by providing an intuitive, context-based guide to Web content, *Yahoo!* has played a significant role in the development and growth in usage of the Web. As a result, the Company believes that *Yahoo!* has achieved a strong, globally prominent brand presence among Web users and is one of the most visible and recognizable names generally associated with the Internet. The Company estimates that *Yahoo!* averaged in excess of 1 million visits and 7 million page views per day in February 1996. The Company believes that by providing a branded "navigational gateway" to Internet resources and a familiar context for user navigation of the Web, *Yahoo!* is well-positioned to capitalize on the emergence of the Web as a new advertising mass medium. The rapid growth in the number of Web sites and volume of Web content presents significant challenges for users searching for information and for content providers attempting to reach their target audience. *Yahoo!* offers a context-based directory structure, which permits users to search for information online within interest-area categories, as well as a Web-wide search engine that is seamlessly integrated with the *Yahoo!* directory service. Yahoo! offers these services free of charge to Web users. The Company believes that the Web represents an important new medium for sponsors to reach consumers through targeted, interactive and highly measurable advertising. A report by Forrester Research in June 1995 estimated that the market for advertising on the Internet will reach $74 million in 1996 and will exceed $2 billion by the year 2000. This amount would represent approximately 1% of projected advertising expenditures in traditional print, television and radio broadcast media by the end of the decade, according to published industry estimates. The Company's objective is to capitalize on this opportunity by providing the most popular and widely used guide to information on the Internet and to leverage the Company's strong brand position by developing a global family of branded media properties in targeted subject, demographic and geographic areas. The Company also intends to enhance and extend the features and functionality of the *Yahoo!* main site, continue to promote its *Yahoo!* brand and build additional alliances with strategic third party content, technology and distribution partners. By mid-1996, the Company, with its strategic partners, expects to introduce *Yahooligans!*, an Internet navigational guide for children ages 8 to 14; *Yahoo! Japan* and *Yahoo! Canada*, localized versions of *Yahoo!*; *Yahoo! Computing*, an online guide focused on computing topics; and *Yahoo! Internet Life*, a print and online magazine which provides in-depth editorial coverage, including reviews, of particular subject areas of interest on the Internet. Id. at GOOG-WRD-00874348. ***Technology and Infrastructure*** The Company has licensed Web-wide search engine technology from Open Text Corporation ("Open Text") under a non-exclusive, long term agreement. Due to the complexities of the Open Text technology, the Company remains substantially dependent upon ongoing maintenance and technical support from Open Text to ensure effective operation of the search engine. The Company also depends upon its joint efforts with Open Text to design and implement improvements to the integration of the search engine within *Yahoo!*, which the Company believes will be an important factor in the Company's future ability to compete favorably with other Internet navigational guides. Any failure of Open Text to provide prompt and effective support and maintenance to the Company, or to effectively participate in any such improvements, could have a material adverse effect on the Company's business, results of operations and financial condition. The Company also relies on a private third party provider, Internet Systems, Inc. ("ISI"), to provide the Company with access to two partial T3 (45 megabit per second) Internet connections. Any disruption in the Internet access provided by ISI or any failure of ISI to handle higher volumes of queries could have a material adverse effect on the Company's business, results of operations and financial condition. See "Business — Strategic Alliances — Technology Alliance" and "— Infrastructure, Operations and Technology." Id. at GOOG-WRD-00874340.

Reference	Disclosure
	Competition The market for Internet products and services is highly competitive and competition is expected to continue to increase significantly. In addition, the Company expects the market for Web-based advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company competes with other providers of Internet navigational tools and services, including directory and Web site review services and search engine services. Many companies offer competitive products or services addressing certain of the Company's target markets, including, among others, AOL (Web Crawler), Architext Software, Inc. (Excite), Digital Equipment Corporation (Alta Vista), Infoseek Corporation (InfoGuide), Lycos, Inc. (Lycos and A2Z), The McKinley Group (Magellan), MCI/Newscorp (I-Guide) and Open Text Corporation (Open Text Index). In addition, the Company competes with metasearch services that allow a user to search the databases of several directories and catalogs simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. In addition, entities that sponsor or maintain high-traffic Web sites could develop or acquire Internet search and navigation functions that compete with those offered by the Company. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. In addition, to the extent that smaller providers of Internet navigational tools and services may be acquired by or enter into other commercial relationships with larger, well-established and well-financed companies, such as Microsoft or Netscape, the Company could face greater competition, and consequently the Company's business, results of operations and financial condition could be adversely affected. Id. at GOOG-WRD-00874342. **Overview** Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web (the "Web"). *Yahoo!* was one of the first comprehensive and popular navigational services for the Web, and the Company believes that by providing an intuitive, context-based guide to Web content, *Yahoo!* has played a significant role in the development and growth in usage of the Web. From March 5, 1995 (inception) to December 31, 1995, the Company's operating activities related primarily to recruiting personnel, raising capital, purchasing operating assets and performing research and development. The Company commenced selling advertisements on its Web pages and recognized its initial revenues in August 1995. The Company believes that the Web represents an important new means for advertisers to reach consumers through a targeted, interactive and highly measurable medium. The Company derives substantially all of its revenues from the sale of advertisements. Advertising revenues are recognized in the period in which the advertisement is displayed, provided that no significant Company obligations remain and collection of the resulting receivable is probable. Company obligations typically include guarantees of minimum number of "impressions," or times that any advertisement appears in page views downloaded by users of *Yahoo!*. To the extent minimum guaranteed impressions are not met, the Company defers recognition of the corresponding revenues until guaranteed impression levels are achieved. Deferred revenue is comprised of billings in excess of recognized revenue relating to advertising contracts. The Company records advertising revenue net of any amounts allocable to third parties under the terms of revenue sharing agreements. The Company's revenues are derived principally from the sale of advertisements on short-term contracts. The Company's standard rates for advertising currently range from $0.02 to $0.06 per impression. To date, the duration of the Company's advertising commitments has ranged from one week to one year. Id. at GOOG-WRD-00874353. **Overview** Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web. *Yahoo!*, one of the first comprehensive and popular navigational services for the Web, was developed and made available in 1994 by the Company's founders, David Filo and Jerry Yang, while they were graduate students at Stanford University. The Company believes that by providing an intuitive, context-based guide to Web content, *Yahoo!* has played a significant role in the development and growth in usage of the Web. As a result, the Company believes that *Yahoo!* has achieved a strong, globally prominent brand presence among Web users and is one of the most visible and recognizable names generally associated with the Internet. The Company estimates that *Yahoo!* averaged in excess of 1 million visits and 7 million page views per day in February 1996. The Company believes that by providing a branded "navigational gateway" to Internet resources and a familiar context for user navigation of the Web, *Yahoo!* is well-positioned to capitalize on the emergence of the Web as a new advertising mass medium.

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	Id. at GOOG-WRD-00874357. ***Navigation and Context*** The rapid growth in the number of Web sites and volume of Web content presents significant challenges for users seeking information and for content providers attempting to reach their target audience. Because information and content are made available on the Web through decentralized and independent network servers, the Web inherently lacks means for users to place Web site information in a broader context by source, subject matter, geography, quality or other factors. As a result, a number of tools have emerged to provide context, including Web directories and Web-wide search engines, which are made available from a Web site and accessible to users with a Web browser. Web directories are manually compiled hypertext listings of Web sites organized into predetermined subject areas, which enable users to locate relevant Web sites based on a specific topic of interest. Directories may include summaries or reviews of listed Web sites. Search engines offer users the ability to search Web sites based upon words or phrases relating to the user's inquiry and typically use automated software that "crawls" the Web to continuously capture and store text from Web sites. The text is then indexed to provide immediate retrieval of relevant Web site listings that match words or phrases specified by the user. The Company believes that in order to optimize the process of navigating the Web and to provide better context for Web information, users increasingly require navigational tools and services that integrate these different search methods. Id. at GOOG-WRD-00874357-58. ***Yahoo!* Today** *Yahoo!* was first developed and made available in 1994 by the Company's founders, David Filo and Jerry Yang, while they were graduate students at Stanford University, and became the first widely used navigational guide available for the Internet. The Company believes that *Yahoo!* currently is among the most widely used Internet navigational services available and that *Yahoo!* currently enjoys the strongest brand presence among offerings in this category. The Company estimates that *Yahoo!* averaged in excess of 1 million visits (defined as individual user sessions), 7 million page views (defined as electronic page displays) and 12 million file accesses or "hits" (defined as client file requests, several of which may be made for each single page viewed) per day in February 1996; these levels represented increases from approximately 546,000 visits, approximately 3 million page views and approximately 5 million file accesses per day in September 1995. The Company believes that Internet users generally view *Yahoo!* as independent, comprehensive, intuitive, user-friendly, fast, fun and current. *Yahoo!* has been recognized with a number of industry awards, including the "Best of the Internet" and "Best Internet Service" awards at Internet World in April 1995 and "Best of the Net" for Internet Navigation as determined by GNN in December 1995. As an indication of the strength of the *Yahoo!* brand, the Company also has received hundreds of citations and references per month in newspapers and popular publications, including features in business and general interest publications. The Company believes that *Yahoo!* also has achieved a preeminent position among Web content and service providers as a means to make Web users aware of their content offerings. As a result, *Yahoo!* receives an average of 3,000 new Web site listing submissions per day. *Yahoo!* now encompasses over 230,000 individual Web site listings, substantially all of which have been submitted by Web site providers. Id. at GOOG-WRD-00874359. • ***Intuitive and Easy to Use.*** *Yahoo!* is designed to minimize the visibility to the user of the technical elements of Web navigation. *Yahoo!* was the first widely used Internet navigational tool to offer a context-based directory structure, which permits users to search for information within interest-area categories. Also, the Company believes it was one of the first Internet navigational guides to offer a Web-wide search engine that is seamlessly integrated with a directory service, which effectively combines hierarchical, subject matter listings with broad text-based indexing in a manner that is transparent to the end user. Yahoo! offers these services free of charge to Web users. • ***Comprehensive, Context-Based Orientation.*** *Yahoo!* currently organizes over 230,000 Internet destinations under 14 principal categories and approximately 16,000 hierarchically organized subcategories, with Web sites appearing in multiple subcategories as appropriate. The Company's context-based orientation enables

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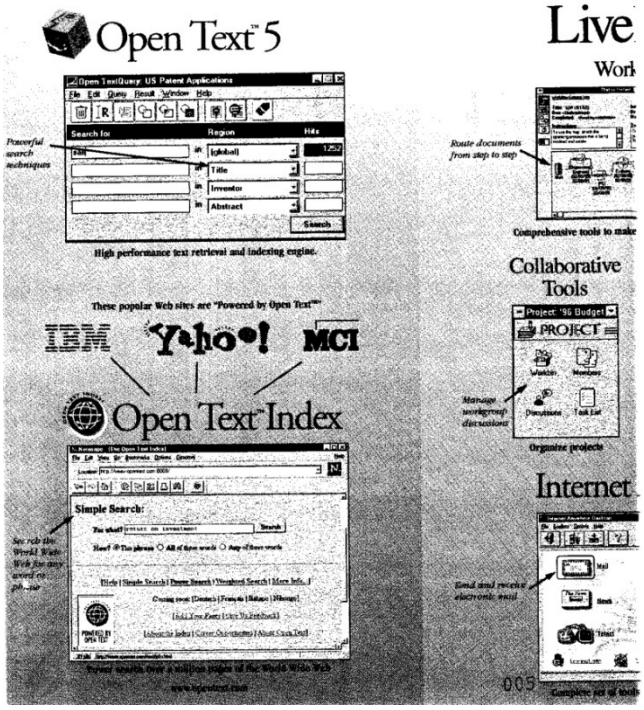
	users to search for information on the Internet both through browsing within subject areas as well as through word-based searching of directory listings, including searches that are limited to narrow context categories. In addition, the Company's integrated search technology allows context-based Web-wide searching among millions of Web pages. Id. at GOOG-WRD-00874359-60. • ***Responsive and Scalable Technology Architecture.*** The Company believes that *Yahoo!* has achieved a high level of user satisfaction by implementing and optimizing state-of-the-art Web server and communications technologies. The Company has engineered the hierarchical *Yahoo!* database structure and directory search features to provide rapid user response times even with low bandwidth connections, and to permit growth in the size of the *Yahoo!* directory listings while maximizing performance. The Company's open and scalable architecture also has enabled *Yahoo!* to incorporate advanced search engine, database and communications technologies to make the user experience more productive and enjoyable. Id. at GOOG-WRD-00874360.
Open Text Form F-1 Registration Statement No. 33-98858, dated November 1, 1995 ("Open Text Form F-1") produced at GOOG-WRD-00873727-GOOG-WRD-00873878	 Id. at GOOG-WRD-00873601.

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	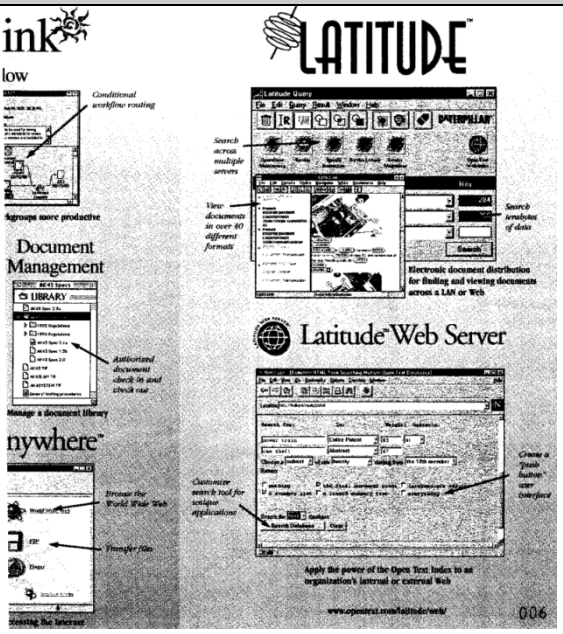 Id. at GOOG-WRD-00873602. **The Company** Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet. The Company's search engine, currently marketed as *Open Text 5*, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of *Latitude*, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet. The Company also markets *Livelink*, a workflow and document management system that combines the features of a traditional document management system with workflow management and collaborative computing functions. The Company is integrating *Latitude* and *Livelink* to enable users to find and retrieve information stored on an organization's networks and the Internet, establish collaborative workgroups and manage and track the progress of their work, and manage the distribution of the resulting work product and other information using networks or the Internet. Id. at GOOG-WRD-00873603.

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	Competition; New Entrants The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to persist, increase and intensify in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets. The primary competitors of the Company's *Open Text Index* are Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the *Open Text Index*, are displayed on Netscape Communications Corporation's (''Netscape'') Netscape Navigator user interface and have superior name recognition. The Company's strategy for obtaining advertising revenues from the *Open Text Index* is dependent in part on the success of the Company's gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition. In the market for information search and retrieval software, the Company competes with Excalibur Technologies Corporation, Fulcrum Technologies, Inc., Information Dimensions, Inc., Personal Library Software, Inc., Verity, Inc. and others. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from companies that enhance products such as document management systems, groupware applications, Internet products and operating systems to include information search and retrieval functions. Id. at GOOG-WRD-00873611. **Dependence on Internet Gateway Providers** The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into agreements with several Internet ''gateways,'' including Yahoo! Corporation, internetMCI and IBM infoMarket (the ''Gateways''), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's *Open Text Index* in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the *Open Text Index* initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Accordingly, the success of the Company is dependent to a large degree on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and may be terminated at the convenience of the other party. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial conditions. Id. at GOOG-WRD-00873612. **Risk of Capacity Constraints and System Failure Relating to *Open Text Index*** A key element of the Company's marketing strategy and promotional efforts is its use of the *Open Text Index*, which the Company makes available at no charge to users of the Internet, as a highly visible demonstration of the capabilities of the Company's search engine software. Accordingly, the performance of the *Open Text Index* is critical to the Company's reputation, the success of its relationships with Internet gateways and its ability to attract advertisers to the *Open Text Index*. Any system failure that causes interruptions in the availability or speed of the Company's *Open Text Index* could have a material adverse effect on the Company. An increase in the volume of searches conducted at the *Open Text Index* could strain the capacity of the Company's search engine or the hardware deployed at the *Open Text Index*, which could lead to slower response times or even a complete system failure. Recently, the *Open Text Index* experienced a period of significantly slower response times due to an increased volume of searches, until the Company added additional servers and communications capacity. The Company has made certain commitments under its gateway agreements to provide rapid response times and consistent system availability, and, accordingly, any slower response times or system failure could result in the termination of, or exposure to damages under, one or more of these agreements. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment used to provide the *Open Text Index*. Copies of the Company's *Open Text Index* are located at computer facilities located in Toronto, Ontario and Mountain View, California. While this system provides a redundant copy of the

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	Open Text Index, there can be no assurance that a system failure at either of these locations would not adversely affect the performance of the *Open Text Index*. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's *Open Text Index* users. Id. at GOOG-WRD-00873613-14. **Liability for Information Retrieved from the Internet** Because materials may be uploaded by the on-line or Internet services operated or facilitated by the Company or the Internet gateways with which it has a relationship and be subsequently distributed to others, there is a potential that claims will be made against the Company for defamation, negligence, copyright or trademark infringement or other theories based on the nature and content of such materials. Such claims have been brought, and sometimes successfully pressed, against on-line services, including a recent, successful high-profile case against Prodigy. Although the Company carries general liability insurance, the Company's insurance may not cover potential claims of this type, or may not be adequate to indemnify the Company for all liability that may be imposed. Any imposition of liability that is not covered by insurance or is in excess of insurance coverage could have a material adverse effect on the Company. In addition, recent legislative proposals aimed at limiting the use of the Internet to transmit indecent materials could, if successful, result in significant potential liability to Internet service providers including the Company, as well as additional costs and technological challenges in complying with any such legislation. Id. at GOOG-WRD-00873615. **BUSINESS** Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. Id. at GOOG-WRD-00873633. The Company's suite of software products addresses the following needs: • *Find Information.* The Company's proprietary string search technology enables users to search the full text of databases and documents in response to a user query that is not limited to document titles or keywords. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's search engine and related products, including *Open Text 5* and *Latitude*, enable users to find and view information, thus supporting both the creative and storage-related functions critical to individual and collaborative work processes. The Company's search and retrieval solutions address the needs of a variety of information users and include the *Open Text Index*, a service that allows computer users to search the Company's index of the Web, and *Latitude Web Server*, which will enable organizations to index and search for information on their local and wide area networks and the Internet. Id. at GOOG-WRD-00873636-37.

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	The Open Text Strategy The Company's objective is to be the leading provider of information search, work process management and information distribution solutions to the spectrum of users of local and wide area networks and the Internet. Key elements of the Company's strategy are summarized below: • *Build Awareness of the "Open Text" Brand and Increase Internet Exposure through Alliances with Internet Gateways.* The Company believes that awareness of the Company and its software solutions will increase as Internet users are exposed to the Company's search and retrieval technology through their use of the *Open Text Index*. The Company has entered into agreements with popular Internet gateways, including Yahoo!, internetMCI and IBM infoMarket, to license its *Open Text Index* and search and retrieval technology for use with the Internet resource products offered by the Gateways. Each Gateway identifies the *Open Text Index* on the user interface when the Company's search technology is employed. The Company intends to pursue similar arrangements with other Internet gateways. • *Provide Integrated Information Search, Work Process Management and Information Distribution Solutions.* The Company intends to integrate *Latitude*, its document search and distribution product, with *Livelink*, its workflow and document management system. The Company's goal is to offer an integrated information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. Id. at GOOG-WRD-00873637. **Technology** *Search and Retrieval Technology* *Development History.* Much of the technology that characterizes the Company's full text retrieval indexing and search products evolved out of the work of the Oxford English Dictionary project undertaken at the University of Waterloo in 1984 and completed in 1989. This project, undertaken in cooperation with Oxford University Press, IBM and the Government of Canada, required the development of technology suitable for searching large databases containing complex, multilingual, highly irregular data structured in SGML format. Modern text search and retrieval technologies are based on the full text index model. Full text retrieval software builds a comprehensive index of all terms that appear in the documents to be searched and completes searches by reading the index, rather than by accessing and reading the documents themselves. Unlike traditional relational database management systems, full text retrieval does not require that information be rigorously structured in row and column formats. Traditionally, full text retrieval systems have been based on the creation of an "inverted word index," which is a list of each indexed term that appears in a database. The inverted word index also lists the locations in the documents where the term appears. This approach is best suited to collections of documents that are relatively small, stored in one location, and in languages that employ the standard European alphabet. Inverted word search technology cannot practically index common words such as "and," "the" and "is," because these words occur in numerous locations in each document, rendering searches for phrases such as "The Limited," "We, the people" and "to be or not to be" impractical. By contrast, string search algorithms, such as those employed by the Company, permit efficient searches for such phrases.

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	Core Algorithm. The Company's search engine is not based on the traditional inverted word index approach, but on a "string search" algorithm that enables a user to search for strings of data of arbitrary length, whether partial words, complete words or phrases. This algorithm indexes complete word series and phrases in context, in addition to individual terms. String search technology is also more easily adaptable to searches of databases in languages such as Chinese, Japanese, Korean and other languages that are not based on the European alphabet. These languages require multiple bytes to represent each character, and string search technology simply treats these characters as sequences of bytes in a string. Electronically stored audio and video information may also be represented as strings. A version of *Open Text 5* that supports Japanese Kanji is available for use in the Japanese market. The Company currently is developing software to search other Asian language character sets and audio information and is investigating the feasibility of video string searching technology. The index required in the application of string search technology requires the use of more memory than an inverted word index. Recent increases in computing speeds, memory size and hard drive capacity and reductions in the cost of memory have increased the size of data files that can be built and processed economically, making string search technology practical and cost effective. *Structured Documents and SGML.* The Company's search engine also differs from conventional technologies in that it recognizes that documents are often characterized by complex structures. For example, documents often contain titles, headings, sections, subsections and paragraphs. The Company's search engine can search any number of different user-defined document structures without loss of performance. It fully supports SGML, the key international standard for structured documents. *Parallel Execution Monitor.* The Company's search technology also includes a routing function called the Parallel Execution Monitor (the "PEM"). The PEM provides a single point of access for distributed parallel searching of large databases in networked environments, including the Internet, in which it is difficult or impossible to unify all data on a single server or to build a single index of the data to be searched. The PEM performs all the network connection and remote process management functions necessary to accomplish this task. Accordingly, the index may reside on a number of servers in a variety of locations, and the use of the PEM enables the search to be simultaneously conducted across a number of servers that contain the index. The PEM enables the user to conduct searches quickly and without concern for the specific location of the data for any given query. The use of the PEM also enables the Company's search engine to deliver consistent response times regardless of database size or configuration, if adequate server and communications resources are employed. *Indexing.* Most information retrieval products, including those developed by the Company, automate the index-building function. In addition, *Open Text 5* creates and maintains indexes through the use of "crawlers," software programs that search for and retrieve material to be indexed. Crawlers move from site to site, automatically identifying documents that need to be included or updated in the index. The Company's crawlers are designed to be "intelligent," avoiding duplicated material and updating material based in part on an assessment of its relevancy. Thus, new data added to a database can be added to the index without re-indexing the entire database. Deleted data similarly is removed from the index. *Graphical User Interface.* The Company's search engine is accessible from a wide variety of user-friendly Graphical User Interfaces ("GUIs"). The GUI may be an "Internet browser," such as Netscape Navigator, Spyglass, Microsoft Internet Explorer, or a shrink-wrapped software package. Alternatively, the GUI may be custom-built to suit the needs of the application using the *Open Text 5* application programming interface ("API"). With the aid of the GUI, the user formulates a simple query or one that uses advanced search techniques such as weighted searching and ranking in order to achieve more accurate search results. The search engine uses the index to find the requested information, based on the specific query. Search results are presented back to the user via the GUI. Search results are revealed to the user in a progressive disclosure format that allows the user to work through the search results in an organized fashion and select data items to pursue further. As requested by the user, the software invokes a viewer that displays the relevant documents or, more typically, the specific chapter, paragraph or subsection that contains the selected data item. *Open Architecture.* The architecture of the search engine is modular and open, which allows applications of the Company's search technology to grow with a customer's requirements and databases and facilitates the customization of the product by the customer. The search engine is currently compatible with over 40 document formats, including major word processing and spreadsheet formats, which allows an organization to leave all of its data in original locations and formats. This eliminates the need for data duplication and conversion, which can create a significant risk of loss of high value data. *Comparison to Traditional Architecture:* The Company's search engine supports the standard features expected of a commercial full text retrieval system. In addition, the Company believes that its search engine offers advantages over conventional systems, including the following: • Search response time does not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. • Searches are not adversely affected by the use of common words. Using the Company's search engine, searches for phrases including common words, such as "The Limited," "We, the people" and "to be or not to be," return results rapidly. • The Company's search engine is fully SGML compliant and can search for words or phrases that appear in specific structural elements of a document, such as titles, headings or footnotes. • The Company's search technology does not depend on the word structure of European languages and supports searches in languages that require the use of multiple bytes for each character.

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	Id. at GOOG-WRD-00873638-40. **Products** The Company markets a modular suite of information search, work process management and information distribution products to organizations and individuals. The following table sets forth certain data with respect to the Company's products: **Product** / **Application** / **Distribution Channel** / **Current Version Release Date** / **Initial Version Release Date** *Open Text Index* / On-line Internet directory service / Direct sales / March 1995 / Same *Latitude Web Server* / Directory tool kit for enterprise libraries enabling organizations to index internal and external Web pages / Direct sales VARs / November 1995* (Beta version October 1995) / Same *Latitude* / Information retrieval and viewing system for data located in disparate locations and formats / Direct sales VARs / March 1995 / Same *Livelink* / Workflow and document management software enabling workgroup collaboration / Direct sales OEMs VARs Distributors / May 1995 / March 1992 *Open Text 5* / Indexing and search product resident on a server / Direct sales OEMs VARs / January 1995 / September 1991 *Internet Anywhere* / Client-based Internet access tools / OEMs Retail / October 1995 / June 1994 *PC Search* / Indexing and search product resident on a PC / Direct sales VARs / November 1995* October (Beta version October 1995) / Same * The ability of the Company to meet scheduled product release dates is subject to a variety of factors, including its ability to solve technical problems and test products, competing priorities of the Company, the availability of development and other resources and other factors outside the control of the Company. There can be no assurance that the Company will not experience difficulties that could delay or prevent the successful development, introduction or marketing of new products or that new products and product enhancements will perform to the Company's expectations or achieve market acceptance. Id. at GOOG-WRD-00873641. ***Open Text Index*** The *Open Text Index* uses the *Open Text 5* search engine and the Company's crawlers to index information located on the Web. The *Open Text Index* indexes every word of every page of information indexed, rather than a selection of key words. Although the amount of information available on the Internet is increasing rapidly, the Company seeks to keep pace with this growth by increasing the coverage of the *Open Text Index*. The Company believes that its crawlers have identified a substantial portion of the sites located on the Web. As of October 19, 1995, the *Open Text Index* had indexed over 1.7 billion words, numbers and addresses, which have been indexed from more than 1.1 million pages. The *Open Text Index* has also indexed over 16 million hyperlinks to other pages.

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	The *Open Text Index* enables a user to search for terms appearing in particular elements of document structure, conduct weighted searches and search for other documents with similar content. The *Open Text Index* also provides a "results sampling" feature, which permits the user to view the searched term in context from the *Open Text Index* without being required to access the documents in which the term appears. The Company has licensed the *Open Text Index* and ongoing updates to Yahoo!, internetMCI and IBM infoMarket. The Gateways provide the *Open Text Index* to their customers as part of their Web access service. The *Open Text Index* also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an *Open Text Index* search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the *Open Text Index*. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place "billboard" advertisements on the *Open Text Index*, which are visible on a portion of the screen displaying the *Open Text Index* user interface. Also available will be "embedded" advertisements, which are presented with the other results of a search using the *Open Text Index*. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an *Open Text Index* search service on its own home page Web site at no charge to the user. The Company has begun to sell billboard advertising space on the *Open Text Index* user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. The Company intends to market the *Open Text Index* or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the *Open Text Index* will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue. Id. at GOOG-WRD-00873641-42. ***Latitude Web Server*** The Company recently announced *Latitude Web Server*, a tool kit that will facilitate an organization's creation of a Web site or a Private Web that enables users to find and retrieve information and documents using an index of the organization's network and other Web sites and enables the organization to make selected documents and information available to the public over the Internet. *Latitude Web Server* consists of publicly available internet protocol software, *Open Text 5*, the Company's crawlers that create and maintain the index, an application programming interface that permits integration of the Company's indexing and search technology with network- and Web-based applications and administrative tools that track and monitor the use of the index. *Latitude Web Server* will be marketed by the Company's direct sales force to organizations that are publishing on the Web or building Private Webs and to OEMs that wish to embed the Company's indexing and search technology in their Internet-based applications. *Latitude Web Server* is installed in "beta" version in several test sites and is expected to be available before the end of calendar 1995. The Company expects that *Latitude Web Server* will be offered for prices generally ranging from approximately US$12,000 to US$25,000 or more, depending on the desired features and the number of servers containing information to be indexed. ***Latitude*** *Latitude* enables organizations to find and view information and documents spread across multiple servers on local and wide area networks and the Internet. Information can be viewed "as is" in native file formats without first having to be converted into a proprietary format. *Latitude* employs the Company's search engine and PEM technology to index and retrieve information and documents, and incorporates a set of viewers that are automatically invoked depending on the type of data or document. *Latitude* enables a user to view, in native format, documents and information in over 40 different formats, including major word processing and

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	spreadsheet formats, SGML, Adobe Acrobat files, CAD drawings and multimedia files. Additional viewers can be added for customers with specially formatted information. *Latitude* is designed for organizations that need to make organized information, such as service manuals, parts information and safety bulletins, available to users. For example, Caterpillar has purchased and is implementing *Latitude* as a search tool for information found in the electronic repair and maintenance manuals that are used by 180 Caterpillar equipment dealers. *Latitude* will enable Caterpillar's dealers to find and view repair and maintenance-related information requested by a user, including instructional video clips, on hundreds of thousands of equipment parts and maintenance procedures. The product is currently available as *Latitude Office*. The Company currently plans to introduce *Latitude Department*, an enhancement of *Latitude Office*, in the second quarter of calendar 1996. One of the additional features of *Latitude Department* is a directory similar in format to a table of contents that will enable users to locate documents by category. The Company also currently plans to introduce *Latitude Enterprise*, a further enhancement of *Latitude Office* that will support SQL, in calendar 1996. *Latitude Department* and *Latitude Enterprise* are both designed to support larger and more complex environments by providing additional viewers and more advanced server and routing capabilities for greater search efficiency. *Latitude* is marketed by the Company's direct sales force and through VARs. The price of *Latitude* is US$28,000 per server, plus a fee of US$200-$350 per client license depending on the number of licenses and other factors. In a typical configuration, the price of a *Latitude Office* system ranges from US$50,000 to US$60,000. Id. at GOOG-WRD-00873642-43. ***Open Text 5*** *Open Text 5* is the search engine upon which several of the other products and applications marketed by the Company are based. It is sold as a stand-alone indexing and search product that can be added to or employed in custom designed document management systems. For example, Boeing's component cost department uses *Open Text 5* to search its internal files for previously prepared cost change estimates involving parts for which similar cost change estimates are required. The underlying indexing and retrieval technology also is licensed to OEMs for inclusion in their systems. The Company currently is finalizing *Open Text 6*, which is currently expected to be available for shipment and integration with other products in the first quarter of calendar 1996. This new version of the Company's search engine is expected to include several new features, including faster index updating, indexes requiring less storage capacity and fuzzy logic searches, which expand the scope of a search to include words and phrases that are similar to the search terms. *Open Text 5* is marketed by the Company's direct sales force, and the price of a typical system ranges from US$30,000 to US$50,000. Id. at GOOG-WRD-00873644. **Customers** The Company's customers include: **Open Text Index** International Business Machines Corporation networkMCI, Inc. Yahoo! Corporation **Latitude** Amdahl Corporation CAE Electronics, Ltd. Caterpillar Inc. **Open Text 5** Andersen Consulting The Boeing Company California Continuing Education of the Bar International Business Machines Corporation MCI Communications Corp. Oracle Corporation Pratt & Whitney Union Bank of Switzerland US Department of Defense US Department of Energy **Livelink** BankAmerica Corporation The Boeing Company The British Petroleum P.L.C. Canon Sales Co., Inc. General Electric Company Hitachi, Ltd. MCI Communications Corp. National Aeronautics and Space Administration Nippon Telephone and Telegraph Corporation Oracle Corporation Qualcomm, Inc. Sony Microelectronics/Texas TransCanada Pipelines UAL Corporation US Food and Drug Administration US Missile Command Id. at GOOG-WRD-00873646.

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	Gateway Agreements The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the *Open Text 5* search engine and the *Open Text Index* for use with the Internet information resource products offered by the Gateways. The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the *Open Text Index*. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the *Open Text Index*. The internetMCI agreement also provides for monthly fees for ongoing updates of the *Open Text Index*. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers." Id. at GOOG-WRD-00873646. **Competition** The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to increase in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets. The primary competitors of the Company's *Open Text Index* include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the *Open Text Index*, are displayed on the Netscape Navigator user interface and have superior name recognition. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers the Internet. The Company believes that the *Open Text Index* is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the *Open Text Index* is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition. In the market for information search and retrieval software, the Company competes with Excalibur Technologies Corporation, Fulcrum Technologies, Inc., Information Dimensions, Inc., PLS, Verity, Inc. and others. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from companies that enhance products such as document management systems, groupware applications, Internet products and operating systems to include information search and retrieval functions. The Company believes that the principal competitive factors in this market include the ability to search large amounts of data rapidly without degradation in performance, the ability to find and view information on disparate platforms in a variety of formats and locations, vendor and product reputation, the ability to index information comprehensively, ease of use, product architecture, product quality and performance, quality of product support and price. The Company believes that its search and retrieval technology competes favorably with respect to these factors. Id. at GOOG-WRD-00873647.

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Open Prospectus, dated January 23, 1996 ("Open Text Prospectus") produced at OT03652-3758	**The Company** Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks, Intranets and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent a suite of information management solutions addressing the needs of the spectrum of users of local and wide area networks, Intranets and the Internet. Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet. Netscape Communications Corporation ("Netscape") has agreed to list the *Open Text Index* on the Netscape Navigator under the "Net Search" button. The Company's search engine, currently marketed as *Open Text 5*, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of *Latitude*, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet. In November 1995, the Company introduced *Latitude Web Server*, a software tool kit that facilitates an organization's creation of an internal Internet-protocol network, or "Intranet," that enables users to find and retrieve information and documents available on the organization's Intranet and on other Web sites, and enables the organization to make selected documents available to the public over the Internet. The Company's workflow and document management system, *Livelink*, combines the features of an integrated document management system with workflow management and collaborative computing functions on local and wide area networks. The Company is developing *Livelink* to enable users to manage documents, establish collaborative workgroups and manage and track the progress of their work using Intranets and the Internet. The Company is also integrating *Livelink* and *Latitude Web Server* to enable users to find and retrieve information from the organization's Intranet and from other Web sites and manage the distribution of this information using Intranets and the Internet. Id. at OT03653. **Competition; New Entrants** The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to persist, increase and intensify in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets. The primary competitors of the Company's *Open Text Index* are Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Digital Equipment Corporation has recently introduced an Internet search service named Alta Vista that will compete with the *Open Text Index*. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the *Open Text Index*, are displayed on the Netscape Navigator user interface and have superior name recognition. While Netscape has agreed to list the *Open Text Index* on Netscape Navigator, this listing currently has less prominence than that of InfoSeek, and, in the future, might have less prominence than those of other search services. The Company's strategy for obtaining advertising revenues from the *Open Text Index* is dependent in part on the success of the Company's gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition. Id. at OT03662-63.

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	Dependence on Internet Gateway Providers The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into arrangements with several Internet "gateways," including Yahoo! Corporation ("Yahoo!"), networkMCI, Inc. ("internetMCI"), International Business Machines, Inc. ("IBM infoMarket") and Netscape (collectively, the "Gateways"), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's *Open Text Index* in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the *Open Text Index* initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Netscape has agreed to list the *Open Text Index* on the Netscape Navigator. The success of the Company is dependent, to a large degree, on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and can be terminated by the Gateways under certain circumstances. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or the termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial condition. Id. at OT03663. **Risk of Capacity Constraints and System Failure Relating to *Open Text Index*** A key element of the Company's marketing strategy and promotional efforts is its use of the *Open Text Index*, which the Company makes available at no charge to users of the Internet, as a highly visible demonstration of the capabilities of the Company's search engine software. Accordingly, the performance of the *Open Text Index* is critical to the Company's reputation, the success of its relationships with Internet gateways and its ability to attract advertisers to the *Open Text Index*. Any system failure that causes interruptions in the availability or speed of the Company's *Open Text Index* could have a material adverse effect on the Company. An increase in the volume of searches conducted using the *Open Text Index* could strain the capacity of the Company's search engine or the hardware deployed at the *Open Text Index*, which could lead to slower response times or even a complete system failure. The *Open Text Index* has experienced brief periods of service interruption, normally associated with implementation of software changes to the system, all of which to date have been promptly corrected. In October 1995, the *Open Text Index* experienced a period of significantly slower response times due to an increased volume of searches until the Company added additional servers and communications capacity. On several occasions since that time, increased usage of the *Open Text Index*, changes to hardware and software configuration related to the implementations of the Yahoo! gateway agreement and the establishment of related services in Mountain View, California have resulted in brief periods during which the *Open Text Index* produced slow response times. While the Company monitors the performance of the *Open Text Index* and seeks to take prompt action to correct any deterioration in response times, periods of slow response may occur in the future, and there can be no assurance that the Company will be able to take prompt and effective corrective action. The Company has made certain commitments under its gateway agreements to provide rapid response times and consistent system availability, and, accordingly, any slower response times or system failure could result in the termination of, or exposure to damages under, one or more of these agreements. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment used to provide the *Open Text Index*. Copies of the Company's *Open Text Index* are located at computer facilities located in Toronto, Ontario and Mountain View, California. There can be no assurance that a system failure at either of these locations would not adversely affect the performance of the *Open Text Index*. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's *Open Text Index* users. Id. at OT03665. Because materials may be uploaded by the on-line or Internet services operated or facilitated by the Company or the Internet gateways with which it has a relationship and be subsequently distributed to others, there is a potential that claims will be made against the Company for defamation, negligence, copyright or trademark infringement or other theories based on the nature and content of such materials. Such claims have been brought, and sometimes successfully pressed, against on-line services, including recent, successful high-profile cases against Prodigy and NETCOM. Although the Company carries general liability insurance, the Company's insurance may not cover potential claims of this type or may not be adequate to indemnify the Company for all liability that may be imposed. Any imposition of liability that is not covered by insurance or is in excess of insurance coverage could have a material adverse effect on the Company.

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	Id. at OT03667. **The Open Text Solution** The Company's suite of software products enables users to find information, work together and distribute the resulting work product and other information to users across local and wide area networks or the Internet. The Company's software supports original, native file formats and applications and does not require either the conversion of the information into new formats or the replacement of existing desktop computing tools. A key element of the Company's strategy is to develop the capability of its products to enable the formation of work groups and collaboration on Intranets and the Internet. The Company's suite of software products addresses the following needs: • *Find Information.* The Company's proprietary string search technology enables users to search the full text of databases and documents in response to a user query that is not limited to document titles or keywords. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases, if adequate server and communications resources are employed. The Company's search engine and related products, including *Open Text 5* and *Latitude*, enable users to find and view information, thus supporting both the creative and storage-related functions critical to individual and collaborative work processes. The Company's search and retrieval solutions address the needs of a variety of information users and include the *Open Text Index*, which allows computer users to search the Company's index of the Web, and *Latitude Web Server*, which enables organizations to index and search for information on their local and wide area networks and the Internet. Id. at OT03692-93. **The Open Text Strategy** The Company's objective is to be the leading provider of information search, work process management and information distribution solutions to the spectrum of users of local and wide area networks, Intranets and the Internet. Key elements of the Company's strategy are summarized below: • *Build Awareness of the "Open Text" Brand and Increase Internet Exposure through Alliances with Internet Gateways.* The Company believes that awareness of the Company and its software solutions will increase as Internet users are exposed to the Company's search and retrieval technology through their use of the *Open Text Index*. The Company has arrangements with popular Internet gateways, including Yahoo!, internetMCI, IBM infoMarket and Netscape Navigator, to provide its *Open Text Index* and search and retrieval technology as one of the Internet resource products offered by the Gateways. Each Gateway will identify the *Open Text Index* on the user interface when the Company's search technology is employed. The Company intends to pursue similar arrangements with other Internet gateways. • *Provide Integrated Information Search, Work Process Management and Information Distribution Solutions.* The Company intends to develop the capability of *Livelink* to operate over Intranets and the Internet, and to integrate *Livelink*, its collaborative workflow and document management system, with *Latitude Web Server*, its tool kit for creating a Web site or Intranet capable of finding and retrieving documents using an index of an organization's network and other Web sites, and making selected documents and information available to the public over the Internet. The Company's goal is to offer an integrated suite of information management solutions addressing the needs of the spectrum of users of local and wide area networks, Intranets and the Internet. The Company has entered into an agreement with Netscape that makes Netscape Navigator technology available for inclusion in the Company's client-based products and certain Netscape server technology available for inclusion in the Company's server-based products. The Company believes that this arrangement will contribute to the Company's ability to offer integrated solutions by assuring compatibility of both its client- and server-based software solutions with this popular industry standard. Id. at OT03693-94. **Technology** *Search and Retrieval Technology* *Development History. Open Text 5* and previous versions of the Company's indexing and search technology evolved out of the work of the Oxford English Dictionary project undertaken at the University of Waterloo in 1984 and completed in 1989. This project, undertaken in cooperation with Oxford University Press, IBM and the Government of Canada, required the development of technology suitable for searching large databases containing complex, multilingual, highly irregular data structured in SGML format. Modern text search and retrieval technologies are based on the full text index model. Full text retrieval software builds a comprehensive index of all terms that appear in the documents to be searched and completes

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	searches by reading the index, rather than by accessing and reading the documents themselves. Unlike traditional relational database management systems, full text retrieval does not require that information be rigorously structured in row and column formats. Traditionally, full text retrieval systems have been based on the creation of an "inverted word index," which is a list of each indexed term that appears in a database. The inverted word index also lists the locations in the documents where the term appears. Inverted word search technology does not efficiently index common words such as "and," "the" and "is," because these words occur in numerous locations in each document, rendering searches for phrases such as "The Limited," "We, the people" and "to be or not to be" relatively slower. By contrast, string search algorithms, such as those employed by the Company, permit efficient searches for such phrases. *Core Algorithm.* The Company's search engine is not based on the traditional inverted word index approach, but on a "string search" algorithm that enables a user to search for strings of data of arbitrary length, whether partial words, complete words or phrases. This algorithm indexes complete word series and phrases in context, in addition to individual terms. String search technology is also more easily adaptable to searches of databases in languages such as Chinese, Japanese, Korean and other languages that are not based on the European alphabet. These languages require multiple bytes to represent each character, and string search technology simply treats these characters as sequences of bytes in a string. Electronically stored audio and video information may also be represented as strings. A version of *Open Text 5* that supports Japanese Kanji is available for use in the Japanese market, and the Company currently is developing software to search other Asian language character sets. The Company is also working on the development of capabilities to search non-textual information, such as audio data. The index required in the application of string search technology requires the use of more memory than an inverted word index. Recent increases in computing speeds, memory size and hard drive capacity and reductions in the cost of memory have increased the size of data files that can be built and processed economically, making string search technology practical and cost effective. *Structured Documents and SGML.* The Company's search engine also differs from conventional technologies in that it recognizes that documents are often characterized by complex structures. For example, documents often contain titles, headings, sections, subsections and paragraphs. The Company's search engine can search any number of different user-defined document structures without loss of performance. It fully supports SGML, the key international standard for structured documents. *Parallel Execution Monitor.* The Company's search technology also includes a routing function called the Parallel Execution Monitor (the "PEM"). The PEM provides a single point of access for distributed parallel searching of large databases in networked environments, including the Internet, in which it is difficult or impossible to unify all data on a single server or to build a single index of the data to be searched. The PEM performs all the network connection and remote process management functions necessary to accomplish this task. Accordingly, the index may reside on a number of servers in a variety of locations, and the use of the PEM enables the search to be simultaneously conducted across a number of servers that contain the index. The PEM enables the user to conduct searches quickly and without concern for the specific location of the data for any given query. The use of the PEM also enables the Company's search engine to deliver consistent response times regardless of database size or configuration, if adequate server and communications resources are employed. *Indexing.* Most information retrieval products, including those developed by the Company, automate the index-building function. *Open Text 5* creates and maintains indexes through the use of "crawlers," software programs that search for and retrieve material to be indexed. Crawlers move from site to site, automatically identifying documents that need to be included or updated in the index. The Company's crawlers are designed to be "intelligent," avoiding duplicated material and updating material based in part on an assessment of its relevancy. Thus, new data added to a database can be added to the index without re-indexing the entire database. Deleted data similarly is removed from the index. Id. at OT03694-95.

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	Products The Company markets a modular suite of information search, work process management and information distribution products to organizations and individuals. The following table sets forth certain data with respect to the Company's products:

Product	Application	Distribution Channel	Current Version Release Date	Initial Version Release Date
Open Text Index	On-line Internet directory service	Direct sales	March 1995	Same
Latitude Web Server	Directory tool kit enabling organizations to index internal and external Web pages	Direct sales OEMs VARs	November 1995	Same
Latitude	Information retrieval and viewing system for data located in disparate locations and formats	Direct sales VARs	March 1995	Same
Livelink	Workflow and document management software enabling workgroup collaboration	Direct sales OEMs VARs Distributors	May 1995	March 1992
Open Text 5	Indexing and search product resident on a server	Direct sales OEMs VARs	January 1995	September 1991
Internet Anywhere	Client-based Internet access tools	OEMs Retail	October 1995	June 1994
PC Search	Indexing and search product resident on a PC	Direct sales VARs	November 1995	Same

Id. at OT03697.

Open Text Index

The *Open Text Index* uses one of the Company's search engines and the Company's crawlers to ind information located on the Web. The *Open Text Index* indexes every word of every page of information indexe rather than a selection of key words. Although the amount of information available on the Internet is increasing rapidly, the Company seeks to keep pace with this growth by increasing the coverage of the *Open Text Index*. The Company believes that its crawlers have identified a substantial portion of the sites located on the Web. As of December 7, 1995, the *Open Text Index* had indexed over 2.4 billion words, numbers and addresses, which have been indexed from approximately 1.6 million Web pages. The *Open Text Index* has also indexed over 25 million hyperlinks from indexed Web pages to other Web pages.

The *Open Text Index* enables a user to search for terms appearing in particular elements of a document's structure, conduct weighted searches and search for other documents with similar content. The *Open Text Index* also provides a ''results sampling'' feature, which permits a user to view the searched term in context from the *Open Text Index* without being required to access the documents in which the term appears.

The Company has licensed the *Open Text Index* and ongoing updates to Yahoo!, internetMCI and IBM infoMarket to enable these Gateways to provide the *Open Text Index* to their customers as part of their Web access service. The *Open Text Index* also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an *Open Text Index* search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the *Open Text Index*. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place ''billboard'' advertisements on the *Open Text Index*, which are visible on a portion of the screen displaying the *Open Text Index* user interface. Also available will be ''embedded'' advertisements, which are presented with the other results of a search using the *Open Text Index*. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an *Open Text Index* search service on its own home page Web site at no charge to the user, and Netscape has agreed to list the *Open Text Index* on the Netscape Navigator under the ''Net Search'' button. The Company has begun to sell billboard advertising space on the *Open Text Index* user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service.

Id. at OT03697-98.

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	Latitude Web Server In November 1995, the Company introduced *Latitude Web Server*, a tool kit that facilitates an organization's creation of a Web site or an Intranet that enables users to find and retrieve information and documents using an index of the organization's network and other Web sites and enables the organization to make selected documents and information available to the public over the Internet. *Latitude Web Server* consists of publicly available Internet protocol software, *Open Text 5*, the Company's crawlers that create and maintain the index, an application programming interface that permits integration of the Company's indexing and search technology with network- and Web-based applications and administrative tools that track and monitor the use of the index. The Company has licensed certain Netscape server technology for bundling with *Latitude Web Server* which will provide a gateway between *Latitude Web Server* and the Internet while providing for security and log-in and access control to protect an organization's confidential information. Ford Motor Company, Northern Telecom, Siemens AG and Silicon Graphics, Inc. have purchased *Latitude Web Server* to assist in the management of information. *Latitude Web Server* is marketed by the Company's direct sales force to organizations that are publishing on the Web or establishing Intranets, to OEMs that wish to embed the Company's indexing and search technology in their Internet-based applications and to VARs. The price of a *Latitude Web Server* ranges from approximately US$12,000 to US$25,000 or more, depending on the desired features and the number of servers containing information to be indexed. ***Latitude*** *Latitude* enables organizations to find and view information and documents spread across multiple servers on local and wide area networks and the Internet. Information can be viewed "as is," in native file formats, without first having to be converted into a proprietary format. *Latitude* employs the Company's search engine and PEM technology to index and retrieve information and documents, and incorporates a set of viewers that are automatically invoked depending on the type of data or document. *Latitude* enables a user to view, in native format, documents and information in over 40 different formats, including major word processing and spreadsheet formats, SGML, Adobe Acrobat files, CAD drawings and multimedia files. Additional viewers can be added for customers with specially formatted information. *Latitude* is designed for organizations that need to make organized information, such as service manuals, parts information and safety bulletins, available to users. For example, Caterpillar has purchased and is implementing *Latitude* as a search tool for information found in the electronic repair and maintenance manuals that are used by 180 Caterpillar equipment dealers. *Latitude* will enable Caterpillar's dealers to find and view repair and maintenance-related information requested by a user, including instructional video clips, on hundreds of thousands of equipment parts and maintenance procedures. The product is currently available as *Latitude Office*. The Company currently plans to introduce *Latitude Department*, an enhancement of *Latitude Office*, in the second quarter of calendar 1996. One of the additional features of *Latitude Department* is a directory similar in format to a table of contents that will enable users to locate documents by category. The Company also currently plans to introduce *Latitude Enterprise*, a further enhancement of *Latitude Office* that will support SQL, in calendar 1996. *Latitude Department* and *Latitude Enterprise* are both designed to support larger and more complex environments by providing additional viewers and more advanced server and routing capabilities for greater search efficiency. *Latitude Office* is marketed by the Company's direct sales force and through VARs. The price of *Latitude Office* is US$28,000 per server, plus a fee of US$200-$350 per client license depending on the number of licenses and other factors. In a typical configuration, the price of a *Latitude Office* system ranges from US$50,000 to US$60,000. Id. at OT03698-99. ***Open Text 5*** *Open Text 5* is the search engine upon which several of the other products and applications marketed by the Company are based. It is sold as a stand-alone indexing and search product that can be added to or employed in custom designed document management systems. For example, Boeing's component cost department uses *Open Text 5* to search its internal files for previously prepared cost change estimates involving parts for which similar cost change estimates are required. The underlying indexing and retrieval technology also is licensed to OEMs for inclusion in their systems. The Company is finalizing *Open Text 6*, which is currently expected to be available for shipment and integration with other products in the first quarter of calendar 1996. This new search engine is expected to include faster index updating, indexes requiring less storage capacity and fuzzy logic searches, which expand the scope of a search to include words and phrases that are similar to the search terms. *Open Text 5* is marketed by the Company's direct sales force, and the price of a typical system ranges from US$30,000 to US$50,000. Id. at OT03700.

Reference	Disclosure

Customers

The Company's customers include:

Open Text Index

International Business Machines Corporation
networkMCI, Inc.
Yahoo! Corporation

Latitude

Amdahl Corporation
CAE Electronics, Ltd.
Caterpillar Inc.

Latitude Web Server

Ford Motor Company
Northern Telecom
Siemens AG
Silicon Graphics, Inc.

Open Text 5

Andersen Consulting
The Boeing Company
California Continuing Education of the Bar
International Business Machines Corporation
MCI Communications Corp.
Oracle Corporation
Pratt & Whitney
Union Bank of Switzerland
US Department of Defense
US Department of Energy

Livelink

BankAmerica Corporation
The Boeing Company
The British Petroleum P.L.C.
Canon Sales Co., Inc.
General Electric Company
Hitachi, Ltd.
MCI Communications Corp.
National Aeronautics and Space Administration
Nippon Telephone and Telegraph Corporation
Oracle Corporation
Qualcomm, Inc.
Sony Microelectronics/Texas
TransCanada Pipelines
UAL Corporation
US Food and Drug Administration
US Missile Command

Id. at OT03702.

Gateway Agreements

The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the *Open Text 5* search engine and the *Open Text Index* for use with the Internet information resource products offered by the Gateways. Netscape has agreed to list the *Open Text Index* on the Netscape Navigator under the "Net Search" button. InternetMCI and IBM infoMarket began offering the *Open Text Index* in November 1995 and the Company anticipates that access to the *Open Text Index* through Yahoo! and Netscape Navigator will begin in January 1996 and the first quarter of 1996, respectively.

The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the *Open Text Index*. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the *Open Text Index*. The internetMCI agreement also provides for monthly fees for ongoing updates of the *Open Text Index*. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. The arrangement with Netscape does not initially provide for payments by the Company to Netscape, but such payments will be required in the future.

Id. at OT03702-03.

Competition

The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to increase in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.

The primary competitors of the Company's *Open Text Index* include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the *Open Text Index*, are displayed on the Netscape Navigator user interface and have superior name recognition. Digital Equipment Corporation has recently introduced an Internet search service named Alta Vista that will compete with the *Open Text Index*. Although Netscape has agreed to list the *Open Text Index* on Netscape Navigator, this listing currently has less prominence than that of InfoSeek and, in the future, might have less prominence than those of other search services. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers

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	the Internet. The Company believes that the *Open Text Index* is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the *Open Text Index* is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition. In the market for information search and retrieval software, the Company competes with Excalibur Technologies Corporation, Fulcrum Technologies, Inc., Information Dimensions, Inc., PLS, Verity, Inc. and others. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from companies that enhance products such as document management systems, groupware applications, Internet products and operating systems to include information search and retrieval functions. The Company believes that the principal competitive factors in this market include the ability to search large amounts of data rapidly without degradation in performance, the ability to find and view information on disparate platforms in a variety of formats and locations, vendor and product reputation, the ability to index information comprehensively, ease of use, product architecture, product quality and performance, quality of product support and price. The Company believes that its search and retrieval technology competes favorably with respect to these factors. Id. at OT03703-04. **Product Development** As of December 1, 1995, the Company's research and development organization included 49 employees. A number of key technical staff have been developing text retrieval software since the 1970s. The Company's roots in the Oxford English Dictionary project provide eleven years of experience with full text retrieval software. The Company also funds research projects at the University of Waterloo, where Dr. Frank Tompa, a founder, director and shareholder of the Company, is a professor and a researcher. See "Certain Transactions—Research Funding." The Company's current product development efforts are focused on enhancing and broadening its information search, work process management and information distribution products. Areas of particular emphasis are the development of the capability of *Livelink* to operate on Intranets and the Internet, the integration of *Livelink* technology with *Latitude Web Server* and the integration of technologies acquired in the acquisitions of assets of Intunix and Internet Anywhere with the Company's other technologies and products. See "Management's Discussion and Analysis of Financial Condition and Results of Operation—Overview." Improvement of search engine speed, development of more efficient Web crawler technology, integration of relational database management systems with the Company's software and enhancements of the user interfaces for all of the Company's products are other areas of ongoing activity for the product development organization. The Company intends to enhance *Latitude* by increasing its ability to handle larger and more complex environments, adding features such as a directory similar to a table of contents and enabling the product to support SQL. Although the principal technology of the Company's products have been developed internally or acquired, the Company also may license and incorporate third-party technology to supplement internal efforts. The Company's ability to successfully develop and release new products and product enhancements in a timely manner is subject to a variety of factors, including its ability to solve technical problems and test products, competing priorities of the Company, the availability of development and other resources and other factors outside the control of the Company. There can be no assurance that the Company will not experience difficulties that could delay or prevent the successful development, introduction or marketing of new products and product enhancements. Id. at OT03705.

Table B2: Searching Another Database for Advertisements.

To the extent the references addressed in claim charts A-1 to A-39 does not disclose the limitations identified in each chart citing Table B2, one of ordinary skill in the art would be motivated to combine the references addressed in claim charts A-1 to A-39 with any one or more of the Table B2 references listed below because: it would have yielded predictable results; using the techniques of the Table B2 references would have improved the primary or obviousness references in the same way; and applying the techniques of the Table B2 references to improve primary or obviousness references would have yielded predictable results.

Reference	Disclosure
U.S. Patent No. 6,119,101 ("PECKOVER")	*See*, *e.g.*, PECKOVER, 11:23-24: Consumers use search engines that have data that is more up-to-date. PECKOVER, 12:11-12: Information used by both consumers and providers is more up-to-date. PECKOVER, 17:6-10: Various specialized agents are described in conjunction with other Figures. Agents and other components operating in Agent Marketplace 28 have access to a Product Database (Product DB or PDB) 32. PECKOVER, 21:57-61: A Query 106 describes the product or product category for which to search. Query 106 includes data from Product Template 174 completed by the consumer and relevant data from the consumer's preferences, as assembled by Decision Agent Factory 76 of the consumer's Personal Agent 12. PECKOVER, 23:17-20: A Product Listing function 124 maintains a list of the products that can be advertised in this market. Each product references detailed product data that is kept in a Product Database (PDB) 32 described in conjunction with FIG. 9A. PECKOVER, 23:43-47:61: An Active Ads function 146 maintains the ads that are currently active. As each new add is accepted by Active Ads function 146, an Active Decision Agent Manager 152 (see below) is notified so that pending searches can be matched against the new advertisement. PECKOVER, 24:53-61:

Reference	Disclosure
	A Template Dispenser function 134 retrieves the Product Template 174 for a particular product. Product Template 174 describes the data that is available within the system about the particular product. Personal Agents 12 or 13 use the Template Dispenser 134 when consumers or providers are constructing ads or product search queries. Template Dispenser 134 consults the Product Template Manager 170 in a Product Database 32 (described in conjunction with FIG. 9A) to collect the template data. PECKOVER, 25:10-36: A Remote Database Adaptor 140 provides communication and session management services to connect to a database (a "remote database", not shown) belonging to a manufacturer or a provider. Remote Database Adaptor 140 also provides translation services to translate between the data formats used by a remote database and the data formats used by PDB 32. Remote Database Adaptor 140 allows a provider to submit ads directly from the provider's remote database into Market 18. Remote Database Adaptor 140 also allows access "by reference" to advertisement data that remains stored in a remote database; that is, the data is not copied into Agent System 10, but is accessed as needed. Market 18 includes a Remote Database Adaptor 140 for each provider that chooses to supply ads in this manner; alternatively, a provider uses various functional components accessed via provider's Personal Agent 13 to place ads manually. PECKOVER, 25:36-57: Referring to FIG. 9A, a Product Database 32 (PDB) comprises functional components: a Database Administration function 166, a Product Data Storage function 168, a Product Template Manager function 170, and, (optionally) some number of Remote Database Adaptors 172. PDB 32 maintains generic data about products, to be referenced by ads placed by providers. Although PDB 32 is illustrated here as a single database (with several internal components) for ease of understanding, the contemplated PDB 32 will be split across several processors 38, as illustrated previously in FIG. 3A. Referring to FIG. 9A, a Database Administration function 166 provides conventional add, delete, update, query, and backup access for a System Administrator user to the other components of PDB 32. A Product Data Storage function 168 stores data about

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	different products, for example, product name, product model number, manufacturer's suggested retail price for product, etc.
U.S. PATENT NO. 5,999,912 ("WODARZ")	*See*, *e.g.*, WODARZ, 3:17-37: The invention also makes use of a list or database of ads that are candidates for insertion at each ad location specified by ad tags. Following is an example of a table of ads that could be used to fill positions defined by ad tags: TABLE 1 Ad Number | Advertiser | Type | Image | Link A | Tracer | 0 | tracer.gif | http://www.tracer.com/ B | Netscape | 0 | ns.gif | http://www.netscape.coml C | Budweiser | 0 | bog.gif | http://www.bud.weiser.corn/ D | Tracer | 1 | huf.gif | http://www.tracer.com/ Type 0 = banner, type 1 = button, and type 2 = special. In the preferred embodiment, a second table is used to associate ad tag locations with ads. The table may be, for example, a simple two-dimensional matrix where ad tag locations are matched to acceptable ads. However, other means of linking ad tag locations to ads can be used, such as be expanding TABLE 1 to include a column of associated ad tag locations.
U.S. Patent No. 7,072,849 ("FILEPP")	*See*, *e.g.*, FILEPP, 1:17-32: This invention relates generally to a distributed processing, interactive computer network intended to provide very large numbers of simultaneous users; e. g. millions, access to an interactive service having large numbers; e.g., thousands, of applications which include pre-created, interactive text/graphic sessions; and more particularly, to a method for presenting advertising to service users during interactive sessions, the method featuring steps for presenting advertising concurrently with applications, the advertising being organized as data which is stored for presentation and replenished at the user sites so as to minimize interference with retrieval and presentation of application data; the method also featuring steps for individualizing the advertising presented based on user characterizations defined by service interaction and/or other data such as user demographics and geographical location. FILEPP, 10:7-27: Individualized queues of advertising object ids are constructed based upon data collected on the partitioned applications that were accessed by a user, and upon events the user generated in response to applications. The data are collected and reported by RS 400 to a data collection co-application in file server 205 for later transmission to business system 130. In addition to application access and use characteristics, a variety of other

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	parameters, such as user demographics or postal ZIP code, may be used as targeting criteria. From such data, queues of advertising object ids are constructed that are targeted to either individual users or to sets of users who fall into certain groups according to such parameters. Stated otherwise, the advertising presented is individualized to the respective users based on characterizations of the respective users as defined by the interaction history with the service and such other information as user demographics and locale. As will be appreciated by those skilled in the art, conventional marketing analysis techniques can be employed to establish the user characterizations based on the collected application usage data above noted and other information.
Another Search Engine? Hotwired Introduces Hotbot, Powered By Inktomi, PR Newswire, May 20, 1996 ("ANOTHER SEARCH ENGINE")	*See*, *e.g.*, ANOTHER SEARCH ENGINE, p. 1: "HotWired Ventures, a premier Internet media company, today introduced HotBot (www.hotbot.com), a unique search engine that indexes and searches every word on the World Wide Web. Powered by Inktomi's advanced parallel-processing engine, HotBot will change the way people search for and retrieve information on the Internet." ANOTHER SEARCH ENGINE, p. 1: "'The rules of the search engine game have changed. Internet users thought they'd get what they needed from traditional search engines, but they found the result to be thin on content, rigid in context, and often totally irrelevant,' said Andrew Anker, president and CEO of HotWired Ventures. 'Our quest to find a better search engine led us to Inktomi. By combining the best technology, the most relevant searches, and an innovative interface, we created HotBot -- a bigger, better, smarter way to search the Web.'" ANOTHER SEARCH ENGINE, p. 1: "Most search engines aren't keeping up with the tremendous growth of the Web. HotBot's underlying Inktomi engine indexes more than 50 million full-text Web documents plus Usenet and mailing-list archives, and its scalable architecture can match the growth of the Web." ANOTHER SEARCH ENGINE, p. 2: "HotBot includes a number of unique features. Users can get the most current information quickly, efficiently view and use that information, and interact with the search engine in a personal manner. Daily Updates: The HotBot spider crawls the Web every day, offering users the most current information. Reliable and Fast: HotBot's fault-tolerant engine reliably delivers query results in seconds, without frequent downtime. Convenient Previews: HotBot allows users to preview documents without leaving the search page, reducing search time. Personal Searching: The

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	HotBot interface allows users to personalize their search engine to fit their own surfing style." ANOTHER SEARCH ENGINE, p. 2: "HotBot identifies, customizes, and ranks millions of Web documents using an algorithm developed by a team of the world's leading experts in information retrieval. HotBot recognizes that users desire varying levels of information detail, so it allows users to control the amount and type of information searched. The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines."
https://web.archive.org/web/19961106235936/http://www.inktomi.com/	The first commercial application of Inktomi's innovative technology is the HotBot™ search engine service, offered in conjunction with HotWired, Wired magazine's electronic sibling. By leveraging this scalable technology, HotBot was the first search engine to index and search the entire World Wide Web, and represents the only search engine technology in existence that can expand to match the Web's growth as it doubles and doubles again.
https://web.archive.org/web/19961107001258/http://www.inktomi.com/whitepap.html	*See*, *e.g.*, Database access. Audience1 comes with Dynamic tags that can access a DBMS for arbitrary persistent information and customize the HTML tracking, using either cookies or fat URLs. Unlike other offerings, while Audience1 supports SQL, it does not require publishers to know SQL to access the database. This allows Inktomi servers to store and recall a user's preferences for user interface and query results presentation. More generally, Audience1 is ideal for allowing servers to access pre-existing databases such as products, inventory, etc. Browser targeting. Audience1 allows publishers to exploit leading-edge HTML features (such as Netscape's frames and Java, and Microsoft's font changes and embedded audio tags), without frustrating users who do not have those features. Audience1's browser targeting can be performed at various levels of detail, ranging from tags that are easy to use, but don't provide a lot of publishing control, to exposing the raw browser capabilities to the publisher. For example, advertisers on HotBot are shown as progressive JPEG if the client browser supports it, otherwise they are shown as JPEGs or GIFs for less-capable browsers. This allows Inktomi to make the most of each browser, rather than resorting to a least-common denominator. Access to high performance, scalable services. Dynamic Tags make it possible for publishers to introduce new, high performance, scalable services, without requiring the publisher to understand the intricacies of computing programming. For example, access to the Inktomi search engine is encapsulated into a single Dynamic Tag, hiding the complexity of interfacing to a parallel program such as Inktomi. In addition, Dynamic Tags can be multi-threaded, interleaving long-latency operations such as Inktomi queries and customized content

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	selection (i.e. targeted advertisements). We know of no other Web-based publishing system with this capability and ease-of-use. Publishing support hides the complexity of creating and managing sites of dynamic Web pages, allowing sites with large amounts of content to control the publishing process. Unlike the CGI-based tools that are emerging, Audience1's publishing support is fault tolerant, high performance and scales to millions of users and millions of hits per day. In summary, Audience1 and Dynamic Tags allow a customizable and sophisticated user-interface to Web services such as search engine. HotBot's interface, including saved searches, personalization, and browser targeting, would have been nearly impossible without the simplification provided by the Audience1 toolset."
U.S. Patent Nos. 5,948,061 ("MERRIMAN I") and 7,844,488 ("MERRIMAN II")	*See*, *e.g.*, MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 2:59-3:4: The basic architecture of the network 10 comprises at least one affiliate web site 12, an advertisement (ad) server web site 19 and one or more individual advertiser's web sites 18. Affiliates are one or more entities that generally for a fee contract with the entity providing the advertisement server permit third party advertisements to be displayed on their web sites. When a user using a browser accesses or "visits" a web site of an affiliate, an advertisement provided by the advertisement server 19 will be superimposed on the display of the affiliate's web page displayed by the user's browser. Examples of appropriate affiliates include locator services, service providers, and entities that have popular web sites such as museums, movie studios, etc. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:5-23: The basic operation of the system is as follows in the preferred embodiment. When a user browsing on the Internet accesses an affiliate's web site 12, the user's browser generates an HTTP message 20 to get the information for the desired web page. The affiliate's web site in response to the message 20 transmits one or more messages back 22 containing the information to be displayed by the user's browser. In addition, an advertising server process 19 will provide additional information comprising one or more objects such as banner advertisements to be displayed with the information provided from the affiliate web site. Normally, the computers supporting the browser, the affiliate web site and the advertising server process will be at entirely different nodes on the Internet. Upon clicking through or otherwise selecting the advertisement object, which may be an image such as an advertisement

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	banner, an icon, or a video or an audio clip, the browser ends up being connected to the advertiser's server or web site 18 for that advertisement object. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:24-63: In FIG. 1, a user operates a web browser, such as Netscape or Microsoft Internet Explorer, on a computer or PDA or other Internet capable device 16 to generate through the hypertext transfer protocol (HTTP) 14 a request 20 to any one of preferably a plurality of affiliate web sites 12. The affiliate web site sends one or more messages back 22 using the same protocol. Those messages 22 preferably contain all of the information available at the particular web site 12 for the requested page to be displayed by the user's browser 16 except for one or more advertising objects such as banner advertisements. These objects preferably do not reside on the affiliate's web server. Instead, the affiliate's web server sends back a link including an IP address for a node running an advertiser server process 19 as well as information about the page on which the advertisement will be displayed. The link by way of example may be a hypertext markup language (HTML) <img> tag, referring to, for example, an inline image such as a banner. The user's browser 16 then transmits a message 23 using the received IP address to access such an object indicated by the HTML tag from the advertisement server 19. Included in each message 23 typically to the advertising server 19 are: the user's IP address, (ii) a cookie if the browser 16 is cookie enabled and stores cookie information, (iii) a substring key indicating the page in which the advertisement to be provided from the server is to be embedded, and (iv) MIME header information indicating the browser type and version, the operating system of the computer on which the browser is operating and the proxy server type. Upon receiving the request in the message 23, the advertising server process 19 determines which advertisement or other object to provide to user's browser and transmits the messages 24 containing the object such as a banner advertisement to the user's browser 16 using the HTTP protocol. Preferably contained within the HTTP message is a unique identifier for the advertiser's web page appropriate for the advertisement. That advertisement object is then displayed on the image created by the web user's browser as a composite of the received affiliate's web page plus the object transmitted back by the advertising web server. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), Fig. 1:

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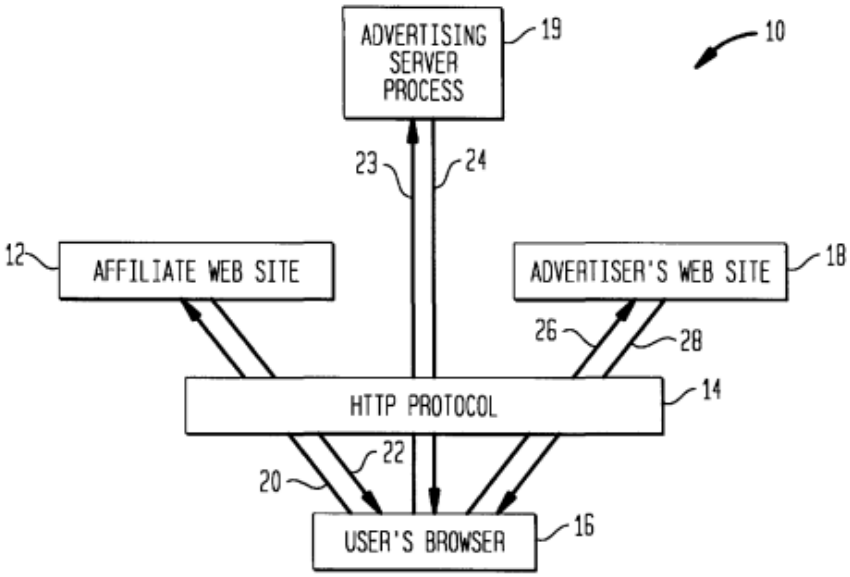
	FIG. 1  MERRIMAN II (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 9:38-41: 2. The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior content request sent from said user node to an affiliate node.
PRNEWS	*See e.g.,* PRNEWS at 1 ("WebCrawler, Lycos and InfoSeek offer advertisement banner links . . ."); *id.* ("It is possible for a company to buy its own name or an ad to ensure it is listed at the top of a search results page.").
KNOBLOCK	*See e.g.,* KNOBLOCK, "SEARCHING THE WORLD WIDE WEB," IEEE EXPERT, at 10 ("The Lycos service, like many other Interest search services generates income mainly through advertising, both targeted and generic. For targeted advertising, the service checks the user's query terms against a list of keywords that have been sold at a premium to the advertisers. For example, if the user queries for 'cars,' an automobile advertisement can be shown.")
"Search-Engine Advertising; Web Marketing Push" by John Evan Frook in *Communications Week*, October 9, 1995. ("FROOK")	*See e.g.,* FROOK, p. IA11 ("Lycos Inc. . . . announced the launch of search-engine ads in recent weeks.); *id.*, p. IA11 ("These advertisements work by delivering a sales pitch along with the results of a key-word search on a search engine. For example, a user searching under the subject 'cars' might receive a Web ad for General Motors Corp. or Chrysler Corp., while a search for models might deliver an ad for online computer superstore NECX Direct. . . . Yahoo executives have confirmed to *Interactive Age* that advertising sales will be made against the new search function as early as next

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	month."); *id.*, p. IA15 ("Tim Brady, marketing director at Mountain View, Calif .-based Yahoo, said advertisers debuting on the Yahoo site, at http://www.yahoo.com, next month also will be featured in Yahoo's search-engine . . . areas.")
Search Engines Take a Risky Step: Porn Banners Yahoo!, Excite and Lycos Test Keyword Sales to Adult Sites, by Kim Cleland, adage.com, December 16, 1996. ("CLELAND")	*See e.g.,* CLELAND, p. 1 ("Yahoo!, Excite, Lycos and HotWired's HotBot have all recently begun to sell banners to a handful of pornographic Web sites. Although the banners only appear when certain profane keywords are searched, some in the industry are questioning the practice.")
"Lycos signs key advertisers for popular Internet catalog; Microsoft, AT&T and NECX charter sponsors on leading Web Index," Business Wire, September 18, 1995. ("BUSINESSWIRE")	*See e.g.*, BUSINESSWIRE (Lycos provides keyword search advertising, which links advertisements to Lycos' search engine. When linked keywords are selected in a user's search, the company's advertisement will appear on the Lycos results page above the results listing. This enables an advertiser to purchase keywords related to its business and to have its ad appear whenever a search is conducted using that keyword."); ("Users may return back to that advertisers' sites, enabling users to access information from Lycos from an individual advertiser's site. Users may then return back to that advertiser's site via a hotlinked button – usually the advertiser's logo appearing on the Lycos home page. Backlinking provides the advertiser's site with a readily available Internet search option.")
NAQVI WO	NAQVI WO discloses correlating the received search argument to a particular advertisement in a second database having advertisement related information. *See, e.g.:* NAQVI WO at Abstract - "The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17) and dynamically mixed with the content of the pages returned in response to the query (16)." NAQVI WO at Abstract – "The system uses contracts (21) to specify the marketing rules (18) that link ads with specific queries, to permit advertisers to target a specific audience, and to guarantee a certain amount of exposure of the advertisement in prime advertising space." NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while doing the searching. These advertisements are sometimes referred to as "banner" advertisements because they simulate a banner that the user sees as the user is traveling down a "road" on the computer network. These advertisements are typically tied to a

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	particular search page that the user encounters during the search. The current state of the art is such that when the user uses a search engine, a randomly selected advertisement is shown as if it is part of the search page. For example, the user may enter a search request to see a home page on cooking and, as a part of that page, the existing systems might display an advertisement about cars. This is a problem, of course, because there is no connection made between the content of the advertisements or the message of the advertisements and what the user is actually searching." NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 4 – "The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as 15 used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements." NAQVI WO, p. 4-5 - "The advertisements on the server are not tied to any particular page containing information on the computer network. Rather, the advertisements are contained on the server, distinct from the pages that may or may not later carry the advertisements. The pages by themselves have no advertisements. Thus, the pages are analogous to a newspaper or magazine devoid of any advertisements. When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher

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	of the page, as further discussed below." NAQVI WO, p. 5-6 – "The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer. The notion of a contract, however, goes well beyond just marketing rules. First of all, the advertising space on the online medium, although technically unlimited, is severely restricted by the user's attention span. Placing advertisements on the first page which constitutes the answer to a query gives the advertisements much higher probability to be seen than on later pages of the answer." NAQVI WO, p. 7-8 – "A consequence of QBA is that ads cannot be placed on pages a priori because it is the query that determines what ads are to be placed on a page. This is referred to as dynamic advertising. The query asks for a page that has a 30 focus. Ads that are resident in the system are checked to determine which ads can potentially be placed on the page in question. This decision is based on matching the focus of a page with the focus of the ad. When not all matching ads can be placed on a page because of space limitations, the contract enforcement feature of the present invention ensures that the ads that are placed on the page are 5 consistent with the contracts signed by the system with the advertiser." NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and 15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means

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	comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page 20 returned by the computer network in response to the query. The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The mixer means also comprises a typography manager means for 25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to 30 the query." NAQVI WO, p. 24-25 – "In using a yellow page publisher there are two broad 20 distinctions for a query. A client may be asking for a certain category of listings, or the client may be asking for a particular vendor. For example, the user could ask for car dealers in Morristown, NJ (i.e., a category of listings), or the user could ask for Morristown BMW located 25 on South Street in Morristown, NJ (i.e., a particular vendor) . The system determines which of the two types of queries or searches the user has made, as illustrated by box 32 in Fig. 2. If the query is for a certain category, the process will go to the left hand side of the flow chart 30 of Fig. 2, and if the query is for a certain vendor, the process will go to the right hand side of the flow chart of Fig. 2. The left hand side of the flow chart will be explained first. After determining the type of query, the category search engine 33 next determines which category best fits 5 the user's request. The user may have asked for "car," but the category in the yellow page provider's index may in fact say "automobile." Or, the user may have asked for "spectacles," and the category in the yellow page provider may be called "optician." The matching of these variations 10 of terms is performed by the category search engine 33. Once it has been determined which category the user's request falls into, the advertisement selection process comes into play with the ad selector 34. The ad selector 34 determines what advertisements are best suited to be 15 mixed in with what the user has requested. The content

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	from the category search engine 33 and the ad(s) from the ad selector 34 are then given to a mixer 35. The mixer 35 functions to mix the content coming from the search engine with the ad(s) selected by the ad selector 34. The result 20 is the creation of a page that is of interest to the user." NAQVI WO, p. 32-33 – "Referring to Fig. 6, a process flow of the mixer and ad selector will be described. The purpose of the mixer 35 (as previously described in reference to Fig. 2) is to take publishers' content and advertisements and combine them 15 together so that the content and the advertisements are mixed on the same page. In Fig. 6, the mixer 35 is shown receiving two inputs from the publishers: data 50 (which is the content) and EHTML 61 (which contains the special tags). The layout 20 manager 10 and parser 60 both form a part of the mixer 35. The data 50 is input to the layout manager 10, and the E_HTML 61 is input to the E_HTML parser 60, as previously discussed. Both of these sub-modules then determine where the advertisements can be placed on the publisher's page. 25 The advertisement list is then input from the ad selector 34. The ad selector 34 receives a focus input 43, retrieves relevant ads (step 70), and creates the advertisement list using the prime space manager 20 (step 71). These advertisements are then placed in the parser 60 30 and the layout manager 10 (step 72), as described above. The mixer 35 then logs all the essential billing and other user information (step 73) for keeping track of the system's placement of an advertiser's ad. At this point, a refresh tag is inserted (step 74) and the system outputs an HTML page (step 75)." NAQVI WO, p. 39-40 - "Referring to Fig. 10, the flow of an ad placement process 110 according to the present invention will be described. The purpose of ad placement is to allow advertisers to enter their advertisements into the system. For entering an ad, the system provides a screen that is shown to the user asking whether the user wants to enter an ad. If the user indicates yes by clicking on that 20 particular choice, the system enters the start 111 of the ad placement mode. At this point the system asks the user for the focus (step 112). The advertiser may say, for example, that he is in the car business, the car washing

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	business, or that he is a physician, a lawyer or whatever 25 other category name that he wants to give. The user is also asked for an advertisement name at step 112. This is just a name for future reference. The purpose of the focus in step 112, as discussed above, is to prevent an advertisement from being shown that 30 is not relevant to the query at hand. The system of the present invention always shows advertisements that are relevant to what the user has asked for. Therefore, it is of paramount importance that the system know the context of the ad. Thus, when the advertiser places an ad, the system establishes the focus." NAQVI WO at Claims 1, 2, 8 Figures 1, 2, 7, 8A, 8B, 10, 11 (and associated text)
BULL	BULL at Col. 4 - "Along with displays, including those for data entry, searches, search results, information retrieval, the user will be presented with advertisements and/or coupons based on criteria entered by advertisers. This criteria may take the form of simple logic, linking an ad/coupon with a display or be derived from complex software text search agents that analyze one or more of the following: The user's looking pattern, the user's psychographic profile, the user's personal profile, the availability of the advertiser's/couponer's goods or services at the instant in time that the criteria is being exercised. The placement of the ad/coupon will be logged along with user profile information and provided to the advertiser/couponer in some form of report." BULL at Col. 4 - "III. Software Agent Advertising Insertion. Currently, advertisements in WWW pages are tightly tied to each page, are inserted based on keywords or on a psychographic profile of the user. Certain criteria will be entered which delineates a pattern that is requested to be monitored. When this pattern is seen or is in close match) in the user's WWW activity, the insertion mechanism is activated. If a certain web page is requested, the present invention will display a particular advertisement. The ad will be inserted based on the content of the existing web page being read. An analysis of the text stream of the user's interactive session will be performed on-line. For instance, if the user accesses web pages for Holiday Inns on the West Coast, the insertion mechanism could be established to automatically insert ads for Hilton

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	Inns on the West Coast." BULL at Cols. 6-7 – "Initial Setup for Advertisers and Lead Generation Advertisers: Advertisers, using a user access system 100 enter criteria that should met for an advertisement/coupon placement. These criteria are in the form of the complex software text search agents described above. This includes a match "threshold." When this threshold is met or exceeded, an ad/coupon will be appended to a system session. Statistical analysis known as clustering is used to evaluate the data. The ad/coupon may be resident on the user access system 100, an advertiser's computer system (400 . . . N) or stored in the Advertising DataStore 250. Additionally, the Advertiser may include conditional criteria for ad/coupon place ment (available inventory, in stock levels, excess capacity, etc.). This criteria is referenced when the "threshold" is met and if satisfactory, the ad/coupon is appended. This criteria may be tested against data input through the user access system 100, data on the advertising datastore 250 or data on the advertiser's computer system (400 . . . N). Additionally, advertisers can input World Wide Web referential information (hot links) to be displayed with ads/coupons or on geographic map displays. These are stored on the adver tising datastore 250" BULL at Col. 8 – "Ad/Coupon Insertion: During the session, ads/coupons are inserted alongside displayed data (text, picture or index displays) from the ad datastore 250, based on ad/coupon insertion agents 233 and inserted by the session management system 292. A Record of Insertion along With appropriate user information (may be general or precise to the name of the user) is stored in the advertising activity datastore 260." BULL at Col. 10 – "233 Ad/Coupon Insertion Agents These are complex software text search patterns that when matched within the text being reviewed within a given session, cause an advertisement/coupon to be added into the display. These can be direct insertion or conditioned from criteria on the Advertiser's Computer Systems (400 . . . N) and/or the user's profile from the user profile datastore 210" BULL at Col. 13 - "III. Software Agent Advertising Information Advertising is provided which benefits the user while optimizing the advertiser's expenditure by only presenting

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	ads or coupons (or ads and coupons in a rotation if multiple ads/coupons qualify) that are pertinent to that particular user." BULL at Col. 11 - "250 Advertising DataStore This is the storehouse of ads to be presented When a match is made by the Ad/Coupon Insertion Agent 233" BULL at Col. 12 – "296 Ad/Coupon Insertion System This looks at the current display requested by the user with a Ad/Coupon Insertion Agent 233, determines which ads should be placed (or rotated) and makes the placement (or establishes the rotation). . . 400 Advertiser's Computer Systems 401 . . . N These are DataStores established by advertisers to store ads/coupons to be presented or to set additional conditions for display." BULL at Col. 12 – "Certain criteria will be entered which delineates a pattern that is requested to be monitored. When this pattern is seen (or is in close match) in the user's WWW activity, the insertion mechanism is activated. If a certain web page is requested, the present invention will display a particular advertisement. The ad will be inserted based on the content of the existing web page being read. An analysis of the text stream of the user's interactive session will be performed online. When certain text patterns are observed (or close matches are observed), an advertisement is inserted into the display. The advertising may be static or connected to the adver tiser's computer datastore which designates specific ads or coupons based on the pattern match and other conditions which may be required. The software agent criteria is entered by the merchant in the agent data store 230 which delineates a pattern that needs to be monitored. As an example, if the user accesses web pages for "Holiday Inns on the West Coast", the insertion mechanism Would be established to automatically insert ads for "Hilton Inns on the West Coast."" BULL at Figs. 1 - 7 (and associated text)

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SUBMIT-IT	TECHCRUNCH[9] at 2-3 - "But we weren't the first to appreciate the true value of search. Submit-It, founded a few years earlier in a dorm room by Scott Banister, helped website owners submit their URLs to multiple search engines and directories. Banister saw how badly his customers wanted to secure placement on search results. In 1996, he brilliantly conceived an idea he called "Keywords": to sell search listings based on pay-for-placement bidding – more or less the same as today's AdWords. Banister began pitching the idea to anybody who would listen to him, including, among others, Bill Gross of IdeaLab, and the principals of LinkExchange: Tony Hsieh, Sanjay Madan, and me."
HEALTHGATE	HEALTHGATE.COM[10] - "Due to our aggressive pricing and volume discount plans, the actual cost per thousand (CPM) impressions may vary. Our Keyword Plan gives you the ability to ensure that your ad will be displayed whenever a user enters your pre-defined keyword."
INFOSEEK	PRNEWS at 1: "It is possible for a company to buy its own name or an ad to ensure it is listed at the top of a search results page." PRNEWS at 1: "Advertisements that appear only with the results of a specific key word search are a minimum of $1,000 for a four-week period. WebCrawler, Lycos, and Infoseek offer advertisement banner links, however Alta Vista's product is still in beta-test." FROOK at 1: "These advertisements work by delivering a sales pitch along with the results of a key-word search on a search engine. For example, a user searching under the subject "cars" might receive a Web ad for Genetal Motors Corp. or Chrysler Corp., while a search for modems might delivervan ad for online computer superstore NECX Direct. lnfoSeek Corp. introduced the first search-engine ads in March, but imponant developments in recent weeks point toward increased use of the technique on the Web."
OPEN TEXT INDEX	CNET - "Open Text is offering to help those publishers by allowing

[9] TechCrunch shall refer to Ali Partovi, "Bubble Blinders: The Untold Story of the Search Business Model," posted Aug. 29, 2010

[10] HEALTHGATE.COM will refer to the HealthGate.com website at the webpage currently available at https://web.archive.org/web/19961105192255/http:/www.healthgate.com/HealthGate/product/sponsorship.html

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	them premium slots in its search engine without requiring them to buy more expensive advertising banners. Under the company's Preferred Listing [http://www.opentext.com/omw/preferred_c.html] service, a merchant that sells personal computers online, for example, could ensure that its Web site appears as the top listing in searches for the terms *PC* and *computer*." FAIN - "Paid search reconciled this dilemma by tying the search engine's revenue to the act of transferring the user to an advertiser's site. In 1996, the search engine Open Text briefly offered ***preferred listings,*** in which sites would pay to be inserted into the search result set for particular keywords."
PR NEWS	PR NEWS at 1: "The general solution to avoid getting buried by others' words is to buy a 'search word,' an option introduced last year by several search engines. For example, it is possible for a company to buy its own name or an ad to ensure it is listed at the top of the search results. Time Warner could thus ensure that anyone who enters the term 'Time Warner' will see its home page or ad at the top of the search results. Charges for banner ads in search engines vary, but tend to be expensive, according to Beth Lanahan, spokesperson for one of the Web's more popular search engines, InfoSeek. Depending on Impression and specific topic, advertisements that rotate through directories range from $7,500 to $73,000 for a four-week period. Advertisements that appear only with the results of a specific key word search are a minimum of $1,000 for a four-week period. WebCrawler, Lycos and Infoseek offer advertisement banner links, however Alta Vista's product is still in beta-test."
KOHDA '96	KOHDA '96, §1: "An advertising agent is placed between the advertisers and the users. Advertisements fetched from advertisers' Web servers are merged with Web pages from ordinary Web servers by the agent, and the merged pages are displayed on the users' Web browser. Thus, the users see advertisements on any server around on the Internet. Moreover the agent has chances to deliver appropriate advertisements which suit each user's taste." *Id*., §2.1: "First of all, the advertising agent company makes a contract with advertiser companies. Remark that ordinary users can become advertisers or advertising agents if they are ready to pay for it, but we

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	use the word, company, to make the explanation brief. The agent company is responsible for delivering advertisements to users. The advertisements are stored on the agent's Web server." *Id*., §2.2: "When a user clicks an anchor on a page displayed on the browser, the browser contacts the Web server and returns a Web page designated by the anchor. Simultaneously, the browser contacts the advertising agent's Web server. The agent's Web server returns a Web page of one of its advertisements. Then the browser merges those returned Web pages, and displays a composite page on the screen." *Id*., §2.2: "Note that the agent is aware of the identity of the user and which page the user is about to read on the browser, so the advertising agent can tailor advertisements for *individuals and their current interests*. Thus it prevents the user from having to see advertisements that are unrelated to their current interests." *Id*., §3.2: "The filter keeps in memory the contact path (URL) to the agent's Web server. When it is invoked, it forwards the invocation parameters passed from the browser to the agent's Web server, and waits for a reply. Then, the agent's Web server returns one of its advertisements or other useful information. The filter merges the reply from the agent's Web server before the input from the pipe, i.e., Web pages from other Web servers." Fig. 2:

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	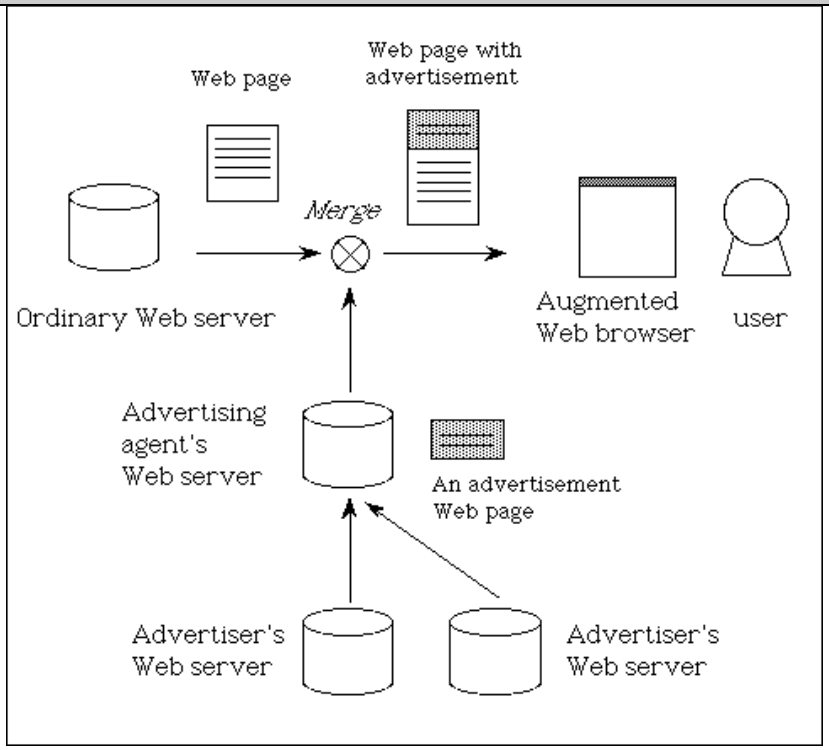 

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KOHDA '853	KOHDA '853 at 38:30-35: "the advertising information server provides the advertising information automatically based upon the retrieval condition data, wherein another predetermined tag is added to the provided condition data to retrieve advertising information, and is derived from the retrieval information." *Id*. at 23:60 to 24:7: "When the user is obtaining the information about the sales conditions of the latest automobiles, the information server 100 to obtains and analyzes the retrieval information to be obtained by the user, and recognizes that the information relates to the sales conditions of the latest automobiles.... Then, the information server 102 selects the advertising information about, for example, sports cars from a large volume of advertising information relating to automobiles, and transmits the selected information to the information retrieving apparatus 100. As a result, the advertising information in which the user may be interested can be transmitted to the user, thereby enhancing the advertising effect."
A Framework for Targeting Banner Advertising on the Internet, by Katherine Gallagher and Jeffrey Parsons, Proceedings of the Thirtieth Annual Hawaii International Conference on System Sciences, 1997 IEEE. ("GALLAGHER")	*See e.g.,* GALLAGHER, p. 1 ("In this paper, we address the challenge of attracting a defined target audience to a Web site via *banner advertising*. We propose a framework for effectively targeting banner advertising in an electronic marketplace in a manner that benefits both advertisers and consumers."); *id.*, p. 2 ("In this paper, we restrict our discussion to banner advertising that appears in the course of users' browsing and searching activities on information services, such as Yahoo! (http://www.yahoo.com) and Excite (http://www.yahoo.com), that provide an entry point to Internet resources.")
For advertisers, Web offers wide audience, pinpoint accuracy, The Boston Globe (May 5, 1996) ("BRAY")	*See e.g.,* BRAY, p. 1 ("DoubleClick has assembled a network of about 30 Internet sites, including the Excite search engine, the SportsLine sports news service and the Travelocity travel-planning service. The members sell ad space to major companies such as Microsoft, Intel and Bank of America. But instead of displaying the ads to all comers, DoubleClick targets them to particular viewers.")
Poppe Tyson Partners With Atlanta Software Leader To Form Doubleclick -- The First Advertising Network For The Internet, PR Newswire (Feb. 6, 1996). ("POPPE TYSON")	*See e.g.,* POPPE TYSON, p. 1 ("DoubleClick's network, which is currently live on a number of major sites as part of a beta test, is anticipated to have in excess of 200 quality Web sites by the end of the year. The network will go live in early April. Currently, DoubleClick represents two leading Web sites, Netscape and Excite!. In addition, the DoubleClick network will offer advertisers a unique ability to customize and target ads to specific users and to measure results.")

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	See e.g., BOSTON GLOBE, p. 1 ("Try this experiment: go to Yahoo (www.yahoo.com) and enter in the search term, sex. On the results page, you'll see a banner ad at the top for 'Amateur Hardcore, the Net's only XXX search engine.' Yahoo has taken the liberty of identifying you as a dirty trenchcoat type, and served up an ad aimed at your kind.")
"Start-Ups Plot to Make the Web Comfortable for Advertisers," *The New York Times CyberTimes*, February 13, 1996. (FLYNN)	*See e.g.*, FLYNN, p. 2 ("Yahoo!, for example, uses [NetGravity's] AdServer . . . AdServer offers Yahoo! several features for targeting ads to specific visitors. For starters, when a visitor to the Yahoo! site conducts a search by inputting a keyword, advertising related to that keyword appear on the screen. A visitor might, for example, conduct a search for Web pages related to cars. The server would then display an ad related to cars when it displays the results of the query."
"NetGravity Launches AdServer, the Premier Advertising Management System Software for World Wide Web Publishers," dated January 31, 1996. (NETGRAVITY LAUNCHES ADSERVER)	*See e.g.*, NETGRAVITY LAUNCHES ADSERVER, p. 1 ("Yahoo!, the first web site to use NetGravity's ad management software, is now able to schedule, deliver and track its advertising with maximum effectiveness and efficiency using NetGravity AdServer."); *id.* ("AdServer provides Web sites the means to sell targeted ad displays by delivering ads on the context of a search or a news feed.")
ABOUT NETGRAVITY ADSERVER	*See e.g.*, ABOUT NETGRAVITY ADSERVER, Targeting Ads, p. 1 ("When a browser connects to your content server, it announces its identify, including its type and version, domain, and platform. AdServer receives and interprets this announcement, and uses that information to *target* an ad and show it only to someone matching criteria that you specify."); *id.,* p. 2("By targeting ads, you can offer your advertisers a vastly more efficient way to reach their desired audience. instead of showing an ad to a mass audience, you can show the ad to those few people most likely to respond to it. AdServer is preconfigured to support targeting based on browser type and version, domain, platform, and time of day. In addition, you can modify the supported values for these criteria, or introduce your own criteria on which to target ads."); Scheduling Ads, p. 1 ("Rotating multiple ads through a single space allows you to: . . . provide your site visitors with changing ad content."); *id.*, Working With Space Groups, p. 1 ("A group also has a *rotation period*. This specifies how often the ads that are currently running in the group will rotate through the spaces in the group."); *id.* ("Rotating multiple ads through a single space allows you to: sell a single ad space to more than one advertiser, give a single advertiser the ability to show a variety of ads, provide your site visitors with changing ad content.")
NETGRAVITY	*See e.g.*, NETGRAVITY ADSERVER HELP, Installing the Redirection

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ADSERVER HELP	Utility ("When a visitor to your site clicks on an ad, AdServer redirects them to the advertiser's site."); *id.*, What is an Advertiser? ("An *advertiser* is an entity that requests the placement of one or more ads. The advertiser typically provides you with the ad that should appear in an ad space, along with a URL to which a user is sent when they click on the ad."); *id.*, Working with Advertisers, p. 1 ("An *advertiser* is an entity that requests the placement of one or more ads. The advertiser typically provides you with the ad that should appear in an ad space, along with a URL to which a user is sent when they click on the ad."); *id.*, Rotating Multiple Ads Through a Single Space ("To place multiple ads into a space, create an ad family that contains those ads. When you place the family into a space, the ads in the family rotate through the space according to the family's Rotation Period setting.")
MEEKER	MEEKER at 6-6: "Search engines, by definition, use text input by users to conduct searches of relevant content on the Web. Since advertisements are displayed along with the search results, these companies allow advertisers to buy "key words," which display the advertiser's banner when a user searches for the word purchased. It follows that the word or words purchased are generally related in some way to the advertiser's products or services. Infoseek and Yahoo! charge $1,000 per month per keyword, and based on a target of 20,000 impressions, this would yield a CPM of $50. For example, Figure 6-3 shows how the results of a search for the word "router" yielded a typical list of sites but also netted an advertisement for Cabletron Systems (a maker of switches, considered an alternative to routers). In fact, any time this word was searched for, the same ad came up. A search for "hub" consistently resulted in a different ad for the same company. (Yes, we searched for "beer," and each time we got a Miller Genuine Draft ad)."
"Study: Search Engine Vendors Adopt New Strategies," *Phillips Business Information's Internet Week*, Aug. 5, 1996 ("PHILLIPS BUSINESS")	PHILLIPS BUSINESS at 1: "Another approach to selling ads is through leasing key search words. Advertisers can purchase the rights to a key word not necessarily one derived from their own products. If a search term matches a key word, their ad will be placed. Lycos Marketing Manager Sarah Garnsey said users who enter the key word "Windows" on the Lycos engine, for example, will see an ad for IBM. She added that AT&T {T} once owned the key word "telephone."
DEDRICK 1994	*See e.g.*, DEDRICK 1994, p. 57 ("To enable electronic advertising to subsidize the consumption of electronic content, these yellow pages services are also integrated with a variety of related services.");*id.*, p. 58 ("Each object may have attributes consisting of hot links to other objects, each of which may have attributes such as viewing time and desired consumer target variables."); *id.*, p. 59 (""a dynamic linking ("hot-link") capability is a very important feature that is being incorporated into electronic advertisements. Objects may contain

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	dynamic link attributes which are embedded by the author of the electronic advertisement at the time of the object creation. . . . This dynamic upgradeability is gained by enabling the dynamic link to point across the content distribution network to objects residing on remote servers. These objects may contain actual advertising content or they may themselves be dynamic links, pointing to other objects. Invocation of a dynamic link may be the result of a process-triggered function or consumer interaction (such as a consumer clicking on a hot-spot in a graphic or digital video clip within an electronic advertisement. Dynamic links that exist within regular electronic content may also point to related electronic advertising objects."); *id.*, p. 62 ("the currently suggested attribute extension list is as follows: . . .Dynamic (e.g. hypertext) links to associated objects, residing on both local and remote servers . . .")
DEDRICK 1995	*See e.g.*, DEDRICK 1995, p. 42 ("An electronic yellow pages might consist of various types of advertising . . ."); *id.*, p. 42 ("enables the creation of ads with embedded demographic and psychographic variables, allowing the distribution network to concentrate delivery of ads to the most desirable consumers (or to all connected consumers at the advertiser's option)."); *id.*, p. 44-45 ("A hyptertext linking (hot-link) capability is a very important feature in electronic ads. Elements can contain hypertext link attributes embedded by the electronic ad's author during element creation. This hypertext link capability allows the advertiser to change an element, and thus the ad, dynamically at any time. This dynamic upgrade-ability is gained by enabling the hypertext link to point across the content distribution network to elements residing on remote servers. These elements can contain actual advertising content, or they might themselves be hypertext links pointing to other elements. Invocation of a hypertext link might be the result of a process-triggered function or consumer interaction (such as a consumer clicking on a hot spot in a graphic or digital video clip within an electronic ad.) Hypertext links within regular electronic content might also point to related electronic advertising elements. For example, if an author publishes an article electronically, the author could insert a hot spot into the article that, when selected by the consumer, will point to a related electronic ad. By selecting the hot spot, the consumer triggers the ad to be downloaded to the local consumption device."); *id.*, p. 45 ("Other profile data might include key words and other variables used by consumption agents for finding both electronic content and electronic ads that have a certain 'hit rate' when matched against a consumer's profile."); *id.*, p. 45 ("2. When a consumption device presents one of these labeled electronic ads to a consumer, all input and output between the consumer and the multimedia element currently being consumed is monitored. 3. Each of these I\O interactions is correlated to the labels associated with the

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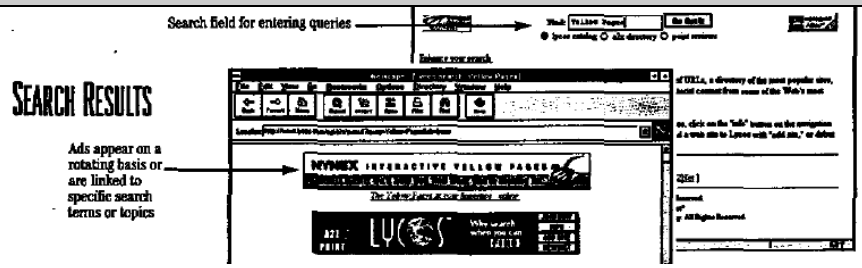
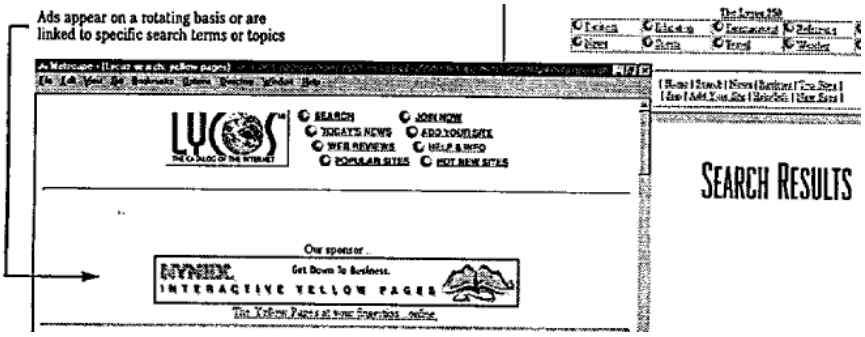
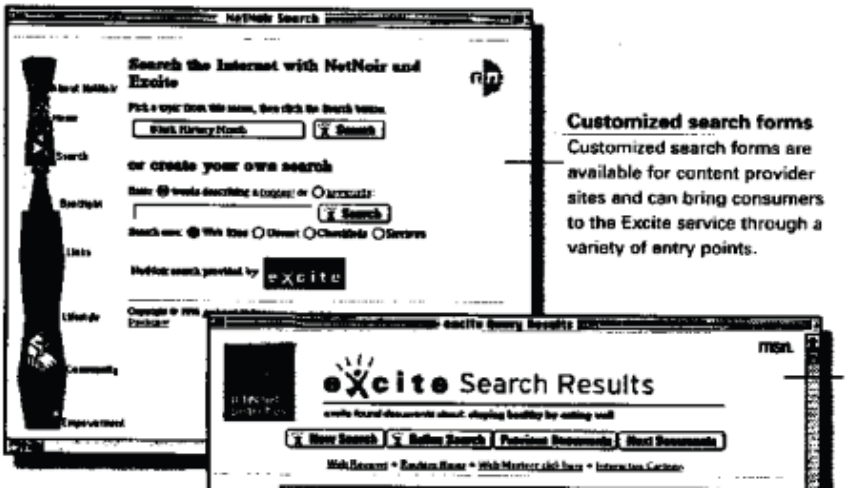
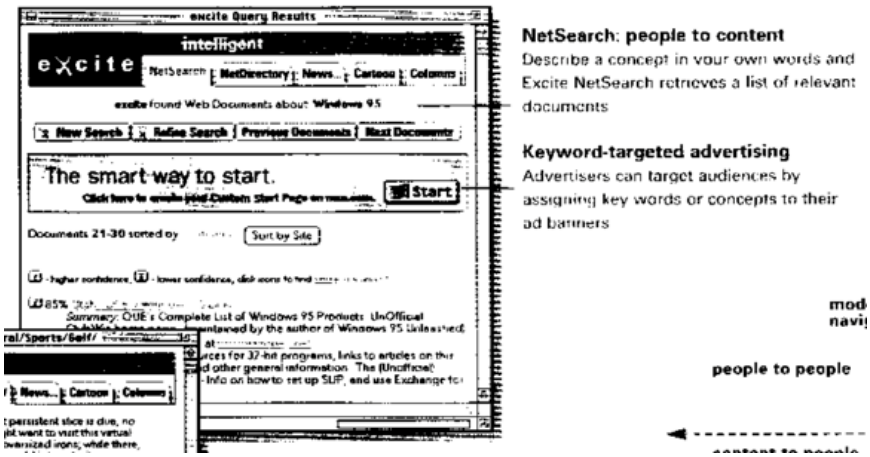
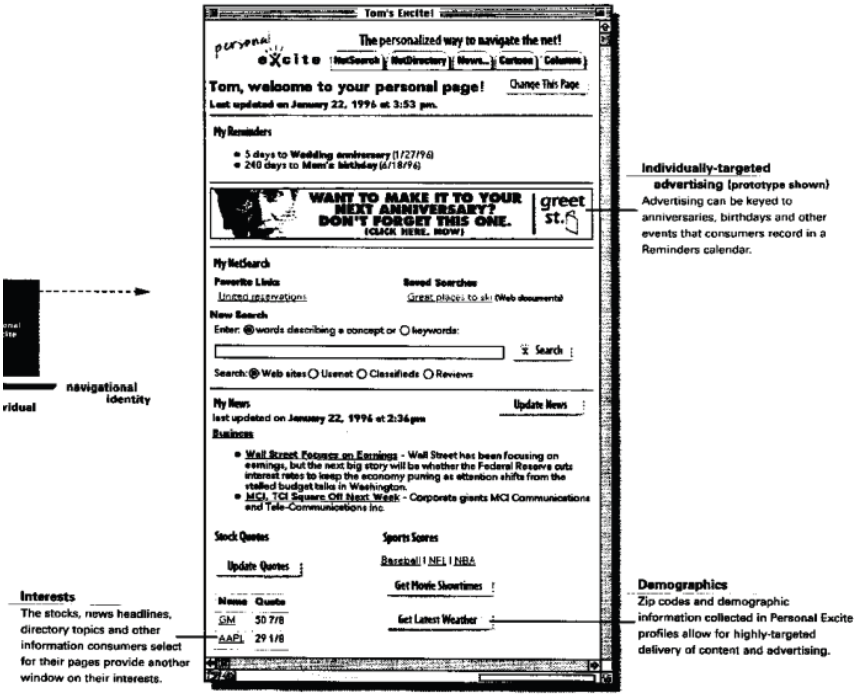
	particular multi-media element being displayed on the consumption device. 4. Relations between the elements of the electronic ad that are not chosen for interaction by the consumer are also correlated with the labels associated with each multimedia element. 5. The correlations made in the previous steps are entered into the consumer's profile, representing data on what a consumer likes and dislikes."); *id.*, p. 46 ("As personal consumption profiles become more robust, consumers might begin to see ads focusing on their favorite subjects, presented primarily in their favorite colors, sizes and shapes. Also, their agents might report the availability of electronic content and ads matching their personal profiles.")
GALLAGHER	*See e.g.,* GALLAGHER, p. 1("In this paper, we address the challenge of attracting a defined target audience to a Web site via *banner advertising*. We propose a framework for effectively targeting banner advertising in an electronic marketplace in a manner that benefits both advertisers and consumers."); *id.*, p. 2 ("We define a banner advertisement as: . . . embedded within, and visually distinct from, information provided by an online service."); *id.* ("We define a banner advertisement as . . . with hypermedia links to the sponsor's Web site."); *id.*, p. 3 ("As of August 1996, both Yahoo! and Excite offered advertisers three options: general rotation, geographic or content targeting, and keyword-based targeting. . . . The third option, keyword-based targeting makes greater use of the targeting potential of information services. A company can buy keywords so that whenever a user enters one of those keywords during a search, s/he will be exposed to the company's banner advertisement. This ensures that that the banner advertisement is presented only to people with a demonstrated interest in the area. For instance, a marketer of golf equipment might buy the keyword 'golf.' Every time a user enters "golf" in a search, a banner advertisement for the equipment would appear.")
"NetGravity AdServer Chosen by GNN to Standardize WebCrawler Advertising Management," dated June 17, 1996. (NETGRAVITY ADSERVER CHOSEN BY GNN)	*See e.g.,* NETGRAVITY ADSERVER CHOSEN BY GNN ("NetGravity, the leader in Internet advertising technology, today announced GNN, a service of America Online Inc., will take advantage of the NetGravity AdServer technology for WebCrawler. . . . This allows GNN to . . . dynamically deliver targeted ads. . . . Now, through NetGravity's relationship with I/Pro, Web sites will be able to develop and place advertising much more effectively using management tools with demographic profiles for targeted ad placement.")
Lycos, Inc. Registration Statement No. 333-354, dated April 3, 1996 ("LYCOS PROSPECUS"), produced at GOOG-	*See* LYCOS PROSPECTUS at GOOG-WRD-00872477:

Reference	Disclosure
WRD-00872476-GOOG-WRD-00872549	 *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872500: The Company believes that the sizable traffic flow generated from its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company combines technical skills with advertising industry expertise to provide differentiated solutions to advertisers to help them exploit the capabilities of the Internet as an advertising medium. **Strategy** The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information and resources on the Internet. The Company seeks to leverage the high volume of traffic created by its products and services into a platform for advertisers to reach their targeted audiences. Key elements of the Company's strategy include: *Id.* at GOOG-WRD-00872500-501: ***Pursue Innovative Advertising Solutions.*** The Company is actively seeking to develop innovative ways for advertisers to reach their target audiences through the Internet effectively. The Company designs and offers customized packages which include the ability to change advertisements quickly and frequently, to link a specific search term to an advertisement, to conduct advertising test campaigns with rapid result delivery and to track daily usage statistics. *Id.* at GOOG-WRD-00872503-504: **Advertising Sales and Services** The Company has to date derived substantially all of its revenues from the sale of advertisements on its Web pages. For the six months ended January 31, 1996, advertising revenues represented 90.2% of the Company's total revenues. In addition, based on available industry information, the Company believes that it has already established itself as a premier site for advertisers as evidenced by its ranking as one of the top ten recipients of Internet advertising revenues in the fourth quarter of 1995. The Company has established a direct sales force experienced in the advertising business to address the new and evolving requirements of the Internet advertising market. The Company's direct sales force consists of four individuals from the advertising industry who are focused on enabling Lycos' advertising customers to take advantage of the Internet as an advertising medium. The Company believes that an experienced sales force is critical to initiating and maintaining relationships with advertisers and advertising agencies. The Company's sales personnel are based in Boston, New York, San Francisco and Pittsburgh. The Company's sales force sells advertising space on each of the Company's services. Under one of the Company's license agreements, the Company's sales force also sells advertising space on the Company's services as offered by the licensee, for which the Company receives a sales commission in addition to a percentage of the advertising revenue as specified in the license agreement. Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, a2z Directory and Point Reviews services. The Company's

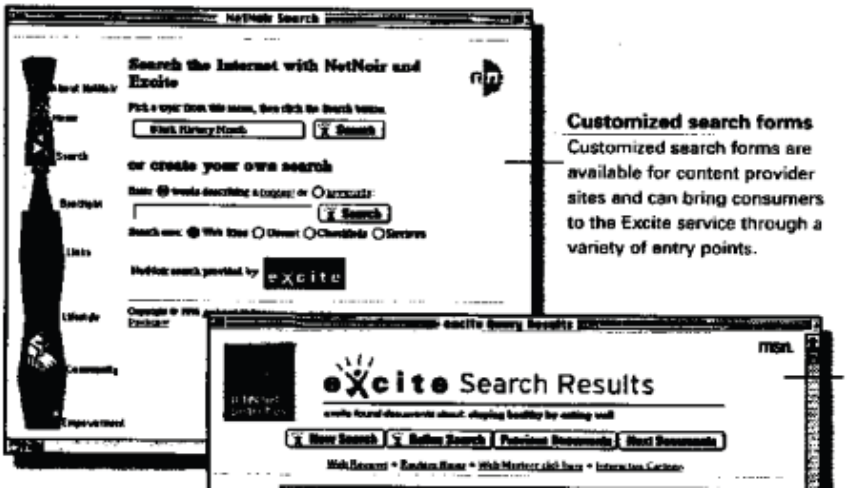
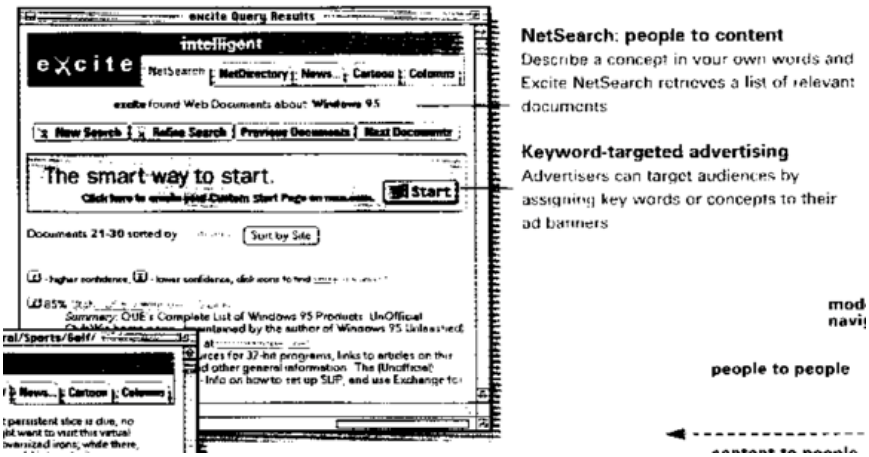
Reference	Disclosure
	advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when *yellow pages* is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from $20,000 to $50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers. *Id.* at GOOG-WRD-00872505: **Product Development** Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses.
Lycos, Inc. Form S-1 Registration Statement, dated February 14, 1996 ("LYCOS S-1"), produced at GOOG-WRD-00872550-GOOG-WRD-00872923	*See* LYCOS S-1 at GOOG-WRD-00872554:  *Id.* at GOOG-WRD-00872558: *Competition.* The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, *Id.* at GOOG-WRD-00872576:

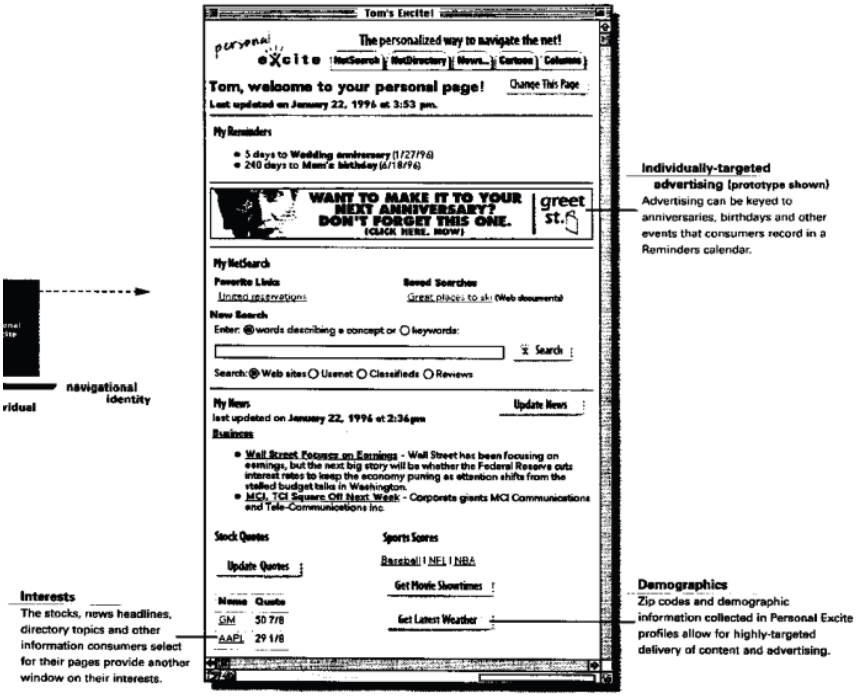
Reference	Disclosure
	The Company believes that the sizable traffic flow generated from its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company combines technical skills with advertising industry expertise to provide differentiated solutions to advertisers to help them exploit the capabilities of the Internet as an advertising medium. **Strategy** The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information and resources on the Internet. The Company seeks to leverage the high volume of traffic created by its products and services into a platform for advertisers to reach their targeted audiences. Key elements of the Company's strategy include: *Id.* at GOOG-WRD-00872576-577: ***Pursue Innovative Advertising Solutions.*** The Company is actively seeking to develop innovative ways for advertisers to reach their target audiences through the Internet effectively. The Company designs and offers customized packages which include the ability to change advertisements quickly and frequently, to link a specific search term to an advertisement, to conduct advertising test campaigns with rapid result delivery and to track daily usage statistics. *Id.* at GOOG-WRD-00872579-580: **Advertising Sales and Services** The Company has to date derived substantially all of its revenues from the sale of advertisements on its Web pages. For the six months ended January 31, 1996, advertising revenues represented 90.2% of the Company's total revenues. In addition, based on available industry information, the Company believes that it has already established itself as a premier site for advertisers as evidenced by its ranking as one of the top ten recipients of Internet advertising revenues in the fourth quarter of 1995. The Company has established a direct sales force experienced in the advertising business to address the new and evolving requirements of the Internet advertising market. The Company's direct sales force consists of four individuals from the advertising industry who are focused on enabling Lycos' advertising customers to take advantage of the Internet as an advertising medium. The Company believes that an experienced sales force is critical to initiating and maintaining relationships with advertisers and advertising agencies. The Company's sales personnel are based in Boston, New York, San Francisco and Pittsburgh. The Company's sales force sells advertising space on each of the Company's services. Under one of the Company's license agreements, the Company's sales force also sells advertising space on the Company's services as offered by the licensee, for which the Company receives a sales commission in addition to a percentage of the advertising revenue as specified in the license agreement. Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, A2Z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when *yellow pages* is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from $20,000 to $50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers. *Id.* at GOOG-WRD-00872581: **Product Development** Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses.

Reference	Disclosure
Excite, Inc. SB-2 Registration Statement No. 333-2328-LA, March 11, 1996 ("Excite SB-2") produced at GOOG-WRD-00872006-GOOG-WRD-00872094	**NetSearch and NetDirectory** Excite's NetSearch and NetDirectory target the mass Internet market. Consumers can conduct concept-based searches on the full text of more than 1.5 million Web pages, browse a database of over 50,000 Web site reviews and search postings on more than 10,000 Usenet discussion groups. Id. at GOOG-WRD-0087209.  Id. at GOOG-WRD-0087209.  Id. at GOOG-WRD-00872010.

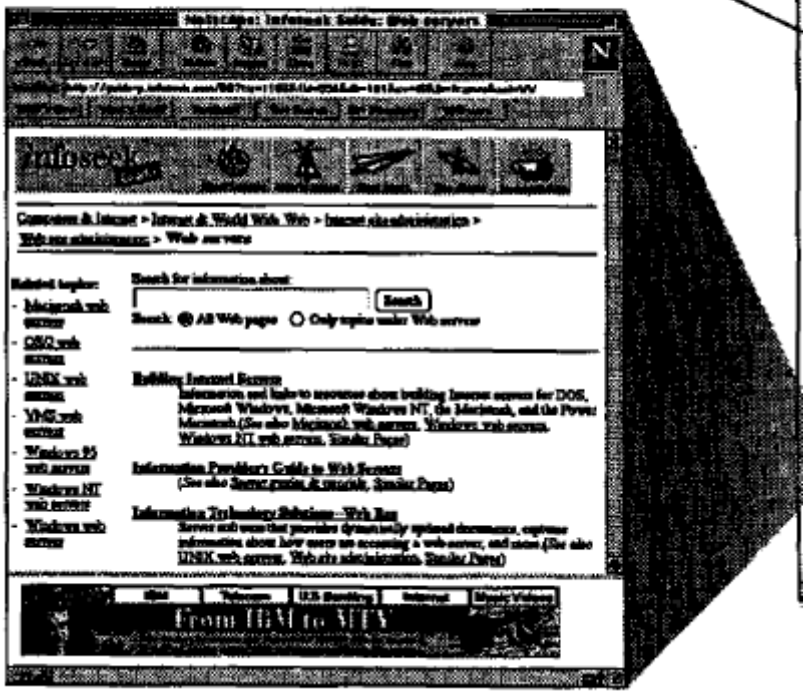
Reference	Disclosure
	Personal Excite Personal Excite is a personalized page that selects and compiles Web content, including advertising, to match each individual's unique interests.  Id. at GOOG-WRD-00872011. **Intense Competition** The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00872017-18.

Reference	Disclosure
	The Excite Solution Excite develops and provides targeted Internet navigation services and products designed to allow consumers, content providers and advertisers to interact more effectively on the Web. Excite believes that to fully realize the Web's potential as a new communications medium, the Company must focus on the way consumers use the Web. By combining its state-of-the-art navigation technology and media expertise, Excite seeks to develop and introduce consumer-focused navigation services and products. Excite believes that these services and products will not only allow consumers to better experience the Web, but that they will also assist content providers in delivering content and provide advertisers with more value-added advertising options. Id. at GOOG-WRD-00872038. Advertisements on the Excite service are banner or billboard style advertisements and are prominently displayed on the interface of all Excite navigation services. As the consumer interacts with the service, new advertisements are displayed. From each advertisement screen, consumers can hyperlink directly to an advertiser's own Web site, thus allowing the advertiser an opportunity to directly interact with a consumer who has expressed interest in its advertisement. Id. at GOOG-WRD-00872043. The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs: *General Rotation.* The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers. *City.Net and Regional Excite.* The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages. *Keywords.* The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when *Windows* '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising. Id. at GOOG-WRD-00872044. Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business. Advertising is sold primarily through a combination of a small direct sales force and an advertising sales agency. The Company's direct sales operation currently consists of two individuals, both experienced in selling Internet advertising, who are based in San Francisco and New York. To supplement its internal sales force, the Company has retained the services of Double Click, of Mountain View, California, an advertising sales agency specializing in interactive advertising placement. The Company has only a limited number of sales and marketing personnel at the present time. See "Risk Factors — Limited Sales Force; Evolving Distribution Channels." Id.

Reference	Disclosure
Excite, Inc. Prospectus, dated April 3, 1996 ("Excite Prospectus") produced at GOOG-WRD-00871928-GOOGL-WRD-00872005	**NetSearch and NetDirectory** Excite's NetSearch and NetDirectory target the mass Internet market. Consumers can conduct concept-based searches on the full text of more than 1.5 million Web pages, browse a database of over 50,000 Web site reviews and search postings on more than 10,000 Usenet discussion groups. Id. at GOOG-WRD-00871929.  Id. at GOOG-WRD-00871929.  Id. at GOOG-WRD-00871930.

Reference	Disclosure
	Personal Excite Personal Excite is a personalized page that selects and compiles Web content, including advertising, to match each individual's unique interests.  Tom's Excite! The personalized way to navigate the net! Tom, welcome to your personal page! WANT TO MAKE IT TO YOUR NEXT ANNIVERSARY? DON'T FORGET THIS ONE. **Individually-targeted advertising** (prototype shown) Advertising can be keyed to anniversaries, birthdays and other events that consumers record in a Reminders calendar. navigational identity **Interests** The stocks, news headlines, directory topics and other information consumers select for their pages provide another window on their interests. **Demographics** Zip codes and demographic information collected in Personal Excite profiles allow for highly-targeted delivery of content and advertising. Id. at GOOG-WRD-00871931. **Intense Competition** The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00871937-38.

Reference	Disclosure
	The Excite Solution Excite develops and provides targeted Internet navigation services and products designed to allow consumers, content providers and advertisers to interact more effectively on the Web. Excite believes that to fully realize the Web's potential as a new communications medium, the Company must focus on the way consumers use the Web. By combining its state-of-the-art navigation technology and media expertise, Excite seeks to develop and introduce consumer-focused navigation services and products. Excite believes that these services and products will not only allow consumers to better experience the Web, but that they will also assist content providers in delivering content and provide advertisers with more value-added advertising options. Id. at GOOG-WRD-00871958. Advertisements on the Excite service are banner or billboard style advertisements and are prominently displayed on the interface of all Excite navigation services. As the consumer interacts with the service, new advertisements are displayed. From each advertisement screen, consumers can hyperlink directly to an advertiser's own Web site, thus allowing the advertiser an opportunity to directly interact with a consumer who has expressed interest in its advertisement. Id. at GOOG-WRD-00871963. The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs: *General Rotation.* The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers. *City.Net and Regional Excite.* The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages. *Keywords.* The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when *Windows* '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising. Id. at GOOG-WRD-00871964. Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business. Advertising is sold primarily through a combination of a small direct sales force and an advertising sales agency. The Company's direct sales operation currently consists of two individuals, both experienced in selling Internet advertising, who are based in San Francisco and New York. To supplement its internal sales force, the Company has retained the services of Double Click, of Mountain View, California, an advertising sales agency specializing in interactive advertising placement. The Company has only a limited number of sales and marketing personnel at the present time. See "Risk Factors — Limited Sales Force; Evolving Distribution Channels." Id.

Reference	Disclosure
InfoSeek Corporation S-1 Registration Statement No. 333-4142, Amendment No. 1, dated May 3, 1996 ("InfoSeek S-1") produced at GOOG-WRD-00872371-GOOG-WRD-00872464	**Search in Context** Integrated, browsable, directory topics accompany a search result, provide related information and help narrow the context of a search.  Id. at GOOG-WRD-00872375. **The Infoseek Solution** Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. Infoseek's primary service offering, *Infoseek Guide*, not only provides specific and relevant responses to consumer searches, but also aggregates and packages the resources of the Internet in order to serve a consumer's unique and personal interests. By integrating the capabilities of a search engine and a directory, Infoseek packages specific responses to search queries with communities of related Web, USENET and branded third party content and targeted, related advertising. By creating communities of related information in real-time for users, *Infoseek Guide* satisfies the needs of consumers to access relevant and related information, the needs of content providers to reach interested audiences, and the needs of advertisers to deliver advertisements to a targeted group of potential buyers. Id. at GOOG-WRD-00872403. With every search on *Infoseek Guide*, the consumer receives some or all of the following: specific and relevant Web site listings in response to the query, a directory of other related Web sites, related and appropriate advertising, unique editorials on related subjects by well-known third party content providers, links to relevant discussion groups and other resources. For example, a user who enters the query "rock music concerts in San Francisco" would find not only a listing of relevant Web pages, but would also find a link to the Billboard Online section of the *iZone* (a third-party sponsored editorial feature related to popular music) and a directory of related topics including regional music, alternative music, music stores, and jazz that would be linked to other related Web sites. The user may also see advertising appropriate to the user's interests in rock music. The Company believes that the creation of real-time content enhances a user's Internet experience by immediately linking the user to an environment of relevant and related content and information.

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	• *State-of-the-Art Searching.* The search engine underlying *Infoseek Guide*, which has been licensed from ACSIOM, is noted for its high accuracy and ability to quickly perform complex searches. The Company's search engine has won a number of industry awards, including "*Number 1 Rated Search Engine*" (PC Computing Sept 95), "*Best of the Test*" (Internet World May 96) and "*MVP: Internet Tools*" (PC Computing Dec 95). The Company is currently working on its next generation search engine, *Ultraseek*, which the Company plans to release in the second half of 1996. *Ultraseek* will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which *Infoseek Guide* is currently known. • *Search-in-Context. Infoseek Guide* integrates search and directory functions, providing not only specific responses to user queries, but also direct links in real-time to areas of content of interest that contain relevant content related to the specific request. Through this approach, consumers can either find specific answers to a search query or access a broader environment of other relevant and related information on the Internet. Id. Infoseek's services provide advertisers with an increased ability to undertake measurable, targeted, cost-effective and interactive advertising on the Internet. The Company's services provide advertisers with the flexibility to target the mass audience of the Internet by advertising on the Company's general search pages, to target special interest groups by placing advertisements on directory pages, or, to narrowcast advertisements to specific audiences by placing advertising only when the user's query contains a specific word that has been designated as a key word for a particular advertiser. The Company believes that each of these types of advertising can provide significant value to advertisers. While larger, mass market campaigns increase brand awareness, narrower campaigns through directory ads or keyword ads provide opportunities to engage in high response, product specific advertising. The Company is also actively exploring new technologies Id. at GOOG-WRD-00872404. *Create Innovative Solutions for Advertisers.* The Company seeks to provide advertisers with innovative solutions to effectively reach their target audiences through the Internet. The Company currently offers a broad range of customized alternatives for advertisers, providing advertisers with the flexibility to target mass audiences or specific communities, or link advertisements to keyword searches. In addition, the Company is actively exploring new technologies which will enable advertisers to utilize user demographic, profile, and psychographic information. For example, the Company has entered into a letter of intent with HNC which provides that the Company and HNC will jointly develop an advertising and management system to anonymously track individual usage behavior that is based upon technology developed by HNC. The Company believes that these innovative advertising approaches, which will allow advertisers to microcast advertisements to specific user types based on sophisticated analysis of searching behavior, will significantly differentiate the Company's services. Id. at GOOG-WRD-00872404-05. *Utilize Leading-edge Search and Directory Technologies.* The Company believes that technology is an important component in differentiating its services. Accordingly, the Company develops and licenses from third parties leading-edge technologies which aid the Company in providing Internet users with quick, precise and thorough search results, and comprehensive state-of-the art directory services. For example, the Company is currently working on its next generation search engine, *Ultraseek*, which the Company plans to release in the second half of 1996. *Ultraseek* will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which *Infoseek Guide* is currently known. The Company is also developing, through its relationship with HNC, leading-edge, proprietary technology for the automated abstracting and categorization of Web sites. Id. at GOOG-WRD-00872405.

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	Infoseek Navigational Services Infoseek's primary service offering, *Infoseek Guide*, is a navigation and content aggregation service targeted towards individuals and offered free to users. In addition to *Infoseek Guide*, the Company offers *Infoseek Professional*, a subscription-based service featuring premium content from commercial information databases and targeted to business and professional users. The Company plans to continue to introduce new services for individual and organizational markets over time. The Company's current and future service offerings are described below: *Infoseek Guide* *Infoseek Guide*, the Company's primary navigation and content aggregation service, assists users in locating relevant information on the Internet. *Infoseek Guide* provides to the user fast and relevant search results in response to the user's query. Moreover, *Infoseek Guide's* integrated search and browse functions guide the user to a real-time generated, personalized, Web community related to the area of inquiry. *Infoseek Guide* is offered free of charge to Internet users. Introduced in January 1996, *Infoseek Guide* is a successor to the Company's initial search service launched in April 1995. Id. at GOOG-WRD-00872406. *Infoseek Guide* integrates multiple methods of obtaining information from the Internet. Users are presented with four principal resources — *Search, Directory, iZones and Toolbar* — from which they can launch specific queries, browse or access proprietary content. • *Search:* The Search function allows the user to effect query-based searches of the Web, USENET News and other premium content databases or the Directory. To perform a search, a user types a query in the search box and is then presented a highly specific response from a search of the entire database. A search can be effected using either simple keywords, full text (natural languages) or more formalogic formats such as boolean. For example, a user can search for "Olympics and Atlanta" or type in "Tell Me About the Atlanta Olympic Games." The Search function utilizes sophisticated techniques to allow users to obtain specific results for queries, such as "AT&T", "NeXT," "49ers" or "Vitamin C," which can pose significant challenges to other search services, due to the case sensitive, numerical or singular letter aspect of the query. *Infoseek Guide* has won a number of industry awards including "*Number 1 Rated Search Engine*" (PC Computing Sept 95), "*Best of the Test*" (Internet World May 96) and "*MVP: Internet Tools*" (PC Computing Dec 95). In addition, the Company is currently working on its next generation search engine, *Ultraseek*, which the Company plans to release in the second half of 1996. *Ultraseek* will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which *Infoseek Guide* is currently known. • *Directory:* Directory is a hierarchical listing of Web pages that have been selected and abstracted by the Company and organized by category. As of March 31, 1996, Directory consisted of over 25,000 abstracted entries. Directory enables a user to click on a directory entry such as Arts & Entertainment or Sports, and to look through a hierarchy of relevant Internet sites for areas of interest. For example, under Sports, the user can proceed from Baseball to Players, and finally, to Ken Griffey Jr. Directory assists the user by providing abstracts of each directory entry. In addition, the Company has entered into a letter of intent with HNC to license certain technology from HNC which is intended to allow the Company to enhance the Company's Web Directory feature. Infoseek expects to use this technology to automate the construction of Directory categories, the assignment of Web pages to each Directory category and the creation of abstracts for each Web page included in the Directory, as well as to increase the number of entries in the Directory. Id. *Core Search Engine Technology* The Company's current search engine technology is based upon technology licensed perpetually from ACSIOM to the Company. The Company's search engine has won a number of industry awards, including "*Number 1 Rated Search Engine*" (PC Computing Sept 95), "*Best of the Test*" (Internet World May 96) and "*MVP: Internet Tools*" (PC Computing Dec 95). The Company's search engine seeks to deliver high accuracy, which is characterized by the level of precision and the level of recall. Precision and recall are two criteria by which the effectiveness of a search engine technology is often measured. Precision is a measure of how effectively a search engine calculates the relevance of documents that match the query. Recall is a measure of what percentage of the total number of relevant documents in the database are found during the search. Together, these two measures of search engine performance tend to be the most important factors to users in evaluating the accuracy and usefulness of a search engine. For example, in a database of 100 documents with two documents that exactly match the desired query, the ideal search engine would retrieve only the two matching documents, thereby achieving both 100% precision and 100% recall.

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	Id. at GOOG-WRD-00872408. Infoseek's search engine is able to recognize proper nouns and analyze keyword proximity. A request in *Infoseek Guide* for "Pete Rose" will return the former baseball player and not a large selection of flowers or other persons named "Pete," thereby retrieving more accurate results. In addition, the technology is case-sensitive, so that it can distinguish between a search for "NeXT," the computer company, and "next," the common word. Another key element of the technology include its ability to "stem" words so that all tenses and inflections of a word (such as stop, stops, stopped and stopping) are considered in the search. Stemming, improperly performed, results in the retrieval of large volumes of irrelevant information. The technology also makes use of operators that can filter documents by either requiring a specific term to appear in all search results or rejecting any results containing a specific term. Field operators are also used so that a search term may be linked to or excluded from a specific portion, or field, of a document, such as the title of a document. To facilitate the ease of use of the service, *Infoseek Guide* includes a sophisticated technology to interpret "natural language" queries. Although most current search engines also provide natural language capabilities, the results achieved may differ dramatically. The Infoseek technology is based upon a weighting of various factors such as the case of the words in the search phrase, how common the words appear in usage, word proximity and how the words appear in the pages searched. By using the stemming, case-sensitivity, word proximity, operators and other algorithms in the search engine, *Infoseek Guide* is able to retrieve highly accurate and relevant results. Id. at GOOG-WRD-00872408-09. *Advertising Management* Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate *Infoseek Guide* Web pages. Infoseek's advertising management systems are capable of presenting in real-time advertising that corresponds to a user's inquiry. If certain key words have been purchased by more than one advertiser, the system automatically determines which advertisement is displayed based upon the number of impressions under contract and delivered to date. As part of the Company's proprietary advertising management system, Infoseek also maintains a database that tracks the number of searches of each word queried by Infoseek users, the number of browses through each Directory category and the number of impressions of each advertisement. This system assists the Company in estimating the number of expected impressions of specific advertisement options marketed by the Company or otherwise sought by advertisers. Id. at GOOG-WRD-00872409-10. *Advertising Products and Pricing* The Company offers advertisers four main advertising options that may be purchased individually or in packages: general rotation, topic pages, keyword and special placement. These options all contain hypertext links to the advertiser's home page. To date, most of Infoseek's contracts with advertisers have terms of three months or less. Id. at GOOG-WRD-00872410. *Keyword:* Keyword advertisements are displayed when an Infoseek user's search contains a particular keyword selected by the advertiser. This option offers the advertiser a highly targeted, self-selected audience. Through its proprietary advertising management system, the Company tracks every word that is queried by Infoseek users. From it, the Company has identified approximately 200 keywords that are most frequently queried by Infoseek users and requested by advertisers. The current four week CPM for a keyword is $50, with a $1,000 minimum. Id. at GOOG-WRD-00872411.

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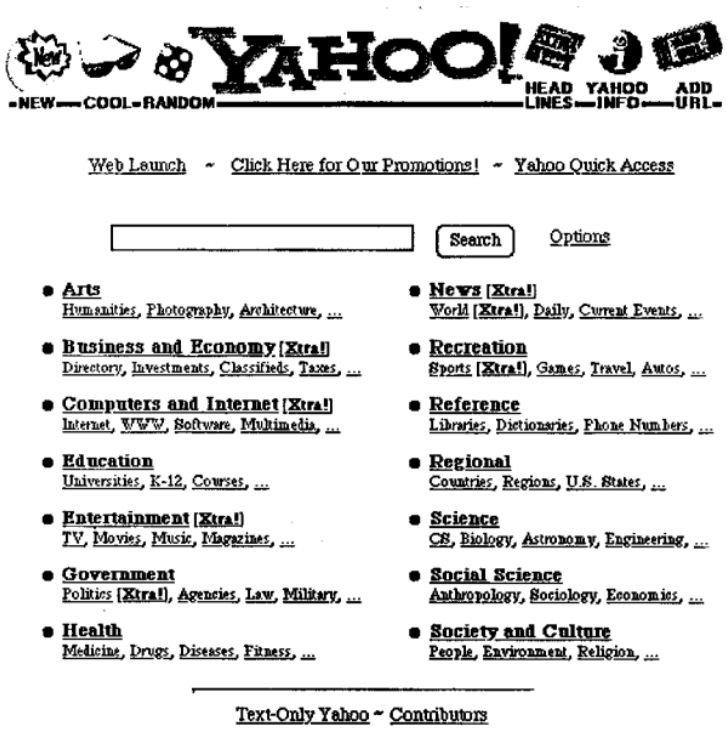
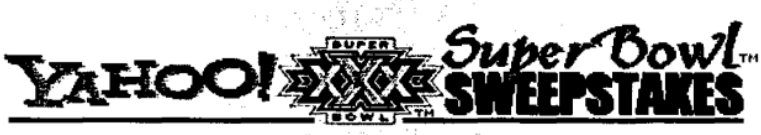
	A number of companies offer competitive products and services addressing certain of the Company's target markets. These companies include America Online, Digital Equipment Corporation, Excite, Inc., Lycos, Inc., The McKinley Group, Open Text Corporation, CompuServe, Prodigy and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software, including Netscape and Microsoft, online services and other providers of other Internet products and services who elect to incorporate their own search and retrieval features into their offerings. Id. at GOOG-WRD-00872413.
Yahoo Prospectus Registration Statement No. 333-2142, dated April 12, 1996 ("Yahoo Prospectus") produced at GOOG-WRD-00874251-GOOG-WRD-00874328	Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web.  Id. at GOOG-WRD-00874252.

Reference	Disclosure
	Advertising on *Yahoo!* currently consists primarily of banner advertisements that appear on the top of directory pages within the *Yahoo!* main site. Hypertext links are embedded in each banner advertisement to provide the user with instant access to the advertiser's Web site to obtain additional information or purchase products or services.  Yahoo Prospectus at GOOG-WRD-00874253.

Reference	Disclosure
	  December 29, 1995 - January 19, 1996  November 15, 1995 - November 30, 1995  October 1, 1995 - October 31, 1995 In addition to banner advertising on pages in *Yahoo!*, the Company offers premium positions on the home page of *Yahoo!*, which is typically used in conjunction with promotions and special events. Yahoo!'s strategy is to use these sponsorship positions for high profile promotions which may also result in additional visibility and awareness for Yahoo!. Id. at GOOG-WRD-00874254. ***Advertising Pricing*** Advertising on *Yahoo!* currently consists primarily of banner advertisements that appear on the top of directory pages within the *Yahoo!* main site. Hypertext links are embedded in each banner advertisement to provide the user with instant access to the advertiser's Web site to obtain additional information or purchase products and services. The Company's contracts with advertisers typically guarantee the advertiser a minimum number of "impressions," or times that an advertisement appears in page views downloaded by users of *Yahoo!*. The Company's standard rates for banner advertisements currently range from $0.02 to $0.05 per impression, depending upon location of the advertisement within *Yahoo!* and the extent to which the advertisement is targeted for particular context areas. The Company may provide discounts from standard rates for longer term contracts. The Company also offers context-based keyword advertising, which permits advertisers to target users based upon specified keywords that a user enters when searching within *Yahoo!*. For example, if a user enters the term "automobile" or "car", an automobile manufacturer's advertisement could appear on pages displaying the results of such a search. The Company's standard rate, for context-based keyword advertisements currently range from $0.03 to $0.06 per impression. Id. at GOOG-WRD-00874289.

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Yahoo Form SB-2 Registration Statement No. 333-2142, dated March 7, 1996 ("Yahoo Form SB-2") produced at GOOG-WRD-00874329-GOOG-WRD-00874418	***The Internet and the World Wide Web*** The Internet is a global collection of computer networks, linking millions of public and private computers around the world. Historically, the Internet was used by academic institutions and government agencies to exchange information and send and receive electronic mail. A number of factors, including the proliferation of communication-enabled personal computers, the availability of intuitive, graphical software and wide accessibility to an increasingly robust network infrastructure, have allowed widespread access to the Internet at a rapidly declining cost and have facilitated the emergence of the Web, a client/server system of hyper-linked, multimedia databases. The Web enables non-technical users to easily access information on the Internet and enables individuals or organizations to offer textual, graphical and other information directly to end-users. Users can easily access information on the Web using client software known as Web "browsers." In recent years the Web has experienced a rapid increase in the number of individual users. International Data Corporation ("IDC") has estimated that the number of Internet users will reach approximately 200 million by the end of 1999, from approximately 56 million at the end of 1995; and an October 1995 CommerceNet/Nielsen Internet Demographics Survey indicated that approximately 18 million people in the U.S. and Canada had used the Web during the three month period prior to the survey. Id. at GOOG-WRD-00874357. Advertisers also have recognized that Web-based advertising may be more effective in a number of respects than traditional media advertising. Because the Web involves "point-to-point" communication between a server and client that is requested by the user, rather than broad indiscriminate distribution of messages, the Web offers the potential for advertisers to present messages to specific, self-selected audiences, and to enable users to interact with advertising information presented in Web pages. This characteristic of the Web also permits advertisers to measure more precisely the number of impressions, or times that an advertisement appears in page views downloaded by users of *Yahoo!*, through verification by an independent third party auditor such as Nielsen - I/PRO (Internet Profiles Corporation). Advertisers can also measure the effectiveness of advertising in generating "click-through," or user requests for additional information made by clicking on the advertiser's banner, linking the user to the advertiser's Web site. The Company believes that increases in transmission bandwidth through higher speed Internet connections, and wider adoption of advanced content delivery technologies for the Web, such as Java, VRML and other multimedia enabling technologies will increase the functionality of advertising, and will make the Web an even more attractive advertising medium. The Company also believes that technological developments may result in greater ability to provide information and analysis about the effectiveness of Web advertising, the demographic profiles of users and the ability for advertisers to frequently modify their messages. This should result in more targeted, higher impact advertising opportunities, and greater integration of Web-based advertising into the range of marketing options available to advertisers. Id. at GOOG-WRD-00874358. The Company believes that *Yahoo!* currently is among the most widely used Internet navigational services available and that *Yahoo!* currently enjoys the strongest brand presence among offerings in this category. The Company estimates that *Yahoo!* averaged in excess of 1 million visits (defined as individual user sessions), 7 million page views (defined as electronic page displays) and 12 million file accesses or "hits" (defined as client file requests, several of which may be made for each single page viewed) per day in February 1996; these levels represented increases from approximately 546,000 visits, approximately 3 million page views and approximately 5 million file accesses per day in September 1995. The Company believes that Internet users generally view *Yahoo!* as independent, comprehensive, intuitive, user-friendly, fast, fun and current. *Yahoo!* has been recognized with a number of industry awards, including the "Best of the Internet" and "Best Internet Service" awards at Internet World in April 1995 and "Best of the Net" for Internet Navigation as determined by GNN in December 1995. As an indication of the strength of the *Yahoo!* brand, the Company also has received hundreds of citations and references per month in newspapers and popular publications, including features in business and general interest publications. Id. at GOOG-WRD-00874359.

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	• ***Responsive and Scalable Technology Architecture.*** The Company believes that *Yahoo!* has achieved a high level of user satisfaction by implementing and optimizing state-of-the-art Web server and communications technologies. The Company has engineered the hierarchical *Yahoo!* database structure and directory search features to provide rapid user response times even with low bandwidth connections, and to permit growth in the size of the *Yahoo!* directory listings while maximizing performance. The Company's open and scalable architecture also has enabled *Yahoo!* to incorporate advanced search engine, database and communications technologies to make the user experience more productive and enjoyable. Id. at GOOG-WRD-00874360. ***Technology Alliance*** In connection with the Company's license of the Open Text Web-wide search engine, the Company has established a relationship with Open Text to jointly develop and improve Web-wide search engine capabilities for *Yahoo!*. The Company's engineering personnel work closely with Open Text to optimize and better integrate the Open Text technology into *Yahoo!* and other properties. Under the agreement with Open Text, the Company has agreed for a limited period to share revenues from advertising on pages returning results from Web-wide searches using the Open Text engine. As part of its relationship with the Company, Open Text has established its Web-wide search engine and database on a server operating on the same local area network as the Company's server in order to provide faster performance for queries originating from the *Yahoo!* directory. The Company's licenses to Open Text's Web-wide search engine and database are non-exclusive and perpetual, subject to payment of certain annual maintenance fees. Id. at GOOG-WRD-00874365. **Infrastructure, Operations and Technology** The Company makes *Yahoo!* available to users through a set of network servers housed in Mountain View, California, operating with public domain server software that has been optimized internally by the Company to provide an efficient and responsive user experience. A third party provider, ISI, provides the Company with access to two partial T3 (45 megabit per second) Internet connections on a 24 hour a day, seven days a week basis. The Company currently intends to establish similar access points with duplicate servers in the Eastern United States, Asia and Europe in the latter half of 1996, in order to optimize access speeds for the Company's end users, and to provide redundancy in the Company's systems. Any disruption in the Internet access provided by ISI or any failure of ISI to handle higher volumes of queries could have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00874368. The Company utilizes Web-wide searching technology from Open Text pursuant to a perpetual, worldwide, non-exclusive license. Open Text's search engine technology utilizes a "string search" algorithm that enables a user to search for strings of data of arbitrary length, whether partial words, complete words or phrases. Open Text's search technology is scalable, which enables a search to be conducted simultaneously across a number of databases. Accordingly, Open Text's search technology is designed to deliver consistent response times despite an increase in the amount of data and number of databases searched. As part of its relationship with the Company, Open Text has established its Web-wide search engine and database on a server operating on the same local area network as the Company's servers in order to provide faster performance for queries originating from the *Yahoo!* directory. Id. at GOOG-WRD-00874368-69.

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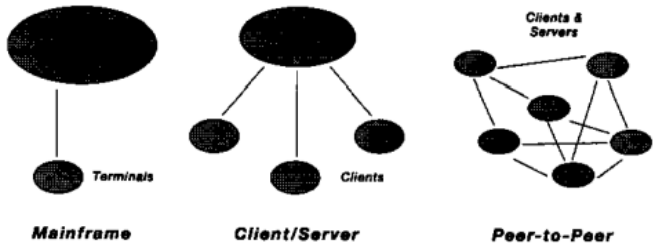
Open Text Form F-1 Registration Statement No. 33-98858, dated November 1, 1995 ("Open Text Form F-1") produced at GOOG-WRD-00873727-GOOG-WRD-00873878	**The Company** Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet. The Company's search engine, currently marketed as *Open Text 5*, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of *Latitude*, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet. Id. at GOOG-WRD-00873603. **Industry Overview** Organizations are increasingly seeking to streamline their business processes in order to increase worker productivity and reduce costs through the implementation of information management solutions. Through investments in traditional information management tools, organizations often establish a variety of data processing infrastructures that are rigidly designed to complete specific tasks or perform narrowly defined functions. As a result, organizations are increasingly faced with significant information management challenges attributable to rapidly increasing amounts of data created and stored in a variety of formats and in disparate locations across various networks. In addition, the emergence of the Internet as an important medium for communications is an increasingly significant influence on the configuration of network computing environments, and organizations are increasingly adopting private networks that are based on client/server architectures and that employ Internet data formats and communications protocols to connect geographically dispersed networks and facilities. *Proliferation of Information on Client/Server Networks and the Internet* In recent years, advances in computer hardware and software technology have resulted in dramatic increases in the amount of electronically stored information available to computer users. The ease of use, increased performance and declining cost of computer hardware and software have resulted in rapid growth in the number of business and individual personal computer users and the migration of corporate networks from centralized mainframe systems to distributed local and wide area networks based on client/server architectures and, more recently, on network-based architectures. The prevalence of client/server networks facilitates the creation and storage of information on numerous computers in disparate locations and in a wide variety of files and formats. Client/server networks consist of desktop computers ("clients") that can access powerful computers ("servers") that store large amounts of information and perform computing functions on behalf of clients. These networks enable dispersed users to communicate with and access the information and other resources of other computers in the network across traditional geographic and organizational boundaries. As a result, information that is critical to organizations increasingly is created, managed and stored on a decentralized basis in numerous sites and in a variety of files and formats.

Reference	Disclosure
	Network Computing Evolution  Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have created an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (peer-to-peer architecture). The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference and for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million by the year 2000. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet. The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Private Webs") that connect an organization's local area networks. The implementation of a Private Web is a low cost alternative to the establishment of a proprietary private network. Private Webs enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Private Web servers to publish documents and data on the Web that are created and resident on its Private Web. In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Reference	Disclosure

Diverse Data Formats

Information can be classified as either "relational" or "non-relational" data, as outlined in the chart below. Relational data generally consists of data organized in strictly defined row and column formats. While relational database management systems, such as those marketed by Oracle and Sybase, enable organizations to manage their relational data, only a small percentage of electronically stored information is stored in relational databases. The vast majority of the remaining data is stored in non-relational format, which is not suited for search and retrieval using relational database management systems.

Non-relational data can be divided into two categories, "unstructured" and "structured." Non-relational data created with word processing programs and other programs, such as spreadsheets, are unstructured and include proposals, reports, budgets, engineering drawings, memoranda, electronic mail and multimedia files. Increasingly, a significant portion of the information stored as unstructured data contains information of continuing value to an organization.

Documents intended to have a long life and continuing value and that are frequently revised or updated are often created in a structured format called Standard Generalized Markup Language ("SGML"). Such documents include maintenance and owners manuals, parts lists, catalogs and operating policies and procedures manuals. SGML records the elements of the document's structure (e.g., titles, headings, footnotes and various other organizational elements selected by the author) in addition to its text. SGML is well suited for documents that will be stored in databases and delivered in a variety of media and has found wide acceptance in the fields of reference publishing, technical documentation and regulatory compliance, including the Securities and Exchange Commission's "EDGAR" document repository. The importance of SGML has increased recently, because it is the basis upon which HTML, the language of the Web, is built. SGML theory and practice will play a significant role in the future development of HTML.

		Non-Relational Data	
	Relational Data	**Structured**	**Unstructured**
Data and File Formats	**SQL** *(Oracle, Sybase and Informix)*	**SGML** **HTML**	**ASCII** **WordPerfect** **Excel** **Word** **Lotus 1-2-3**
Document Types	Sales data reports Accounting reports Invoices Customer records Backlog status	Web sites Owner's manuals Operating procedures Parts lists Product catalogs Product documentation	Memoranda E-mail Presentations Business reports Correspondence Spreadsheets Technical documents Multimedia presentations

In the client/server environment, an increasing proportion of information of continuing value to organizations is non-relational and cannot be found or retrieved using relational database management systems. Accordingly, organizations will increasingly demand software solutions that enable users to find and use information in a variety of data and file formats, regardless of whether it is structured or unstructured.

Id. at GOOG-WRD-00873633-35.

Parallel Execution Monitor. The Company's search technology also includes a routing function called the Parallel Execution Monitor (the "PEM"). The PEM provides a single point of access for distributed parallel searching of large databases in networked environments, including the Internet, in which it is difficult or impossible to unify all data on a single server or to build a single index of the data to be searched. The PEM performs all the network connection and remote process management functions necessary to accomplish this task. Accordingly, the index may reside on a number of servers in a variety of locations, and the use of the PEM enables the search to be simultaneously conducted across a number of servers that contain the index. The PEM enables the user to conduct searches quickly and without concern for the specific location of the data for any given query. The use of the PEM also enables the Company's search engine to deliver consistent response times regardless of database size or configuration, if adequate server and communications resources are employed.

Id. at GOOG-WRD-00873639.

Workflow and Document Management Technology

Architecture. Livelink, the Company's workflow and document management product, employs a client/server architecture that enables organizations to connect standard desktop computers, networks, databases and servers in an organization-wide workflow and document management system. *Livelink* supports a variety of computing platforms, including Microsoft Windows and Windows 95, Apple Macintosh and Unix.

Id. at GOOG-WRD-00873640.

Reference	Disclosure

Products

The Company markets a modular suite of information search, work process management and information distribution products to organizations and individuals. The following table sets forth certain data with respect to the Company's products:

Product	Application	Distribution Channel	Current Version Release Date	Initial Version Release Date
Open Text Index	On-line Internet directory service	Direct sales	March 1995	Same
Latitude Web Server	Directory tool kit for enterprise libraries enabling organizations to index internal and external Web pages	Direct sales VARs	November 1995* (Beta version October 1995)	Same
Latitude	Information retrieval and viewing system for data located in disparate locations and formats	Direct sales VARs	March 1995	Same
Livelink	Workflow and document management software enabling workgroup collaboration	Direct sales OEMs VARs Distributors	May 1995	March 1992
Open Text 5	Indexing and search product resident on a server	Direct sales OEMs VARs	January 1995	September 1991
Internet Anywhere	Client-based Internet access tools	OEMs Retail	October 1995	June 1994
PC Search	Indexing and search product resident on a PC	Direct sales VARs	November 1995* October (Beta version October 1995)	Same

Id. at GOOG-WRD-00873641.

Latitude

Latitude enables organizations to find and view information and documents spread across multiple servers on local and wide area networks and the Internet. Information can be viewed "as is" in native file formats without first having to be converted into a proprietary format. *Latitude* employs the Company's search engine and PEM technology to index and retrieve information and documents, and incorporates a set of viewers that are automatically invoked depending on the type of data or document. *Latitude* enables a user to view, in native format, documents and information in over 40 different formats, including major word processing and spreadsheet formats, SGML, Adobe Acrobat files, CAD drawings and multimedia files. Additional viewers can be added for customers with specially formatted information.

Id. at GOOG-WRD-00873642-43.

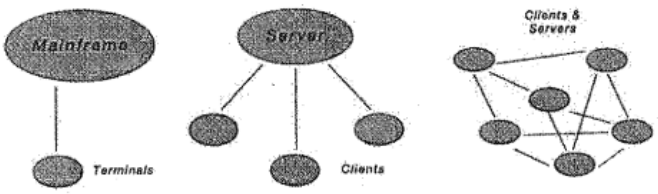
The *Open Text Index* is currently located on four servers located at UUNET Canada, Toronto, Ontario. UUNET Canada provides the Company with direct high bandwidth access to the Internet backbone. The Company is establishing physical facilities for the *Open Text Index* at Yahoo! Corporation in Mountain View, California with eight servers. After the facilities in California are established, the servers in Toronto will be used to store a redundant copy of the *Open Text Index* and to crawl the Internet to expand the scope of the *Open Text Index*. The Company leases all of the servers on which the *Open Text Index* is stored.

Id. at GOOG-WRD-00873650.

Hypertext Transfer Protocol (HTTP). HTTP is a File Transfer Protocol specifically developed to enable Web servers to send data to clients, including HTML and graphic add-ins.

Reference	Disclosure
	Id. at GOOG-WRD-00873675. ***Structured Query Language (SQL).*** A data access language designed to simplify and standardize the way relational data can be manipulated and retrieved on heterogeneous computer platforms from multiple vendors. Prevalent for several years on mainframe platforms, SQL is an emerging standard on other platforms, including client/server systems. Id. at GOOG-WRD-00873676. ***World Wide Web.*** A network of computer servers that uses a special communications protocol to link different servers throughout the Internet and permits communication of graphics, video and sound. Id. at GOOG-WRD-00873677.
Open Prospectus, dated January 23, 1996 ("Open Text Prospectus") produced at OT03652-3758	**The Company** Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks, Intranets and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent a suite of information management solutions addressing the needs of the spectrum of users of local and wide area networks, Intranets and the Internet. Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet. Netscape Communications Corporation ("Netscape") has agreed to list the *Open Text Index* on the Netscape Navigator under the "Net Search" button. The Company's search engine, currently marketed as *Open Text 5*, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of *Latitude*, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet. In November 1995, the Company introduced *Latitude Web Server*, a software tool kit that facilitates an organization's creation of an internal Internet-protocol network, or "Intranet," that enables users to find and retrieve information and documents available on the organization's Intranet and on other Web sites, and enables the organization to make selected documents available to the public over the Internet. The Company's workflow and document management system, *Livelink*, combines the features of an integrated document management system with workflow management and collaborative computing functions on local and wide area networks. The Company is developing *Livelink* to enable users to manage documents, establish collaborative workgroups and manage and track the progress of their work using Intranets and the Internet. The Company is also integrating *Livelink* and *Latitude Web Server* to enable users to find and retrieve information from the organization's Intranet and from other Web sites and manage the distribution of this information using Intranets and the Internet. Id. at OT03653.

Reference	Disclosure
	Industry Overview Organizations are increasingly seeking to streamline their business processes in order to increase worker productivity and reduce costs through the implementation of information management solutions. Through investments in traditional information management tools, organizations often establish a variety of data processing infrastructures that are rigidly designed to complete specific tasks or perform narrowly defined functions. As a result, organizations are increasingly faced with significant information management challenges attributable to rapidly increasing amounts of data created and stored in a variety of formats and in disparate locations across various networks. In addition, the emergence of the Internet as an important medium for communications is an increasingly significant influence on the configuration of network computing environments, and organizations are increasingly adopting private Intranets that are based on client/server architectures and that employ Internet data formats and communications protocols to connect geographically dispersed networks and facilities. *Proliferation of Information on Client/Server Networks and the Internet* In recent years, advances in computer hardware and software technology have resulted in dramatic increases in the amount of electronically stored information available to computer users. The ease of use, increased performance and declining cost of computer hardware and software have resulted in the rapid growth of the number of business and individual personal computer users and the migration of corporate networks from centralized mainframe systems to distributed local and wide area networks based on client/server architectures and, more recently, on peer to peer architectures. The prevalence of client/server networks facilitates the creation and storage of information on numerous computers in disparate locations and in a wide variety of files and formats. Client/server networks consist of desktop computers (''clients'') that can access powerful computers (''servers'') that store large amounts of information and perform computing functions on behalf of clients. These networks enable dispersed users to communicate with and access the information and other resources of other computers in the network across traditional geographic and organizational boundaries. As a result, information that is critical to organizations increasingly is created, managed and stored on a decentralized basis in numerous sites and in a variety of files and formats.

Reference	Disclosure
	 Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have resulted in the creation of an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (Internet/Intranet architecture). The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference or for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million in the year 1999. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet. In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet. The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Intranets") that connect an organization's local area networks. The implementation of an Intranet is a low cost alternative to the establishment of a proprietary private network. Intranets enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Intranet servers to publish documents and data on the Web that are created and resident on its Intranet. An increasing number of

Reference	Disclosure

organizations are implementing Intranets as an alternative to traditional client/server networks. Accordingly, demand for business-oriented software solutions that support Internet protocols is increasing, and expected to continue to increase.

Diverse Data Formats

Electronically stored information can be classified as either "relational" or "non-relational" data, as outlined in the chart below. Relational data generally consists of data organized in strictly defined row and column formats. While relational database management systems, such as those marketed by Oracle Corporation ("Oracle"), Sybase, Inc. ("Sybase") and Informix Software ("Informix"), enable organizations to manage their relational data, only a small percentage of electronically stored information is stored in relational databases. The vast majority of the remaining data is stored in non-relational format, which is not suited for search and retrieval using relational database management systems.

Non-relational data can be divided into two categories, "unstructured" and "structured." Non-relational data created with word processing programs and other programs, such as spreadsheets, are unstructured and include documents such as proposals, reports, budgets, engineering drawings, memoranda, electronic mail and multimedia files. Increasingly, a significant portion of the information stored as unstructured data contains information of continuing value to an organization.

Documents intended to have a long life and continuing value and that are frequently revised or updated are often created in a structured format called Standard Generalized Markup Language ("SGML"). Such documents include maintenance and owners manuals, parts lists, catalogs and operating policies and procedures manuals. SGML records the elements of the document's structure (e.g., titles, headings, footnotes and various other organizational elements selected by the author) in addition to its text. SGML is well suited for documents that will be stored in databases and delivered in a variety of media and has found wide acceptance in the fields of reference publishing, technical documentation and regulatory compliance, including the Securities and Exchange Commission's "EDGAR" document repository. The importance of SGML has increased recently, because it is the basis upon which HTML, the language of the Web, is built. SGML theory and practice will play a significant role in the future development of HTML.

		Non-Relational Data	
	Relational Data	Structured	Unstructured
Data and File Formats	**SQL** *(Oracle, Sybase and Informix)*	**SGML** **HTML**	**ASCII** **WordPerfect** **Excel** **Word** **Lotus 1-2-3**
Document Types	Sales data reports Accounting reports Invoices Customer records Backlog status	Web sites Owner's manuals Operating procedures Parts lists Product catalogs Product documentation	Memoranda E-mail Presentations Business reports Correspondence Spreadsheets Technical documents Multimedia presentations

In the client/server environment, an increasing proportion of information of continuing value to organizations is non-relational and cannot be found or retrieved using relational database management systems. Accordingly, organizations will increasingly demand software solutions that enable users to find and use information in a variety of data and file formats, regardless of whether it is structured or unstructured.

Id. at OT03689-91.

Parallel Execution Monitor. The Company's search technology also includes a routing function called the Parallel Execution Monitor (the "PEM"). The PEM provides a single point of access for distributed parallel searching of large databases in networked environments, including the Internet, in which it is difficult or impossible to unify all data on a single server or to build a single index of the data to be searched. The PEM performs all the network connection and remote process management functions necessary to accomplish this task. Accordingly, the index may reside on a number of servers in a variety of locations, and the use of the PEM enables the search to be simultaneously conducted across a number of servers that contain the index. The PEM enables the user to conduct searches quickly and without concern for the specific location of the data for any given query. The use of the PEM also enables the Company's search engine to deliver consistent response times regardless of database size or configuration, if adequate server and communications resources are employed.

Id. at OT03695.

Reference	Disclosure

Workflow and Document Management Technology

Architecture. *Livelink*, the Company's workflow and document management product, employs a client/server architecture that enables organizations to connect standard desktop computers, networks, databases and servers in an organization-wide workflow and document management system. *Livelink* supports a variety of computing platforms, including Microsoft Windows and Windows 95, Apple Macintosh and Unix.

Id. at OT03696.

Products

The Company markets a modular suite of information search, work process management and information distribution products to organizations and individuals. The following table sets forth certain data with respect to the Company's products:

Product	Application	Distribution Channel	Current Version Release Date	Initial Version Release Date
Open Text Index	On-line Internet directory service	Direct sales	March 1995	Same
Latitude Web Server	Directory tool kit enabling organizations to index internal and external Web pages	Direct sales OEMs VARs	November 1995	Same
Latitude	Information retrieval and viewing system for data located in disparate locations and formats	Direct sales VARs	March 1995	Same
Livelink	Workflow and document management software enabling workgroup collaboration	Direct sales OEMs VARs Distributors	May 1995	March 1992
Open Text 5	Indexing and search product resident on a server	Direct sales OEMs VARs	January 1995	September 1991
Internet Anywhere	Client-based Internet access tools	OEMs Retail	October 1995	June 1994
PC Search	Indexing and search product resident on a PC	Direct sales VARs	November 1995	Same

Id. at OT03697.

Latitude

Latitude enables organizations to find and view information and documents spread across multiple servers on local and wide area networks and the Internet. Information can be viewed "as is," in native file formats, without first having to be converted into a proprietary format. *Latitude* employs the Company's search engine and PEM technology to index and retrieve information and documents, and incorporates a set of viewers that are automatically invoked depending on the type of data or document. *Latitude* enables a user to view, in native format, documents and information in over 40 different formats, including major word processing and spreadsheet formats, SGML, Adobe Acrobat files, CAD drawings and multimedia files. Additional viewers can be added for customers with specially formatted information.

Latitude is designed for organizations that need to make organized information, such as service manuals, parts information and safety bulletins, available to users. For example, Caterpillar has purchased and is implementing *Latitude* as a search tool for information found in the electronic repair and maintenance manuals that are used by 180 Caterpillar equipment dealers. *Latitude* will enable Caterpillar's dealers to find and view repair and maintenance-related information requested by a user, including instructional video clips, on hundreds of thousands of equipment parts and maintenance procedures.

Id. at OT03698.

Hypertext Transfer Protocol (HTTP). HTTP is a file transfer protocol specifically developed to enable Web servers to send data to clients, including HTML and graphic add-ins.

Id. at OT03735.

Reference	Disclosure
	Structured Query Language (SQL). A data access language designed to simplify and standardize the way relational data can be manipulated and retrieved on heterogeneous computer platforms from multiple vendors. Prevalent for several years on mainframe platforms, SQL is an emerging standard on other platforms, including client/server systems. Id. at OT03736. ***World Wide Web.*** A network of computer servers that uses a special communications protocol to link different servers throughout the Internet and permits communication of graphics, video and sound. Id. at OT03737.

Table B3: Providing Search Results and Ads Together

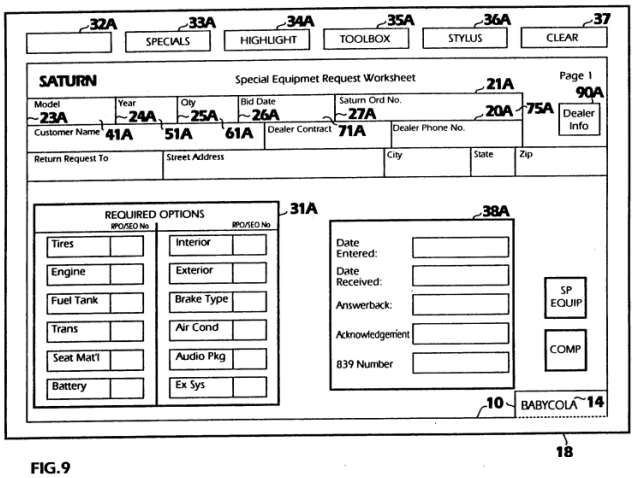
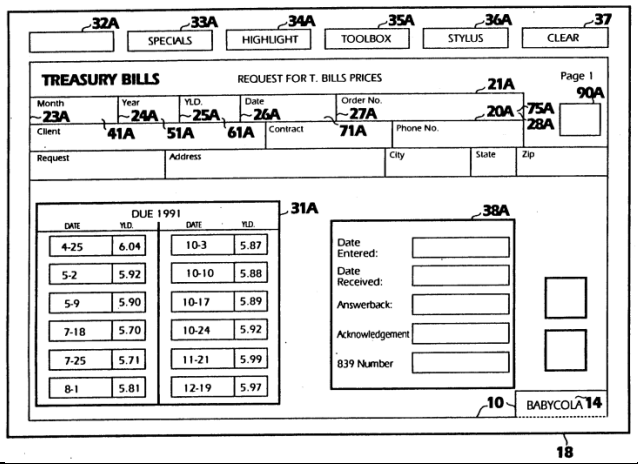
To the extent the references addressed in claim charts A-1 to A-39 does not disclose the limitations identified in each chart citing Table B3, one of ordinary skill in the art would be motivated to combine the references addressed in claim charts A-1 to A-39 with any one or more of the Table B3 references listed below because: it would have yielded predictable results; using the techniques of the Table B3 references would have improved the primary or obviousness references in the same way; and applying the techniques of the Table B3 references to improve primary or obviousness references would have yielded predictable results.

Reference	Disclosure
U.S. Patent No. 6,119,101 ("PECKOVER")	*See*, *e.g.*, PECKOVER, 7:59-65: "Banner" advertisements placed on popular Web sites have not been particularly successful. Many online users don't "click-through" the banner to the more extensive advertiser information, because the placement of such banners is not finely targeted. Some Web activity statistics indicate that only one and one-half to three and one-half percent of users click-through. PECKOVER, 9:15-56:

Reference	Disclosure
	 PECKOVER, 28:1-10: When a user acting as a consumer decides to search within Agent System 10 for a product or product category, the consumer establishes a communications session with consumer's Personal Agent 12 (steps 222-224). Typically the consumer, using a personal computer, connects to consumer's Internet access provider, directs consumer's Web browser software to Agent System's electronic address (known as a URL), and enters a login name and password. A sample login screen is illustrated in FIG. 39.
U.S. Patent No. 5,105,184 ("PIRANI")	PIRANI, 2:26-42: Therefore, it is an object of this new use to provide an integration between software programs and commercial advertisements by suggesting methods for such integration. Furthermore, it is a specific object of this new use to provide methods of integrating and displaying commercial advertisements with data entry, help, menu, edit, prompt, report, maintanence, error, action, game, management, user access, and other information screens to be used in system, interface, language, application, games, education, utility, network, or other types of software. It is also an object of this new use to provide sequence of displays to integrateadvertisements with software. It is another

Name	Purpose
ASpider (Associative Spider)	searches for keywords
Arachnophilia	collect documents
Aretha	(none given)
CS-HKUST WWW Index Server	Resource Discovery, Validate HTML
ChURL	URL checking
Checkbot	(none given)
EIT Link Verifier Robot	verify links
Emacs W3 Search Engine	Resource Discovery
Fish Search	Resource Discovery
GetURL	validate links, mirroring
HTML Analyzer	check validity of Web servers
HTMLgobble	mirroring
Harvest	Resource
InfoSeek Robot	collect information for database
JumpStation Robot	Resource Discovery
Katipo	look for changed documents
Lycos	information retrieval and discovery
MOMspider	maintenance of distributed hypertext
Mac WWWWorm	keyword searching
NHSE Web Forager	Resource Discovery
NIKOS	Resource Discovery
NorthStar Robot	textual analysis, indexing
Open Text Corporation Robot	(none given)
Peregrinator	indexing
Python Robot	(none given)
RBSE Spider	Resource Discovery
SG-Scout	Resource Discovery
Scooter	Resource Discovery
Spry Wizard Robot	Resource Discovery
TITAL	Resource Discovery
Tarspider	mirroring
Tcl W3 Robot	validate links
TkWWW Robot	find logically related pages
W4 (World Wide Web Wanderer)	measure growth in Web
WM32 Robot	Resource Discovery, validate links
WWWW - World Wide Web Worm	indexing
WebCopy	mirroring
WebCrawler	Resource Discovery
WebLinker	traverses Web converting URN→URL
WebWatch	validate HTML
Webfoot Robot	(none given)
Weblayers	validate, cache, maintain links
Webstarf	mirroring
Webwalk	Resource Discovery, validate links, mirroring

Reference	Disclosure
	object of this new use to provide directory advertisements integrated with software. PIRANI, 2:45-60: Presently, software development is far behind hardware development. Intel, a computer microchip developer, has already shipped 80286, 80386, and 80486 microchips; and it is in the process of developing 80586 microchips. But, software to utilize fully the advantage of 80286 microchip has began to appear in the market now. Thus, software development is almost three generations behind the hardware development. Long term committment needed to develop software against comparatively low amount available to buy software by the users has created a roadblock for a small software developer. Integration of commercial advertisements with software will provide additional funds to software manufacturers and will overall increase the availability of software to the user at low cost. PIRANI, 4:27-44: As mentioned earlier FIG. 8 is a modified version of Sheet 2 of 17 from U.S. Pat. No. 4,763,356. In the modified version letter "A" have been added to all numerical references belonging to that patent to distinguish those numerical references from our drawing numerals. A small advertisement from a fictitious BabyCola Company has been added. The numerical reference shown in this modified version are consistent with the numerical references shown on next page (No. 8). FIG. 9 is the further modification of the Sheet 2 of 17 mentioned in the above paragraph. Here all information related to the fictitious SATURN car is remobed. Instead the information about the Treasury Bills has been inserted. This information is now used by a stock broker to find information about various treasury securities. The BabyCola advertisement is still there. The FIG. 9 shows how our new use is different from the use indicated by Day, Jr. et al. PIRANI, 4:62-5:14: 1. Integration of one letter to a whole screen advertisement with various screens (data entry, menu, edit,etc.) of a software. 2. Displaying advertisement of one letter to a whole screen page integrated with a software in which a sequence of display screens are divided between advertisements and the software. These advertisements are placed on the first screen, second screen, third screen, menu screen, last screen, or any screen in

Reference	Disclosure
	between. It could also be placed as a whole screen, half screen, one-fourth screen, or even a tiny part of the screen. 3. A directory of advertisements to be accessed by the user. This directory contains names of the advertise- ments and are accessed by the user by using an input device. Usually a menu shown in FIG. 7 is used to list all advertisers or catagories of advertisers and the access is made via this menu. The advertisement could be a full page, half page, one-fourth page or any part of the screen and could be placed together or separately. FIG.8  FIG.9 
U.S. Patent No. 5,710,884 ("DEDRICK PATENT")	DEDRICK PATENT, 4:24-35: The publisher/advertiser 18 is provided with software tools to create electronic information which includes content and advertisements that can be transmitted over the system. The electronic information may allow an end user to access a content database, or the information may be all or a portion of a content database. By way of example, the content database may be the text and video of an electronic newspaper. The

Reference	Disclosure
	content database may reside within the publisher unit or be located at a remote location such as the metering server or a regional server that services a plurality of metering servers. The software tools may include a hypertext oriented mark up language that routes distributed end users to the content databases. DEDRICK PATENT, 7:9-22: The content adapter 25 customizes electronic content to the individual end user based on the user profile data contained in personal profile database 27. Electronic content received by system 12 from metering server 14 may include fields which can be customized. Which fields can be customized may be indicated in a header block received with the electronic content. For example, a unit of electronic information may be received with a particular field having the default color of green. If personal profile database 27 contains sufficient data regarding color preferences for the individual end user, then content adapter 25 changes the color of that particular field from green to whatever color preference is contained in personal profile database 27 for that individual end user. Similarly, the default consumption format may be video, but if personal profile database 27 indicates that the end user prefers audio format, then content adapter 25 delivers the audio format version ofthe electronic information to the client interface 23 rather than the video version.
U.S. Patent No. 7,072,849 ("FILEPP")	*See*, *e.g.*, FILEPP, Abstract: A method for presenting advertising in an interactive service provided on a computer network, the service featuring applications which include pre-created, interactive text/graphic sessions is described. The method features steps for presenting advertising concurrently with service applications at the user terminal configured as a reception system. In accordance with the method, the advertising is structured in a manner comparable to the service applications enabling the applications to be presented at a first portion of a display associated with the reception system and the advertising presented at a second portion. Further, steps are provided for storing and managing advertising at the user reception system so that advertising can be pre-fetched from the network and staged in anticipation of being called for presentation. This minimizes the potential for communication line interference between application and advertising traffic and makes the advertising available at the reception system so as not to delay presentation of the service applications. Yet further the method features steps for individualizing the advertising supplied to

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	enhance potential user interest by providing advertising based on a characterization of the user as defined by the users interaction with the service, user demographics and geographical location. Yet additionally, advertising is provided with transactional facilities so that users can interact with it. FILEPP, 1:17-32: This invention relates generally to a distributed processing, interactive computer network intended to provide very large numbers of simultaneous users; e. g. millions, access to an interactive service having large numbers; e.g., thousands, of applications which include pre-created, interactive text/graphic sessions; and more particularly, to a method for presenting advertising to service users during interactive sessions, the method featuring steps for presenting advertising concurrently with applications, the advertising being organized as data which is stored for presentation and replenished at the user sites so as to minimize interference with retrieval and presentation of application data; the method also featuring steps for individualizing the advertising presented based on user characterizations defined by service interaction and/or other data such as user demographics and geographical location. FILEPP, 2:59-67: It is a still another object of this invention to provide a method for presenting advertising which minimizes the potential for interference between presentation of interactive-service applications and advertising. It is yet a further object of this invention to provide a method for presenting advertising in an interactive service which method enables the advertising presented to be individualized to the user to whom it is presented in order to increase the likelihood the advertising will be of interest to the user. FILEPP, 9:65-10:6: Continuing with reference to FIG. 3a, in accordance with the invention, advertising 280 is provided over network 10, like page elements, also includes information for display on page 255, and may be included in any partition of a page. Advertising 280 is presented to the user on an individualized basis from queues of advertising object identifications (ids) that are constructed offline by business system 130, and sent to file server 205 where they are accessible to each RS 400. FILEPP, 21:19-34: If the string entered by the user matches a keyword existing on one of the keyword tables, and is thus associated with a specific PTO, RS 400 fetches and displays associated objects

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	of the partitioned applications and builds the entry page in accordance with the page composition dictated by the target PTO. If the string entered by the user does not match a specific keyword, RS 400 presents the user with the option of displaying the table of keywords approximating the specific keyword. The approximate keywords are presented as initialized, cursorable selector fields of the type provided in connection with a Index command. The user may then move the cursor to the nearest approximation of the mnemonic he originally selected, and trigger navigation to the PTO associated with that keyword, navigation being as described hereafter in connection with the RS 400 native code. FILEPP, 22:22-44: Activation of the Path command accesses the user's list of pre-selected keywords without their display, and permits the user to step through the list viewing the respective applications by repeatedly invoking the Path command. As will be appreciated, the user can set a priority for selecting keywords and viewing their associated applications by virtue of where on the list the user places the keywords. More specifically, if the user has several application of particular interest; e.g., news, weather, etc., the user can place them at the top of the list, and quickly step through them with the Path command. Further, the user can view and randomly access the keywords of his list with the Viewpath operation noted above. On activation of Viewpath, the user's Path keywords are displayed and the user can cursor through them in a conventional manner to select a desired one. Further, the user can amend the list as desired by changing the keywords on the list and/or adjusting their relative position. This is readily accomplished by entering the amendments to the list presented at the screen 414 with a series of amendment options presented in a conventional fashion with the list. As noted, the list may be personally selected by the user in the manner described, or created as a default by network 10.
U.S. PATENT NO. 5,999,912 ("WODARZ")	*See*, *e.g.*, WODARZ, Abstract: Dynamic advertising scheduling, display, and tracking for the World Wide Web. The invention includes at least one template Web page that has conventional HTML codes defining the format and content of the Web page. Special "ad tags" are used to indicate the characteristics of an ad that can be displayed on a Web page at the position of the ad tag. A request to view a page is sent to a server-resident parser. The parser accesses the

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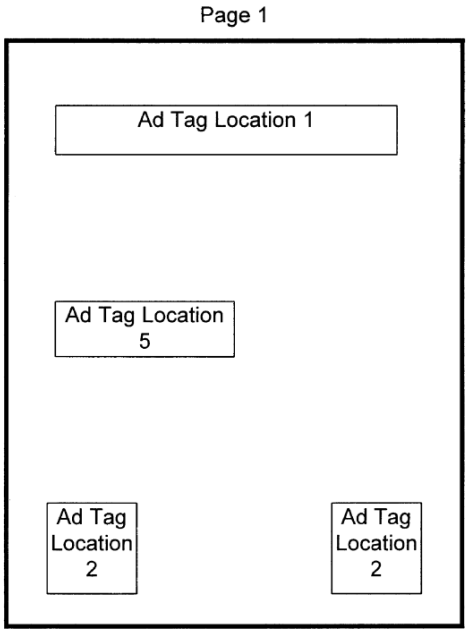
	template for the requested page, parses the conventional HTML codes, and provides such codes to the user. In addition, the parser "expands" each ad tag to standard HTML code that defines the characteristics of an ad. During expansion of ad tags, the parser determines from each ad tag the type of ad that can be inserted at the page position of the ad tag; a bin identifier defining Which ads can be associated With the ad tag; a page identifier of the page associated With the ad tag; and various optional flags and codes. The parser generates a list of valid ads by searching through a conventional database, selects one that fulfills all the parameters of the ad tag, and generates HTML code linking a particular ad to the ad tag. That HTML code is then sent to the user. The parser program can also apply scheduling criteria to select ads from the generated list of eligible candidates.  **FIG. 1a**

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	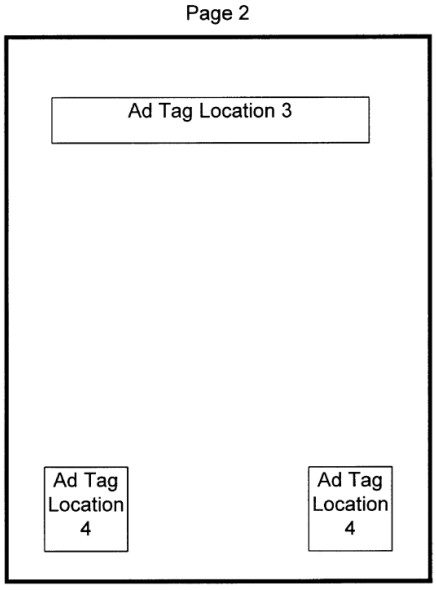 **FIG. 1b**
U.S. PATENT NO. 5,710,884 ("DEDRICK PATENT")	*See*, *e.g.*,
BUSINESSWIRE	*See e.g.*, BUSINESSWIRE (Lycos provides keyword search advertising, which links advertisements to Lycos' search engine. When linked keywords are selected in a user's search, the company's advertisement will appear on the Lycos results page above the results listing. This enables an advertiser to purchase keywords related to its business and to have its ad appear whenever a search is conducted using that keyword.")
Another Search Engine? Hotwired Introduces Hotbot, Powered By Inktomi, PR Newswire, May 20, 1996 ("ANOTHER SEARCH ENGINE")	*See*, *e.g.*, ANOTHER SEARCH ENGINE, p. 1: "For advertisers, HotBot offers smart messaging technology similar to what is already available on HotWired; ads can appear selectively on pages served to specific categories of users."
The 'Hottest' Search Engine," Business Communications Co., Vol. 3, No. 3, June 1996	*See*, *e.g.*, THE 'HOTTEST' SEARCH ENGINE, p. 1: "HotBot will be advertising-supported, and offered free of charge to users. For advertisers, HotBot offers smart messaging technology similar to what is already available on HotWired; ads can appear selectively on pages served to specific categories of users. Ads can also appear selectively on pages delivered in response to specified query terms."
U.S. Patent Nos. 5,948,061 ("MERRIMAN I") and 7,844,488 ("MERRIMAN II")	*See*, *e.g.*, MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 2:59-3:4: The basic architecture of the network 10 comprises at least one affiliate web site 12, an advertisement (ad) server web site 19

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	and one or more individual advertiser's web sites 18. Affiliates are one or more entities that generally for a fee contract with the entity providing the advertisement server permit third party advertisements to be displayed on their web sites. When a user using a browser accesses or "visits" a web site of an affiliate, an advertisement provided by the advertisement server 19 will be superimposed on the display of the affiliate's web page displayed by the user's browser. Examples of appropriate affiliates include locator services, service providers, and entities that have popular web sites such as museums, movie studios, etc. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:5-23: The basic operation of the system is as follows in the preferred embodiment. When a user browsing on the Internet accesses an affiliate's web site 12, the user's browser generates an HTTP message 20 to get the information for the desired web page. The affiliate's web site in response to the message 20 transmits one or more messages back 22 containing the information to be displayed by the user's browser. In addition, an advertising server process 19 will provide additional information comprising one or more objects such as banner advertisements to be displayed with the information provided from the affiliate web site. Normally, the computers supporting the browser, the affiliate web site and the advertising server process will be at entirely different nodes on the Internet. Upon clicking through or otherwise selecting the advertisement object, which may be an image such as an advertisement banner, an icon, or a video or an audio clip, the browser ends up being connected to the advertiser's server or web site 18 for that advertisement object. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:24-63: In FIG. 1, a user operates a web browser, such as Netscape or Microsoft Internet Explorer, on a computer or PDA or other Internet capable device 16 to generate through the hypertext transfer protocol (HTTP) 14 a request 20 to any one of preferably a plurality of affiliate web sites 12. The affiliate web site sends one or more messages back 22 using the same protocol. Those messages 22 preferably contain all of the information available at the particular web site 12 for the requested page to be displayed by the user's browser 16 except for one or more advertising objects such as banner advertisements. These objects preferably do not reside on the affiliate's web server. Instead, the affiliate's web server sends

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	back a link including an IP address for a node running an advertiser server process 19 as well as information about the page on which the advertisement will be displayed. The link by way of example may be a hypertext markup language (HTML) <img> tag, referring to, for example, an inline image such as a banner. The user's browser 16 then transmits a message 23 using the received IP address to access such an object indicated by the HTML tag from the advertisement server 19. Included in each message 23 typically to the advertising server 19 are: the user's IP address, (ii) a cookie if the browser 16 is cookie enabled and stores cookie information, (iii) a substring key indicating the page in which the advertisement to be provided from the server is to be embedded, and (iv) MIME header information indicating the browser type and version, the operating system of the computer on which the browser is operating and the proxy server type. Upon receiving the request in the message 23, the advertising server process 19 determines which advertisement or other object to provide to user's browser and transmits the messages 24 containing the object such as a banner advertisement to the user's browser 16 using the HTTP protocol. Preferably contained within the HTTP message is a unique identifier for the advertiser's web page appropriate for the advertisement. That advertisement object is then displayed on the image created by the web user's browser as a composite of the received affiliate's web page plus the object transmitted back by the advertising web server. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), Fig. 1:

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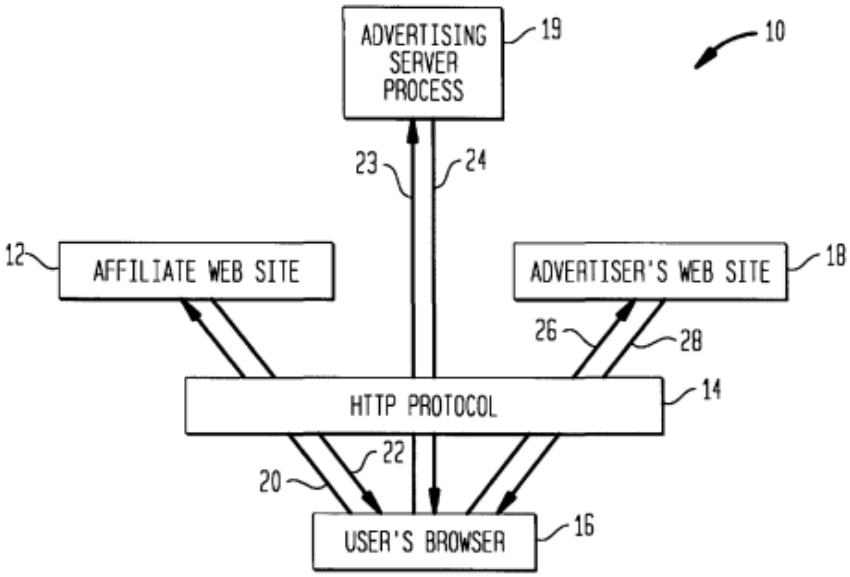
	FIG. 1  MERRIMAN II (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 9:38-41: 2. The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior content request sent from said user node to an affiliate node.
DoubleClick Named Advertising Sales and Distribution Partner for AltaVista Search Site; Leading Internet Ad Network Teams with Net's Largest Search Engine, PR Newswire (Dec. 18, 1996) ("AltaVista")	ALTAVISTA, p. 1: In a move that will provide online advertisers access to its leading Internet search engine, Digital Equipment Corporation's (NYSE: DEC) AltaVista Internet Software subsidiary has signed an agreement with DoubleClick, Inc., the premier Internet advertising network. The agreement grants DoubleClick rights to market display ad banners on selected AltaVista Search pages, as well as create sponsorship opportunities for major advertisers. The agreement is effective immediately. Details were not disclosed. "We continuously strive to enhance the effectiveness and value of our service," said Ilene H. Lang, president and CEO of AltaVista Internet Software, Inc. "By partnering with DoubleClick, we can now provide an informative advertising service to our millions of users without compromising search performance. DoubleClick's leadership technology for targeting and delivering ads will allow AltaVista Search to maintain sub-second response times for user queries, to present highly relevant advertisements in response to selected queries, and to participate in a growing revenue opportunity."

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	"AltaVista Search is an unparalleled Internet service," states Kevin O'Connor, president and CEO of DoubleClick. "We're extremely proud that DoubleClick has met AltaVista's high standards for performance and service, and that they've chosen us as their advertising partner. Working together, we have created a 'no compromise' service which benefits AltaVista Search's widely respected professional user base as well as on-line advertisers of all industries."
Doubleclick Debuts New Tool For Testing Creative On The Web, PR Newswire (May 20, 1996).	DOUBLECLICK DEBUTS, p. 2: Currently, the DoubleClick Network offers advertisers the ability to distribute their ad banners to more than 25 independent sites, including: Excitel, I-Golf, WITI (Women in Technology), Travelocity, Quicken Financial Network and Sportsline. The Network represents a broad range of users including; investors, business professionals, college students, women, consumers, gamers and sports enthusiasts. Ad banner distribution through the DoubleClick Network can be executed in a variety of ways; by appearing on all 25 Web sites, on only one Web site, or on any combination of Web sites.
Web offers wide audience, pinpoint accuracy, The Boston Globe (May 5, 1996) ("Bray")	BRAY, p. 1: DoubleClick has assembled a network of about 30 Internet sites, including the Excite search engine, the SportsLine sports news service and the Travelocity travel-planning service. The members sell ad space to major companies such as Microsoft, Intel and Bank of America. But instead of displaying the ads to all comers, DoubleClick targets them to particular viewers.
Poppe Tyson Partners With Atlanta Software Leader To Form Doubleclick -- The First Advertising Network For The Internet, PR Newswire (Feb. 6, 1996).	POPPE TYSON, p. 1: DoubleClick's network, which is currently live on a number of major sites as part of a beta test, is anticipated to have in excess of 200 quality Web sites by the end of the year. The network will go live in early April. Currently, DoubleClick represents two leading Web sites, Netscape and Excite!. In addition, the DoubleClick network will offer advertisers a unique ability to customize and target ads to specific users and to measure results.
NAQVI WO	NAQVI WO at Abstract - "The advertisements on the server are not tied to any particular page containing information on the network, but rather, are retrieved in response to a query entered by the user (17) and dynamically mixed with the content of the pages returned in response to the query (16). The present invention displays the content pages with focused, targeted advertisements as a part of the page, in accordance with a particular layout." NAQVI WO, p. 2 - "That is, when a user uses certain search engines for conducting a search, the user will be shown advertisements while

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	doing the searching. These advertisements are sometimes referred to as "banner" advertisements because they simulate a banner that the user sees as the user is traveling down a "road" on the computer network. These advertisements are typically tied to a particular search page that the user encounters during the search. The current state of the art is such that when the user uses a search engine, a randomly selected advertisement is shown as if it is part of the search page. For example, the user may enter a search request to see a home page on cooking and, as a part of that page, the existing systems might display an advertisement about cars. This is a problem, of course, because there is no connection made between the content of the advertisements or the message of the advertisements and what the user is actually searching." NAQVI WO, p. 3 – "It is a further object of the present invention to provide a method and system for advertising on a computer network in which advertisements are more focused and targeted, for example, by user queries and user profiles, including the past history of the user's interactions with the system." NAQVI WO, p. 4 – "The present invention provides a new process and system for online advertising. This new process will be referred to throughout this application as query-based advertising ("QBA"). In the QBA process, advertisements are primarily triggered by user queries. User queries, as 15 used herein, refer to requests from an information consumer for one or more pages of information from a computer network. As a result of a query, a user is exposed to advertisements with the present invention, i.e., the query triggers advertisements." NAQVI WO, p. 5-6 - "When the user requests a certain page or a certain topic of information, the relevant pages are retrieved from the computer network and shown to the user. The present invention, upon receiving the user's request, retrieves advertisements that are related to the user's action, dynamically mixes the advertisements with the content of the pages according to a particular layout, and displays the pages with focused, targeted advertisements as a part of the page. The advertisements can be made to satisfy a set of constraints requested by the advertiser, as well as the constraints of the publisher of the page, as further discussed below. The advertisement triggering mechanism of the present invention is not random or coincidental, but rather, is prespecified in advance. This specification will be referred to in this application as a contract. A contract specifies the marketing

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	rules that link advertisements with specific queries. For example, a diet soft drink advertisement may be shown when a user asks for a page about exercising equipment. These rules are specified by advertisers implementing the concept of "focus" or "relevance" of advertisements and help the advertisers to target a specific audience. Owners of pages specify the focus content of their pages through special tags within a page. These tags are not displayed to the information consumer; the tags are used to decide what advertisement can be shown when the page is requested by a consumer. The notion of a contract, however, goes well beyond just marketing rules. First of all, the advertising space on the online medium, although technically unlimited, is severely restricted by the user's attention span. Placing advertisements on the first page which constitutes the answer to a query gives the advertisements much higher probability to be seen than on later pages of the answer." NAQVI WO, p. 7-8 – "A consequence of QBA is that ads cannot be placed on pages a priori because it is the query that determines what ads are to be placed on a page. This is referred to as dynamic advertising. The query asks for a page that has a 30 focus. Ads that are resident in the system are checked to determine which ads can potentially be placed on the page in question. This decision is based on matching the focus of a page with the focus of the ad. When not all matching ads can be placed on a page because of space limitations, the contract enforcement feature of the present invention ensures that the ads that are placed on the page are 5 consistent with the contracts signed by the system with the advertiser." NAQVI WO, p. 9 – "In summary, the present invention provides a system and method for advertising on a computer network, comprising a server containing a plurality of advertisements, means for electronically connecting the server to a computer network, and means for selecting and 15 retrieving an advertisement from the server in response to a query entered on the network. The selecting means comprises means for ensuring that a selected advertisement is relevant to the query. A mixer means is provided for combining a retrieved advertisement with a content page 20 returned by the computer network in response to the query. The mixer means comprises a layout manager means for computing an optimum layout of a combined page containing the retrieved advertisement and the content page. The

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	mixer means also comprises a typography manager means for 25 detecting special tags and HTML rules in the content page and for determining which part of the content page the selected advertisement can be displayed on. The content page is provided by a home page dispatcher, a search engine, or a generic HTML content provider in response to 30 the query." NAQVI WO, p. 24-25 - In using a yellow page publisher there are two broad 20 distinctions for a query. A client may be asking for a certain category of listings, or the client may be asking for a particular vendor. For example, the user could ask for car dealers in Morristown, NJ (i.e., a category of listings), or the user could ask for Morristown BMW located 25 on South Street in Morristown, NJ (i.e., a particular vendor) . The system determines which of the two types of queries or searches the user has made, as illustrated by box 32 in Fig. 2. If the query is for a certain category, the process will go to the left hand side of the flow chart 30 of Fig. 2, and if the query is for a certain vendor, the process will go to the right hand side of the flow chart of Fig. 2. The left hand side of the flow chart will be explained first. After determining the type of query, the category search engine 33 next determines which category best fits 5 the user's request. The user may have asked for "car," but the category in the yellow page provider's index may in fact say "automobile." Or, the user may have asked for "spectacles," and the category in the yellow page provider may be called "optician." The matching of these variations 10 of terms is performed by the category search engine 33. Once it has been determined which category the user's request falls into, the advertisement selection process comes into play with the ad selector 34. The ad selector 34 determines what advertisements are best suited to be 15 mixed in with what the user has requested. The content from the category search engine 33 and the ad(s) from the ad selector 34 are then given to a mixer 35. The mixer 35 functions to mix the content coming from the search engine with the ad(s) selected by the ad selector 34. The result 20 is the creation of a page that is of interest to the user. If the user's category was about cars, at this point

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	the ad selector 34 would have presumably found advertisements related to cars and displayed these ads at step 36 to the user. The user at this point can select one or more of the listed or advertised car dealers. This again results in more advertisements being selected by the ad selector 34, as well as the accessing of a vendor search engine 37 provided by the yellow page publisher, and a new page being shown to the user." NAQVI WO, p. 32-33 – "Referring to Fig. 6, a process flow of the mixer and ad selector will be described. The purpose of the mixer 35 (as previously described in reference to Fig. 2) is to take publishers' content and advertisements and combine them 15 together so that the content and the advertisements are mixed on the same page. In Fig. 6, the mixer 35 is shown receiving two inputs from the publishers: data 50 (which is the content) and EHTML 61 (which contains the special tags). The layout 20 manager 10 and parser 60 both form a part of the mixer 35. The data 50 is input to the layout manager 10, and the E_HTML 61 is input to the E_HTML parser 60, as previously discussed. Both of these sub-modules then determine where the advertisements can be placed on the publisher's page. 25 The advertisement list is then input from the ad selector 34. The ad selector 34 receives a focus input 43, retrieves relevant ads (step 70), and creates the advertisement list using the prime space manager 20 (step 71). These advertisements are then placed in the parser 60 30 and the layout manager 10 (step 72), as described above. The mixer 35 then logs all the essential billing and other user information (step 73) for keeping track of the system's placement of an advertiser's ad. At this point, a refresh tag is inserted (step 74) and the system outputs an HTML page (step 75)." NAQVI WO, p. 39-40 - "Referring to Fig. 10, the flow of an ad placement process 110 according to the present invention will be described. The purpose of ad placement is to allow advertisers to enter their advertisements into the system. For entering an ad, the system provides a screen that is shown to the user asking whether the user wants to enter an ad. If the user indicates yes by clicking on that 20 particular choice, the system enters the start 111 of the

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	ad placement mode. At this point the system asks the user for the focus (step 112). The advertiser may say, for example, that he is in the car business, the car washing business, or that he is a physician, a lawyer or whatever 25 other category name that he wants to give. The user is also asked for an advertisement name at step 112. This is just a name for future reference. The purpose of the focus in step 112, as discussed above, is to prevent an advertisement from being shown that 30 is not relevant to the query at hand. The system of the present invention always shows advertisements that are relevant to what the user has asked for. Therefore, it is of paramount importance that the system know the context of the ad. Thus, when the advertiser places an ad, the system establishes the focus." NAQVI WO at Claim 3, 8, 9 Figures 1, 2, 7, 8A, 8B, 10, 11 (and associated text)
BULL	BULL at Col. 4 - "Along with displays, including those for data entry, searches, search results, information retrieval, the user will be presented with advertisements and/or coupons based on criteria entered by advertisers. This criteria may take the form of simple logic, linking an ad/coupon with a display or be derived from complex software text search agents that analyze one or more of the following: The user's looking pattern, the user's psychographic profile, the user's personal profile, the availability of the advertiser's/couponer's goods or services at the instant in time that the criteria is being exercised. The placement of the ad/coupon will be logged along with user profile information and provided to the advertiser/couponer in some form of report." BULL at Col. 4 - "III. Software Agent Advertising Insertion. Currently, advertisements in WWW pages are tightly tied to each page, are inserted based on keywords or on a psychographic profile of the user. Certain criteria will be entered which delineates a pattern that is requested to be monitored. When this pattern is seen or is in close match) in the user's WWW activity, the insertion mechanism is activated. If a certain web page is requested, the present invention will display a particular advertisement. The ad will be inserted based on the content of the existing web page being read. An analysis of the text stream of the user's interactive session will be performed

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	on-line. For instance, if the user accesses web pages for Holiday Inns on the West Coast, the insertion mechanism could be established to automatically insert ads for Hilton Inns on the West Coast." BULL at Cols. 6-7 – "Initial Setup for Advertisers and Lead Generation Advertisers: Advertisers, using a user access system 100 enter criteria that should met for an advertisement/coupon placement. These criteria are in the form of the complex software text search agents described above. This includes a match "threshold." When this threshold is met or exceeded, an ad/coupon will be appended to a system session. Statistical analysis known as clustering is used to evaluate the data. The ad/coupon may be resident on the user access system 100, an advertiser's computer system (400 . . . N) or stored in the Advertising DataStore 250. Additionally, the Advertiser may include conditional criteria for ad/coupon place ment (available inventory, in stock levels, excess capacity, etc.). This criteria is referenced when the "threshold" is met and if satisfactory, the ad/coupon is appended. This criteria may be tested against data input through the user access system 100, data on the advertising datastore 250 or data on the advertiser's computer system (400 . . . N). Additionally, advertisers can input World Wide Web referential information (hot links) to be displayed with ads/coupons or on geographic map displays. These are stored on the adver tising datastore 250" BULL at Col. 10 – "233 Ad/Coupon Insertion Agents These are complex software text search patterns that when matched within the text being reviewed within a given session, cause an advertisement/coupon to be added into the display. These can be direct insertion or conditioned from criteria on the Advertiser's Computer Systems (400 . . . N) and/or the user's profile from the user profile datastore 210" BULL at Col. 12 – "296 Ad/Coupon Insertion System This looks at the current display requested by the user with a Ad/Coupon Insertion Agent 233, determines which ads should be placed (or rotated) and makes the placement (or establishes the rotation)." BULL at Col. 12 – "Certain criteria will be entered which delineates a pattern that is requested to be monitored. When this pattern is seen (or is in close match) in the user's WWW activity, the insertion

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	mechanism is activated. If a certain web page is requested, the present invention will display a particular advertisement. The ad will be inserted based on the content of the existing web page being read. An analysis of the text stream of the user's interactive session will be performed online. When certain text patterns are observed (or close matches are observed), an advertisement is inserted into the display. The advertising may be static or connected to the adver tiser's computer datastore which designates specific ads or coupons based on the pattern match and other conditions which may be required. The software agent criteria is entered by the merchant in the agent data store 230 which delineates a pattern that needs to be monitored. As an example, if the user accesses web pages for "Holiday Inns on the West Coast", the insertion mechanism Would be established to automatically insert ads for "Hilton Inns on the West Coast."" BULL at Figs. 1 - 7 (and associated text)
SUBMIT-IT	TECHCRUNCH[11] at 2-3 - "But we weren't the first to appreciate the true value of search. Submit-It, founded a few years earlier in a dorm room by Scott Banister, helped website owners submit their URLs to multiple search engines and directories. Banister saw how badly his customers wanted to secure placement on search results. In 1996, he brilliantly conceived an idea he called "Keywords": to sell search listings based on pay-for-placement bidding – more or less the same as today's AdWords. Banister began pitching the idea to anybody who would listen to him, including, among others, Bill Gross of IdeaLab, and the principals of LinkExchange: Tony Hsieh, Sanjay Madan, and me."
HEALTHGATE	HEALTHGATE.COM[12] - "Due to our aggressive pricing and volume discount plans, the actual cost per thousand (CPM) impressions may vary. Our Keyword Plan gives you the ability to ensure that your ad will be displayed whenever a user enters your pre-defined keyword."
INFOSEEK	PRNEWS at 1: "It is possible for a company to buy its own name or an

[11] TECHCRUNCH shall refer to Ali Partovi, "Bubble Blinders: The Untold Story of the Search Business Model," posted Aug. 29, 2010

[12] HEALTHGATE.COM will refer to the HealthGate.com website at the webpage currently available at https://web.archive.org/web/19961105192255/http:/www.healthgate.com/HealthGate/product/sponsorship.html

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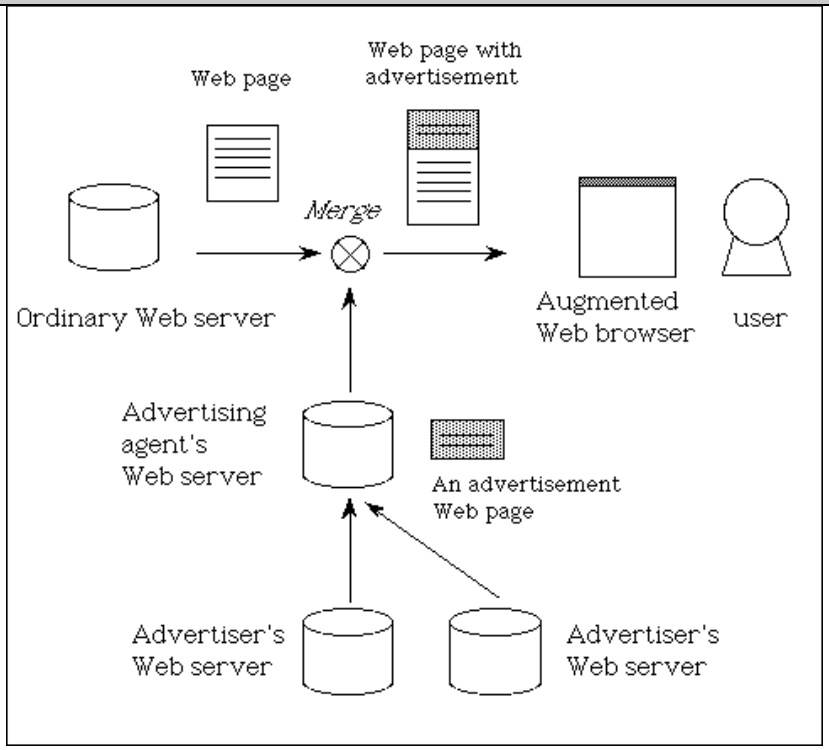
	ad to ensure it is listed at the top of a search results page); ("WebCrawler, Lycos and InfoSeek offer advertisement banner links, however Alta Vista's product is still in beta-test.") FROOK at 1: "These advertisements work by delivering a sales pitch along with the results of a key-word search on a search engine. For example, a user searching under the subject "cars" might receive a Web ad for Genetal Motors Corp. or Chrysler Corp., while a search for modems might delivervan ad for online computer superstore NECX Direct."
OPEN TEXT INDEX	CNET - "Open Text is offering to help those publishers by allowing them premium slots in its search engine without requiring them to buy more expensive advertising banners. Under the company's Preferred Listing [http://www.opentext.com/omw/preferred_c.html] service, a merchant that sells personal computers online, for example, could ensure that its Web site appears as the top listing in searches for the terms *PC* and *computer.*" FAIN - "Paid search reconciled this dilemma by tying the search engine's revenue to the act of transferring the user to an advertiser's site. In 1996, the search engine Open Text briefly offered ***preferred listings,*** in which sites would pay to be inserted into the search result set for particular keywords."
PR NEWS	PR NEWS at 1: "The general solution to avoid getting buried by others' words is to buy a 'search word,' an option introduced last year by several search engines. For example, it is possible for a company to buy its own name or an ad to ensure it is listed at the top of the search results. Time Warner could thus ensure that anyone who enters the term 'Time Warner' will see its home page or ad at the top of the search results. Charges for banner ads in search engines vary, but tend to be expensive, according to Beth Lanahan, spokesperson for one of the Web's more popular search engines, InfoSeek. Depending on Impression and specific topic, advertisements that rotate through directories range from $7,500 to $73,000 for a four-week period. Advertisements that appear only with the results of a specific key word search are a minimum of $1,000 for a four-week period. WebCrawler, Lycos and Infoseek offer advertisement banner links, however Alta Vista's product is still in beta-test."

Reference	Disclosure
KOHDA '96	KOHDA '96, §1: "An advertising agent is placed between the advertisers and the users. Advertisements fetched from advertisers' Web servers are merged with Web pages from ordinary Web servers by the agent, and the merged pages are displayed on the users' Web browser. Thus, the users see advertisements on any server around on the Internet. Moreover the agent has chances to deliver appropriate advertisements which suit each user's taste." *Id*., §2.1: "First of all, the advertising agent company makes a contract with advertiser companies. Remark that ordinary users can become advertisers or advertising agents if they are ready to pay for it, but we use the word, company, to make the explanation brief. The agent company is responsible for delivering advertisements to users. The advertisements are stored on the agent's Web server." *Id*., §2.2: "When a user clicks an anchor on a page displayed on the browser, the browser contacts the Web server and returns a Web page designated by the anchor. Simultaneously, the browser contacts the advertising agent's Web server. The agent's Web server returns a Web page of one of its advertisements. Then the browser merges those returned Web pages, and displays a composite page on the screen." *Id*., §2.2: "Note that the agent is aware of the identity of the user and which page the user is about to read on the browser, so the advertising agent can tailor advertisements for *individuals and their current interests*. Thus it prevents the user from having to see advertisements that are unrelated to their current interests." *Id*., §3.2: "The filter keeps in memory the contact path (URL) to the agent's Web server. When it is invoked, it forwards the invocation parameters passed from the browser to the agent's Web server, and waits for a reply. Then, the agent's Web server returns one of its advertisements or other useful information. The filter merges the reply from the agent's Web server before the input from the pipe, i.e., Web pages from other Web servers." Fig. 2:

Reference	Disclosure
	 

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KOHDA '853	KOHDA '853 at 38:30-35: "the advertising information server provides the advertising information automatically based upon the retrieval condition data, wherein another predetermined tag is added to the provided condition data to retrieve advertising information, and is derived from the retrieval information." *Id*. at 23:60 to 24:7: "When the user is obtaining the information about the sales conditions of the latest automobiles, the information server 100 to obtains and analyzes the retrieval information to be obtained by the user, and recognizes that the information relates to the sales conditions of the latest automobiles.... Then, the information server 102 selects the advertising information about, for example, sports cars from a large volume of advertising information relating to automobiles, and transmits the selected information to the information retrieving apparatus 100. As a result, the advertising information in which the user may be interested can be transmitted to the user, thereby enhancing the advertising effect." *Id*. at 6:56 to 7:3: "The user inputs data for use in obtaining requested retrieved information (for example, articles from a newspaper relating to a specified item) through the input/output unit 1. Then, the information retrieving apparatus 100 obtains the retrieved information from the information retrieving server through the retrieved information obtaining unit 3, automatically obtains additional information such as advertising information from the information server through the additional information obtaining unit 4, incorporates the obtained information into the retrieved information obtained from the information converting unit 2, and outputs the result on a display unit." *Id.* at 6:13-18: "The input/output unit 1 receives data for use in obtaining retrieved information (common information) and additional information (advertising information) from the user, and outputs the retrieved information and additional information obtained from the server to the display unit." *Id*. at 13:40-43: "The information converting unit 2 incorporates the additional information stored by the additional information storage unit 44 into the retrieved information stored by the retrieved information storage unit 34." *Id*. at 17:8-10: "[T]he user obtains an output with a corresponding advertisement incorporated."

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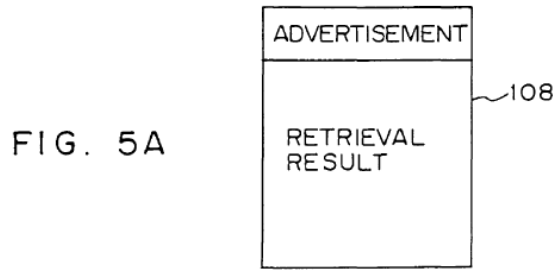
	Id. at 17:56-59: "The additional information 107, that is, advertising information is displayed at the top of the screen while the retrieved information 106 is displayed at the bottom of the screen." Figure 5a: 
	See e.g., LITTLE, p. 75: "Consumers can use computer-based searching techniques to quickly locate products and to shop for competitive prices on a single site or across many sites."
	See e.g., ADAM, p. 818 ("Electronic commerce (EC) and digital libraries (DL) are two increasingly important areas of computer and information sciences, with different user requirements but similar infrastructure requirements. . . . An EC/DL system is characterized as a collection of distributed autonomous sites (servers) that work together to give the consumer the appearance of a single cohesive collection."); *id.*, p. 821 ("From an EC perspective, consumers seek to find products and services at low cost using language and terminology they are most familiar with. The unique challenges for EC include: create mechanisms to allow buyers to locate products and services with specific characteristics and to allow sellers to locate potential buyers with specific traits (matchmaking services); and provide secure bidding and negotiation systems with which a buyer can solicit bids and receive quotes.")
Business Briefcase refers to *Business Briefcase*, The Boston Herald (Dec. 19, 1996). (BUSINESS BRIEFCASE)	*See e.g.,* BUSINESS BRIEFCASE, p. 1 ("Digital Equipment Corp. of Maynard said yesterday it had sold rights to advertise on its popular AltaVista Internet search engine to DoubleClick Inc., a Net ad network. The deal lets DoubleClick sell display space on selected AltaVista pages. Financial details were not disclosed.")
DoubleClick Named Advertising Sales and Distribution Partner for AltaVista Search Site; Leading Internet Ad Network Teams with	*See e.g.,* ALTAVISTA, p. 1 ("In a move that will provide online advertisers access to its leading Internet search engine, Digital Equipment Corporation's (NYSE: DEC) AltaVista Internet Software subsidiary has signed an agreement with DoubleClick, Inc., the premier Internet advertising network. The agreement grants DoubleClick rights to market display ad banners on selected AltaVista

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Net's Largest Search Engine, PR Newswire (Dec. 18, 1996). (ALTAVISTA)	Search pages, as well as create sponsorship opportunities for major advertisers. The agreement is effective immediately. Details were not disclosed. 'We continuously strive to enhance the effectiveness and value of our service,' said Ilene H. Lang, president and CEO of AltaVista Internet Software, Inc. 'By partnering with DoubleClick, we can now provide an informative advertising service to our millions of users without compromising search performance. DoubleClick's leadership technology for targeting and delivering ads will allow AltaVista Search to maintain sub-second response times for user queries, to present highly relevant advertisements in response to selected queries, and to participate in a growing revenue opportunity.' 'AltaVista Search is an unparalleled Internet service,' states Kevin O'Connor, president and CEO of DoubleClick. 'We're extremely proud that DoubleClick has met AltaVista's high standards for performance and service, and that they've chosen us as their advertising partner. Working together, we have created a 'no compromise' service which benefits AltaVista Search's widely respected professional user base as well as on-line advertisers of all industries.'"
FLYNN	*See e.g.*, FLYNN, p. 2 ("Yahoo!, for example, uses [NetGravity's] AdServer . . . AdServer offers Yahoo! several features for targeting ads to specific visitors. For starters, when a visitor to the Yahoo! site conducts a search by inputting a keyword, advertising related to that keyword appear on the screen. A visitor might, for example, conduct a search for Web pages related to cars. The server would then display an ad related to cars when it displays the results of the query."
MEEKER	MEEKER at 1-9: "Other advantages for advertisers include: parallel delivery of an ad with the content a user is searching for, like a billboard for a restaurant along a highway (in TV, advertisements are delivered serially with content)." *Id.* at 6-2: "Each time the page is downloaded by a user, a designated space on the page (in the example in Figure 6-1, a rectangle across the top) is automatically filled with a banner. The method by which a site determines which ad to put into which download may depend on agreements or contracts with advertisers, the capability of the technology involved, the demographics of the user, and other factors." *Id.* at 6-6: "Search engines, by definition, use text input by users to conduct searches of relevant content on the Web. Since advertisements are displayed along with the search results, these companies allow advertisers to buy "key words," which display the advertiser's banner when a user searches for the word purchased. It follows that the word or words purchased are generally related in some way to the advertiser's products or services. Infoseek and

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	Yahoo! charge $1,000 per month per keyword, and based on a target of 20,000 impressions, this would yield a CPM of $50. For example, Figure 6-3 shows how the results of a search for the word "router" yielded a typical list of sites but also netted an advertisement for Cabletron Systems (a maker of switches, considered an alternative to routers). In fact, any time this word was searched for, the same ad came up. A search for "hub" consistently resulted in a different ad for the same company. (Yes, we searched for "beer," and each time we got a Miller Genuine Draft ad)."
PHILLIPS BUSINESS	PHILLIPS BUSINESS at 1: "Another approach to selling ads is through leasing key search words. Advertisers can purchase the rights to a key word not necessarily one derived from their own products. If a search term matches a key word, their ad will be placed. Lycos Marketing Manager Sarah Garnsey said users who enter the key word "Windows" on the Lycos engine, for example, will see an ad for IBM. She added that AT&T {T} once owned the key word "telephone."
DEDRICK 1995	*See e.g.*, DEDRICK 1995, p. 44-45 ("A hyptertext linking (hot-link) capability is a very important feature in electronic ads. Elements can contain hypertext link attributes embedded by the electronic ad's author during element creation. This hypertext link capability allows the advertiser to change an element, and thus the ad, dynamically at any time. This dynamic upgrade-ability is gained by enabling the hypertext link to point across the content distribution network to elements residing on remote servers. These elements can contain actual advertising content, or they might themselves be hypertext links pointing to other elements. Invocation of a hypertext link might be the result of a process-triggered function or consumer interaction (such as a consumer clicking on a hot spot in a graphic or digital video clip within an electronic ad.) Hypertext links within regular electronic content might also point to related electronic advertising elements. For example, if an author publishes an article electronically, the author could insert a hot spot into the article that, when selected by the consumer, will point to a related electronic ad. By selecting the hot spot, the consumer triggers the ad to be downloaded to the local consumption device."); *id.*, p. 45 ("Other profile data might include key words and other variables used by consumption agents for finding both electronic content and electronic ads that have a certain 'hit rate' when matched against a consumer's profile."); *id.*, p. 46 ("As personal consumption profiles become more robust, consumers might begin to see ads focusing on their favorite subjects, presented primarily in their favorite colors, sizes and shapes. Also, their agents might report the availability of electronic content and ads matching their personal profiles.")
GALLAGHER	*See e.g.,* GALLAGHER, p. 3 ("As of August 1996, both Yahoo! and

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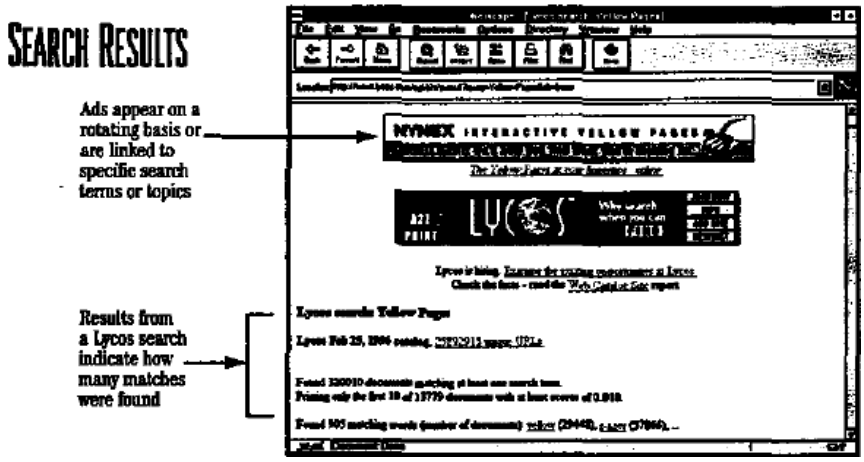
	Excite offered advertisers three options: general rotation, geographic or content targeting, and keyword-based targeting. . . . The third option, keyword-based targeting makes greater use of the targeting potential of information services. A company can buy keywords so that whenever a user enters one of those keywords during a search, s/he will be exposed to the company's banner advertisement. This ensures that that the banner advertisement is presented only to people with a demonstrated interest in the area. For instance, a marketer of golf equipment might buy the keyword 'golf.' Every time a user enters "golf" in a search, a banner advertisement for the equipment would appear."); *id.*, Appendix 2
NETGRAVITY ADSERVER CHOSEN BY GNN	*See e.g.,* NETGRAVITY ADSERVER CHOSEN BY GNN ("NetGravity, the leader in Internet advertising technology, today announced GNN, a service of America Online Inc., will take advantage of the NetGravity AdServer technology for WebCrawler. . . . This allows GNN to . . . dynamically deliver targeted ads. . . . Now, through NetGravity's relationship with I/Pro, Web sites will be able to develop and place advertising much more effectively using management tools with demographic profiles for targeted ad placement.")
Lycos, Inc. Registration Statement No. 333-354, dated April 3, 1996 ("LYCOS PROSPECUS"), produced at GOOG-WRD-00872476-GOOG-WRD-00872549	*See* LYCOS PROSPECTUS at GOOG-WRD-00872477:  *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872499: Catalogs, directories and reviews also offer content providers and advertisers the opportunity to make their information more easily accessible. By enabling access to and filtering of information on the Web, catalogs, directories and reviews are increasingly functioning as conduits between millions of Internet users and the wealth of Internet resources.

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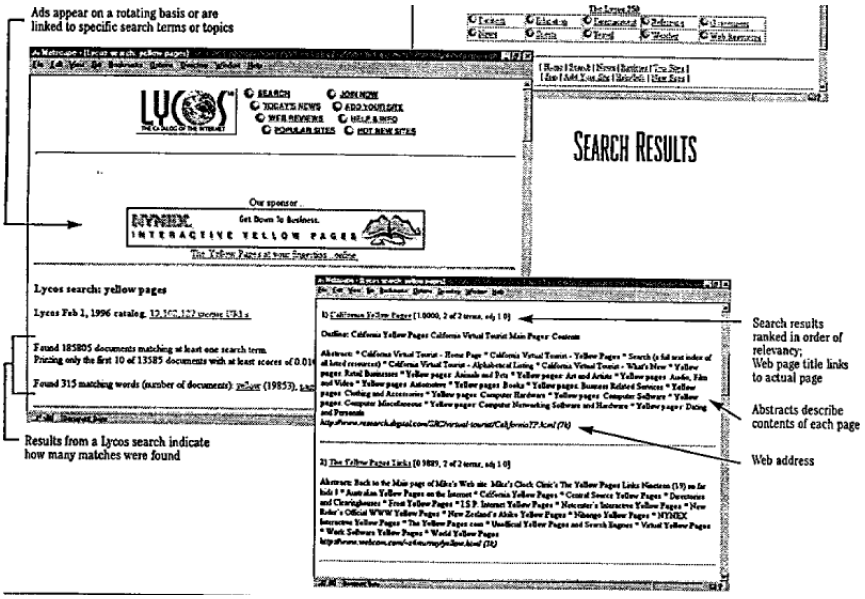
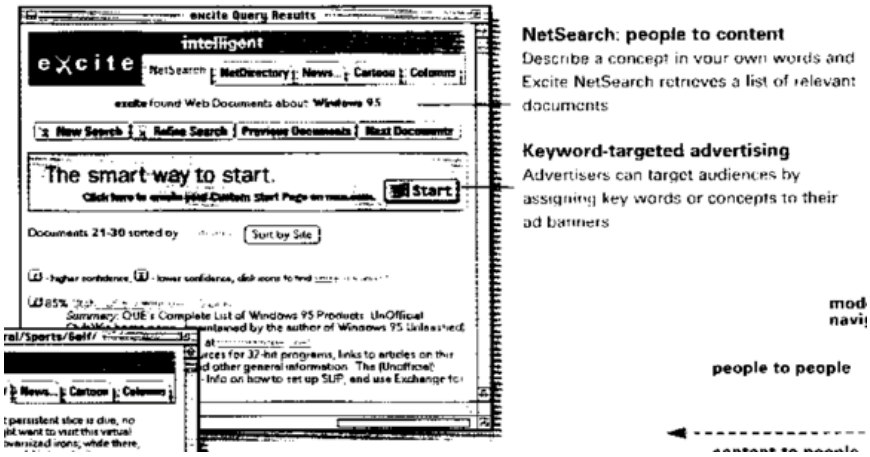
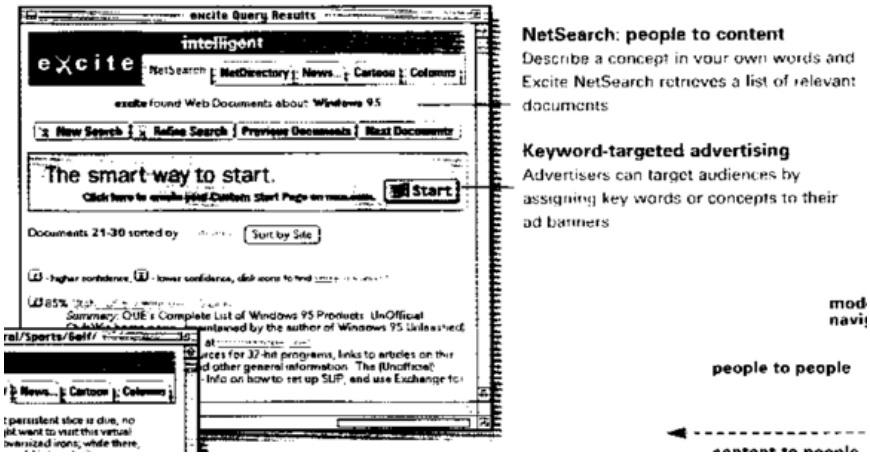
	Id. at GOOG-WRD-00872500: ***Provide a One-Stop Information Source.*** The Company seeks to provide viewers with a one-stop information destination for identifying, selecting and accessing resources and information on the Web. The Company has recently integrated its catalog, directory and review product offerings such that viewers have access to all of the Company's products and services from any of the Company's sites. The Company intends to further integrate its three product offerings, enabling the user to conduct a comprehensive Web search with the results displaying the contents of the Lycos Catalog along with an icon providing a link to any relevant categories within the a2z Directory and any applicable Point Reviews rating and review of the site. *Id.* at GOOG-WRD-00872501: ***Relevancy.*** Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enable the Lycos Catalog to deliver more relevant search results. *Id.* at GOOG-WRD-00872502: ***The Lycos Catalog*** The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of February 29, 1996, the Lycos Catalog had indexed over 25 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is *www.lycos.com*.
Lycos, Inc. Form S-1 Registration Statement, dated February 14, 1996 ("LYCOS S-1"), produced at GOOG-WRD-00872550-GOOG-WRD-00872923	*See* LYCOS S-1 at GOOG-WRD-00872554:  *Id.* at GOOG-WRD-00872558:

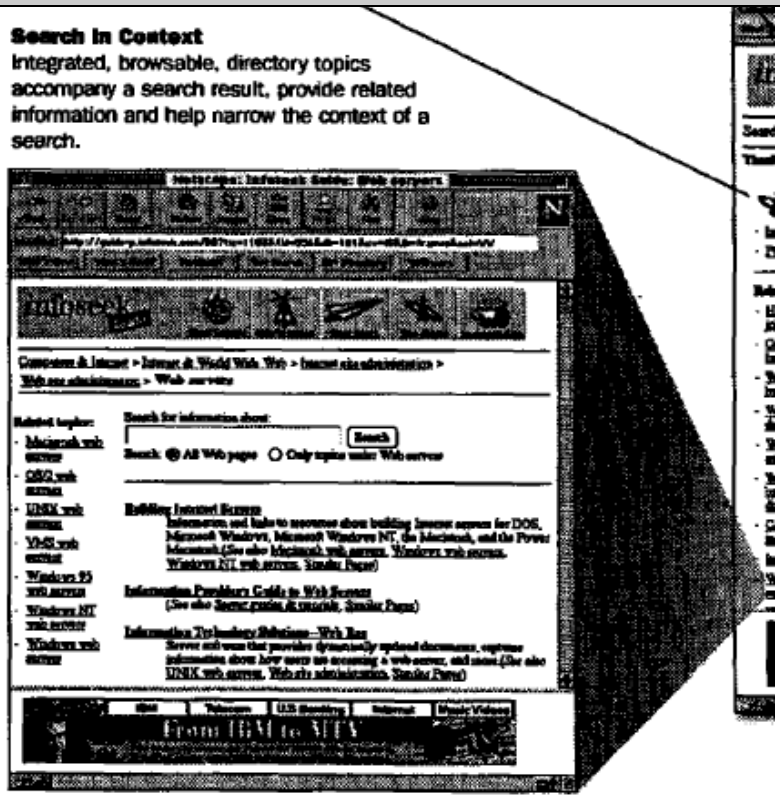
Reference	Disclosure
	Competition. The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, *Id.* at GOOG-WRD-00872575: Catalogs, directories and reviews also offer content providers and advertisers the opportunity to make their information more easily accessible. By enabling access to and filtering of information on the Web, catalogs, directories and reviews are increasingly functioning as conduits between millions of Internet users and the wealth of Internet resources. *Id.* at GOOG-WRD-00872576: *Provide a One-Stop Information Source.* The Company seeks to provide viewers with a one-stop information destination for identifying, selecting and accessing resources and information on the Web. The Company intends to integrate its catalog, directory and review product offerings, enabling the user to conduct a comprehensive Web search with the results displaying the contents of the Lycos Catalog along with an icon providing a link to any relevant categories within the A2Z Directory and any applicable Point Reviews rating and review of the site. *Id.* at GOOG-WRD-00872577: *Relevancy.* Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enables the Lycos Catalog to deliver more relevant search results. *Id.* at GOOG-WRD-00872578: *The Lycos Catalog* The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of January 31, 1996, the Lycos Catalog had indexed over 19 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is *www.lycos.com*.

Reference	Disclosure
Excite, Inc. SB-2 Registration Statement No. 333-2328-LA, March 11, 1996 ("Excite SB-2") produced at GOOG-WRD-00872006-GOOG-WRD-00872094	 Id. at GOOG-WRD-00872010. **Intense Competition** The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00872017-18.

Reference	Disclosure
	The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs: *General Rotation.* The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers. *City.Net and Regional Excite.* The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages. *Keywords.* The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when *Windows '95* is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising. Id. at GOOG-WRD-00872044. Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business. Advertising is sold primarily through a combination of a small direct sales force and an advertising sales agency. The Company's direct sales operation currently consists of two individuals, both experienced in selling Internet advertising, who are based in San Francisco and New York. To supplement its internal sales force, the Company has retained the services of Double Click, of Mountain View, California, an advertising sales agency specializing in interactive advertising placement. The Company has only a limited number of sales and marketing personnel at the present time. See "Risk Factors — Limited Sales Force; Evolving Distribution Channels." Id.
Excite, Inc. Prospectus, dated April 3, 1996 ("Excite Prospectus") produced at GOOG-WRD-00871928-GOOGL-WRD-00872005	 Id. at GOOG-WRD-00871930.

Reference	Disclosure
	Intense Competition The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition. Id. at GOOG-WRD-00871937-38. The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs: *General Rotation*. The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers. *City.Net and Regional Excite*. The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages. *Keywords*. The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when *Windows* '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising. Id. at GOOG-WRD-00871964.

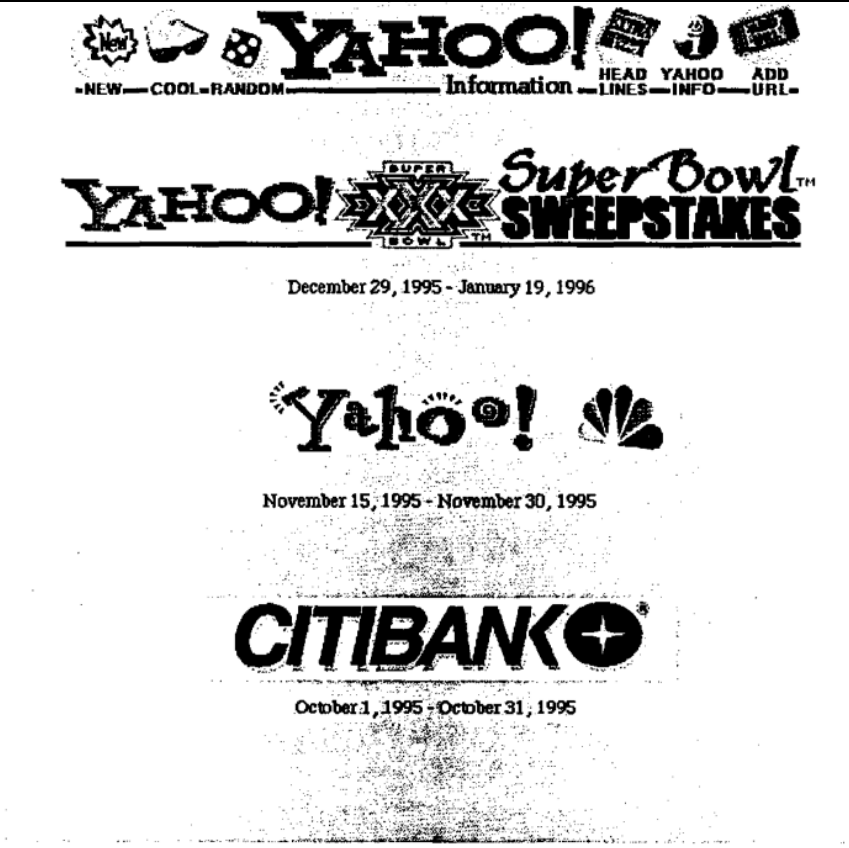
Reference	Disclosure
	Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business. Advertising is sold primarily through a combination of a small direct sales force and an advertising sales agency. The Company's direct sales operation currently consists of two individuals, both experienced in selling Internet advertising, who are based in San Francisco and New York. To supplement its internal sales force, the Company has retained the services of Double Click, of Mountain View, California, an advertising sales agency specializing in interactive advertising placement. The Company has only a limited number of sales and marketing personnel at the present time. See "Risk Factors — Limited Sales Force; Evolving Distribution Channels." Id.
InfoSeek Corporation S-1 Registration Statement No. 333-4142, Amendment No. 1, dated May 3, 1996 ("InfoSeek S-1") produced at GOOG-WRD-00872371-GOOG-WRD-00872464	 Infoseek's primary service offering, *Infoseek Guide*, assists users in navigating the Internet, providing fast and relevant search results for free. *Infoseek Guide's* Search-in-Context approach integrates search and directory functions, providing not only specific responses to user queries, but also direct links in real-time to a personalized environment of relevant and related content and information. InfoSeek S-1 at GOOG-WRD-00872375.

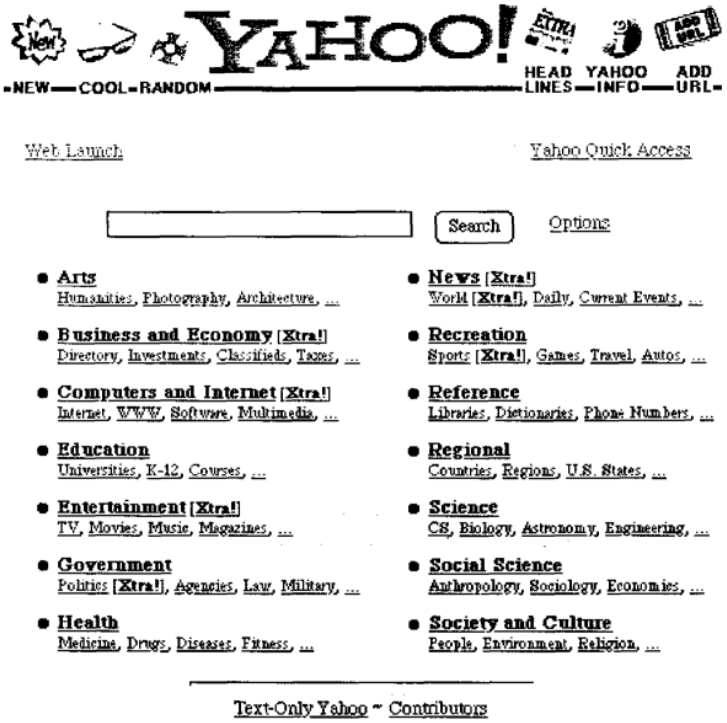
Reference	Disclosure
	Search in Context Integrated, browsable, directory topics accompany a search result, provide related information and help narrow the context of a search.  Id.
	Advertising in Context Advertisers reach highly targeted audiences. Currently over 120 advertisers including: ***Adaptec*** ***Nissan*** ***Discovery Channel*** ***IBM*** ***c|net*** ***Marketplace MCI*** ***Cathay Pacific*** ***AT&T*** ***Internet Shopping Network*** ***Intel*** ***Netscape*** ***Roguewave Software*** ***GTE*** ***NYNEX*** ***Hearst New Media*** ***Swatch*** ***SportsLine*** ***Freeride Media*** ***Starwave*** ***Microsoft*** Id. at GOOG-WRD-00872376.
	The Company believes that *Infoseek Guide* is also differentiated through its design, which integrates the capabilities of a search engine and a directory to combine specific responses to search queries with communities of related Web, USENET and branded third party content and targeted, related advertising. By creating communities of context-specific information in real-time for users, *Infoseek Guide* addresses the needs of consumers for relevant and related information, enables content providers to reach interested audiences, and allows advertisers to deliver advertisements to a target group of potential buyers. Id. at GOOG-WRD-00872378.

Reference	Disclosure
	With every search on *Infoseek Guide*, the consumer receives some or all of the following: specific and relevant Web site listings in response to the query, a directory of other related Web sites, related and appropriate advertising, unique editorials on related subjects by well-known third party content providers, links to relevant discussion groups and other resources. For example, a user who enters the query "rock music concerts in San Francisco" would find not only a listing of relevant Web pages, but would also find a link to the Billboard Online section of the *iZone* (a third-party sponsored editorial feature related to popular music) and a directory of related topics including regional music, alternative music, music stores, and jazz that would be linked to other related Web sites. The user may also see advertising appropriate to the user's interests in rock music. The Company believes that the creation of real-time content enhances a user's Internet experience by immediately linking the user to an environment of relevant and related content and information. Id. at GOOG-WRD-00872403. Infoseek's services provide advertisers with an increased ability to undertake measurable, targeted, cost-effective and interactive advertising on the Internet. The Company's services provide advertisers with the flexibility to target the mass audience of the Internet by advertising on the Company's general search pages, to target special interest groups by placing advertisements on directory pages, or, to narrowcast advertisements to specific audiences by placing advertising only when the user's query contains a specific word that has been designated as a key word for a particular advertiser. The Company believes that each of these types of advertising can provide significant value to advertisers. While larger, mass market campaigns increase brand awareness, narrower campaigns through directory ads or keyword ads provide opportunities to engage in high response, product specific advertising. The Company is also actively exploring new technologies Id. at GOOG-WRD-00872404. *Create Innovative Solutions for Advertisers.* The Company seeks to provide advertisers with innovative solutions to effectively reach their target audiences through the Internet. The Company currently offers a broad range of customized alternatives for advertisers, providing advertisers with the flexibility to target mass audiences or specific communities, or link advertisements to keyword searches. In addition, the Company is actively exploring new technologies which will enable advertisers to utilize user demographic, profile, and psychographic information. For example, the Company has entered into a letter of intent with HNC which provides that the Company and HNC will jointly develop an advertising and management system to anonymously track individual usage behavior that is based upon technology developed by HNC. The Company believes that these innovative advertising approaches, which will allow advertisers to microcast advertisements to specific user types based on sophisticated analysis of searching behavior, will significantly differentiate the Company's services. Id. at GOOG-WRD-00872404-05. *Advertising Management* Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate *Infoseek Guide* Web pages. Infoseek's advertising management systems are capable of presenting in real-time advertising that corresponds to a user's inquiry. If certain key words have been purchased by more than one advertiser, the system automatically determines which advertisement is displayed based upon the number of impressions under contract and delivered to date. As part of the Company's proprietary advertising management system, Infoseek also maintains a database that tracks the number of searches of each word queried by Infoseek users, the number of browses through each Directory category and the number of impressions of each advertisement. This system assists the Company in estimating the number of expected impressions of specific advertisement options marketed by the Company or otherwise sought by advertisers. Id. at GOOG-WRD-00872409-10. *Advertising Products and Pricing* The Company offers advertisers four main advertising options that may be purchased individually or in packages: general rotation, topic pages, keyword and special placement. These options all contain hypertext links to the advertiser's home page. To date, most of Infoseek's contracts with advertisers have terms of three months or less.

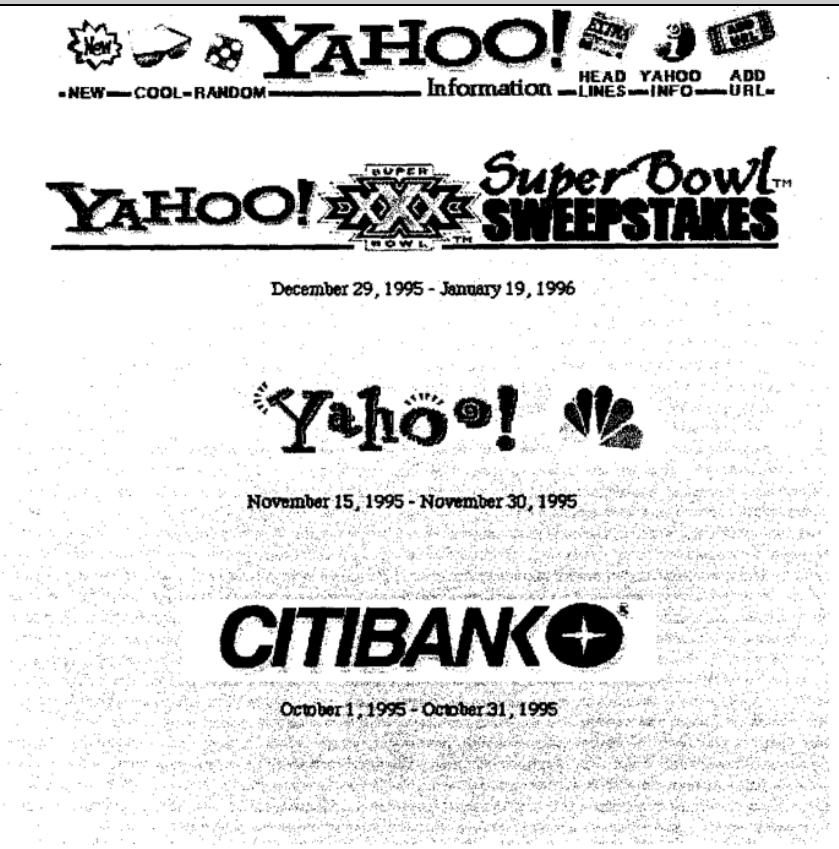
Reference	Disclosure
	Id. at GOOG-WRD-00872410. *Keyword:* Keyword advertisements are displayed when an Infoseek user's search contains a particular keyword selected by the advertiser. This option offers the advertiser a highly targeted, self-selected audience. Through its proprietary advertising management system, the Company tracks every word that is queried by Infoseek users. From it, the Company has identified approximately 200 keywords that are most frequently queried by Infoseek users and requested by advertisers. The current four week CPM for a keyword is $50, with a $1,000 minimum. Id. at GOOG-WRD-00872411. A number of companies offer competitive products and services addressing certain of the Company's target markets. These companies include America Online, Digital Equipment Corporation, Excite, Inc., Lycos, Inc., The McKinley Group, Open Text Corporation, CompuServe, Prodigy and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software, including Netscape and Microsoft, online services and other providers of other Internet products and services who elect to incorporate their own search and retrieval features into their offerings. Id. at GOOG-WRD-00872413.
Yahoo Prospectus Registration Statement No. 333-2142, dated April 12, 1996 ("Yahoo Prospectus") produced at GOOG-WRD-00874251-GOOG-WRD-00874328	Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web.  Web Launch ~ Click Here for Our Promotions! ~ Yahoo Quick Access Search Options • **Arts** Humanities, Photography, Architecture, ... • **Business and Economy [Xtra!]** Directory, Investments, Classifieds, Taxes, ... • **Computers and Internet [Xtra!]** Internet, WWW, Software, Multimedia, ... • **Education** Universities, K-12, Courses, ... • **Entertainment [Xtra!]** TV, Movies, Music, Magazines, ... • **Government** Politics [Xtra!], Agencies, Law, Military, ... • **Health** Medicine, Drugs, Diseases, Fitness, ... • **News [Xtra!]** World [Xtra!], Daily, Current Events, ... • **Recreation** Sports [Xtra!], Games, Travel, Autos, ... • **Reference** Libraries, Dictionaries, Phone Numbers, ... • **Regional** Countries, Regions, U.S. States, ... • **Science** CS, Biology, Astronomy, Engineering, ... • **Social Science** Anthropology, Sociology, Economics, ... • **Society and Culture** People, Environment, Religion, ... Text-Only Yahoo ~ Contributors Id. at GOOG-WRD-00874252.

Reference	Disclosure
	Advertising on *Yahoo!* currently consists primarily of banner advertisements that appear on the top of directory pages within the *Yahoo!* main site. Hypertext links are embedded in each banner advertisement to provide the user with instant access to the advertiser's Web site to obtain additional information or purchase products or services.  Yahoo Prospectus at GOOG-WRD-00874253.

Reference	Disclosure
	 In addition to banner advertising on pages in *Yahoo!*, the Company offers premium positions on the home page of *Yahoo!*, which is typically used in conjunction with promotions and special events. Yahoo!'s strategy is to use these sponsorship positions for high profile promotions which may also result in additional visibility and awareness for Yahoo!. Id. at GOOG-WRD-00874254. ***Advertising Pricing*** Advertising on *Yahoo!* currently consists primarily of banner advertisements that appear on the top of directory pages within the *Yahoo!* main site. Hypertext links are embedded in each banner advertisement to provide the user with instant access to the advertiser's Web site to obtain additional information or purchase products and services. The Company's contracts with advertisers typically guarantee the advertiser a minimum number of "impressions," or times that an advertisement appears in page views downloaded by users of *Yahoo!*. The Company's standard rates for banner advertisements currently range from $0.02 to $0.05 per impression, depending upon location of the advertisement within *Yahoo!* and the extent to which the advertisement is targeted for particular context areas. The Company may provide discounts from standard rates for longer term contracts. The Company also offers context-based keyword advertising, which permits advertisers to target users based upon specified keywords that a user enters when searching within *Yahoo!*. For example, if a user enters the term "automobile" or "car", an automobile manufacturer's advertisement could appear on pages displaying the results of such a search. The Company's standard rate, for context-based keyword advertisements currently range from $0.03 to $0.06 per impression. Id. at GOOG-WRD-00874289.

Reference	Disclosure
Yahoo Form SB-2 Registration Statement No. 333-2142, dated March 7, 1996 ("Yahoo Form SB-2") produced at GOOG-WRD-00874329-GOOG-WRD-00874418	Yahoo! offers a branded Internet navigational service that is among the most widely used guides to information and discovery on the World Wide Web.  Id. at GOOG-WRD-00874332.

Reference	Disclosure
	Advertising on *Yahoo!* currently consists primarily of banner advertisements that appear on the top of directory pages within the *Yahoo!* main site. Hypertext links are embedded in each banner advertisement to provide the user with instant access to the advertiser's Web site to obtain additional information or purchase products and services.  Yahoo Form SB-2 at GOOG-WRD-00874333.

Reference	Disclosure
	 In addition to banner advertising on pages in *Yahoo!*, the Company offers premium positions on the home page of *Yahoo!*, which is typically used in conjunction with promotions and special events. Yahoo!'s strategy is to use these sponsorship positions for high profile promotions which may also result in additional visibility and awareness for Yahoo!. Id. at GOOG-WRD-00874334. ***Advertising Pricing*** Advertising on *Yahoo!* currently consists primarily of banner advertisements that appear on the top of directory pages within the *Yahoo!* main site. Hypertext links are embedded in each banner advertisement to provide the user with instant access to the advertiser's Web site to obtain additional information or purchase products and services. The Company's contracts with advertisers typically guarantee the advertiser a minimum number of "impressions," or times that an advertisement appears in page views downloaded by users of *Yahoo!*. The Company's standard rates for banner advertisements currently range from $0.02 to $0.05 per impression, depending upon location of the advertisement within *Yahoo!* and the extent to which the advertisement is targeted for particular context areas. The Company may provide discounts from standard rates for longer term contracts. The Company also offers context-based keyword advertising, which permits advertisers to target users based upon specified keywords that a user enters when searching within *Yahoo!*. For example, if a user enters the term "automobile" or "car", an automobile manufacturer's advertisement could appear on pages displaying the results of such a search. The Company's standard rate, for context-based keyword advertisements currently range from $0.03 to $0.06 per impression. Because the Internet is new and still developing as an advertising medium, it is difficult to predict the purchasing patterns of advertisers or whether the Company's current advertising model will be successful. Id. at GOOG-WRD-00874366-67.

Reference	Disclosure
Open Text Form F-1 Registration Statement No. 33-98858, dated November 1, 1995 ("Open Text Form F-1") produced at GOOG-WRD-00873727-GOOG-WRD-00873878	**The Company** Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet. Id. at GOOG-WRD-00873603. **Unproven Acceptance of the Company's Products and Services; Developing Market** Many of the Company's products or product versions have been introduced only recently. In January 1994, the Company introduced *Open Text 5*, the most recent version of its search engine software. In March 1995, the Company introduced *Latitude*, its document distribution system, and made its *Open Text Index* available on the Internet. In May 1995, the latest version of *Internet Anywhere* was released. In addition, the Company plans to release its initial integration of the *Latitude* and *Livelink* products and other new products and product versions in the near future. The Company is in the process of making the *Open Text Index* available to users of the Internet through Yahoo!, internetMCI and IBM infoMarket, and has recently begun selling advertising on the *Open Text Index* offered through the Company's Web site. See "Business—Products." The Company's success will depend in large measure upon the success of these products and services. Failure of these products and services to achieve significant market acceptance and usage would adversely affect the Company's business, operating results and financial condition. Because certain of the Company's software is newly released, there can be no assurance that, despite testing by the Company, errors will not be found in such software after release, or, if discovered, that the Company will be able to successfully correct such errors in a timely manner. If the Company is unable to successfully market its current products and services, develop new software products and services and enhancements to current products and services, correct errors on a timely basis or complete products and services currently under development, or if such new products and services or enhancements do not achieve market acceptance, the Company's business, operating results and financial condition will be materially adversely affected. Id. at GOOG-WRD-00873609. **Dependence on Internet Gateway Providers** The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into agreements with several Internet "gateways," including Yahoo! Corporation, internetMCI and IBM infoMarket (the "Gateways"), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's *Open Text Index* in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the *Open Text Index* initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Accordingly, the success of the Company is dependent to a large degree on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and may be terminated at the convenience of the other party. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial conditions. Id. at GOOG-WRD-00873612.

Reference	Disclosure
	The Open Text Strategy The Company's objective is to be the leading provider of information search, work process management and information distribution solutions to the spectrum of users of local and wide area networks and the Internet. Key elements of the Company's strategy are summarized below: • *Build Awareness of the "Open Text" Brand and Increase Internet Exposure through Alliances with Internet Gateways.* The Company believes that awareness of the Company and its software solutions will increase as Internet users are exposed to the Company's search and retrieval technology through their use of the *Open Text Index*. The Company has entered into agreements with popular Internet gateways, including Yahoo!, internetMCI and IBM infoMarket, to license its *Open Text Index* and search and retrieval technology for use with the Internet resource products offered by the Gateways. Each Gateway identifies the *Open Text Index* on the user interface when the Company's search technology is employed. The Company intends to pursue similar arrangements with other Internet gateways. • *Provide Integrated Information Search, Work Process Management and Information Distribution Solutions.* The Company intends to integrate *Latitude*, its document search and distribution product, with *Livelink*, its workflow and document management system. The Company's goal is to offer an integrated information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. • *Capitalize on Web Advertising Revenue Opportunity.* An emerging revenue opportunity for highly visible, frequently accessed Web sites is the sale of advertising space on the screen that users view when visiting a Web page. The Company has begun to sell advertising on its *Open Text Index* home page and has entered into agreements with Yahoo! and internetMCI that provide for the Company to receive a share of the advertising revenue generated by the sale of advertising space visible to the Gateway user during the course of a search for information using the *Open Text Index* through the Gateway. Id. at GOOG-WRD-00873637. The *Open Text Index* enables a user to search for terms appearing in particular elements of document structure, conduct weighted searches and search for other documents with similar content. The *Open Text Index* also provides a "results sampling" feature, which permits the user to view the searched term in context from the *Open Text Index* without being required to access the documents in which the term appears. The Company has licensed the *Open Text Index* and ongoing updates to Yahoo!, internetMCI and IBM infoMarket. The Gateways provide the *Open Text Index* to their customers as part of their Web access service. The *Open Text Index* also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an *Open Text Index* search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the *Open Text Index*. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place "billboard" advertisements on the *Open Text Index*, which are visible on a portion of the screen displaying the *Open Text Index* user interface. Also available will be "embedded" advertisements, which are presented with the other results of a search using the *Open Text Index*. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an *Open Text Index* search service on its own home page Web site at no charge to the user. The Company has begun to sell billboard advertising space on the *Open Text Index* user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. Id. at GOOG-WRD-00873642. **Gateway Agreements** The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the *Open Text 5* search engine and the *Open Text Index* for use with the Internet information resource products offered by the Gateways. The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the *Open Text Index*. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the *Open Text Index*. The internetMCI agreement also provides for monthly fees for ongoing updates of the *Open Text Index*. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers." Id. at GOOG-WRD-00873646.

Reference	Disclosure
Open Prospectus, dated January 23, 1996 ("Open Text Prospectus") produced at OT03652-3758	**The Company** Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks, Intranets and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent a suite of information management solutions addressing the needs of the spectrum of users of local and wide area networks, Intranets and the Internet. Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet. Netscape Communications Corporation ("Netscape") has agreed to list the *Open Text Index* on the Netscape Navigator under the "Net Search" button. The Company's search engine, currently marketed as *Open Text 5*, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of *Latitude*, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet. In November 1995, the Company introduced *Latitude Web Server*, a software tool kit that facilitates an organization's creation of an internal Internet-protocol network, or "Intranet," that enables users to find and retrieve information and documents available on the organization's Intranet and on other Web sites, and enables the organization to make selected documents available to the public over the Internet. The Company's workflow and document management system, *Livelink*, combines the features of an integrated document management system with workflow management and collaborative computing functions on local and wide area networks. The Company is developing *Livelink* to enable users to manage documents, establish collaborative workgroups and manage and track the progress of their work using Intranets and the Internet. The Company is also integrating *Livelink* and *Latitude Web Server* to enable users to find and retrieve information from the organization's Intranet and from other Web sites and manage the distribution of this information using Intranets and the Internet. Id. at OT03653. **Competition; New Entrants** The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to persist, increase and intensify in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets. The primary competitors of the Company's *Open Text Index* are Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Digital Equipment Corporation has recently introduced an Internet search service named Alta Vista that will compete with the *Open Text Index*. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the *Open Text Index*, are displayed on the Netscape Navigator user interface and have superior name recognition. While Netscape has agreed to list the *Open Text Index* on Netscape Navigator, this listing currently has less prominence than that of InfoSeek, and, in the future, might have less prominence than those of other search services. The Company's strategy for obtaining advertising revenues from the *Open Text Index* is dependent in part on the success of the Company's gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition. Id. at OT03662-63.

Reference	Disclosure
	Dependence on Internet Gateway Providers The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into arrangements with several Internet ''gateways,'' including Yahoo! Corporation (''Yahoo!''), networkMCI, Inc. (''internetMCI''), International Business Machines, Inc. (''IBM infoMarket'') and Netscape (collectively, the ''Gateways''), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's *Open Text Index* in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the *Open Text Index* initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Netscape has agreed to list the *Open Text Index* on the Netscape Navigator. The success of the Company is dependent, to a large degree, on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and can be terminated by the Gateways under certain circumstances. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or the termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial condition. Id. at OT03663. **Risk of Capacity Constraints and System Failure Relating to *Open Text Index*** A key element of the Company's marketing strategy and promotional efforts is its use of the *Open Text Index*, which the Company makes available at no charge to users of the Internet, as a highly visible demonstration of the capabilities of the Company's search engine software. Accordingly, the performance of the *Open Text Index* is critical to the Company's reputation, the success of its relationships with Internet gateways and its ability to attract advertisers to the *Open Text Index*. Any system failure that causes interruptions in the availability or speed of the Company's *Open Text Index* could have a material adverse effect on the Company. An increase in the volume of searches conducted using the *Open Text Index* could strain the capacity of the Company's search engine or the hardware deployed at the *Open Text Index*, which could lead to slower response times or even a complete system failure. The *Open Text Index* has experienced brief periods of service interruption, normally associated with implementation of software changes to the system, all of which to date have been promptly corrected. In October 1995, the *Open Text Index* experienced a period of significantly slower response times due to an increased volume of searches until the Company added additional servers and communications capacity. On several occasions since that time, increased usage of the *Open Text Index*, changes to hardware and software configuration related to the implementations of the Yahoo! gateway agreement and the establishment of related services in Mountain View, California have resulted in brief periods during which the *Open Text Index* produced slow response times. While the Company monitors the performance of the *Open Text Index* and seeks to take prompt action to correct any deterioration in response times, periods of slow response may occur in the future, and there can be no assurance that the Company will be able to take prompt and effective corrective action. The Company has made certain commitments under its gateway agreements to provide rapid response times and consistent system availability, and, accordingly, any slower response times or system failure could result in the termination of, or exposure to damages under, one or more of these agreements. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment used to provide the *Open Text Index*. Copies of the Company's *Open Text Index* are located at computer facilities located in Toronto, Ontario and Mountain View, California. There can be no assurance that a system failure at either of these locations would not adversely affect the performance of the *Open Text Index*. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's *Open Text Index* users. Id. at OT03665. Because materials may be uploaded by the on-line or Internet services operated or facilitated by the Company or the Internet gateways with which it has a relationship and be subsequently distributed to others, there is a potential that claims will be made against the Company for defamation, negligence, copyright or trademark infringement or other theories based on the nature and content of such materials. Such claims have been brought, and sometimes successfully pressed, against on-line services, including recent, successful high-profile cases against Prodigy and NETCOM. Although the Company carries general liability insurance, the Company's insurance may not cover potential claims of this type or may not be adequate to indemnify the Company for all liability that may be imposed. Any imposition of liability that is not covered by insurance or is in excess of insurance coverage could have a material adverse effect on the Company.

Reference	Disclosure
	Id. at OT03667. **The Open Text Solution** The Company's suite of software products enables users to find information, work together and distribute the resulting work product and other information to users across local and wide area networks or the Internet. The Company's software supports original, native file formats and applications and does not require either the conversion of the information into new formats or the replacement of existing desktop computing tools. A key element of the Company's strategy is to develop the capability of its products to enable the formation of work groups and collaboration on Intranets and the Internet. The Company's suite of software products addresses the following needs: • *Find Information.* The Company's proprietary string search technology enables users to search the full text of databases and documents in response to a user query that is not limited to document titles or keywords. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases, if adequate server and communications resources are employed. The Company's search engine and related products, including *Open Text 5* and *Latitude*, enable users to find and view information, thus supporting both the creative and storage-related functions critical to individual and collaborative work processes. The Company's search and retrieval solutions address the needs of a variety of information users and include the *Open Text Index*, which allows computer users to search the Company's index of the Web, and *Latitude Web Server*, which enables organizations to index and search for information on their local and wide area networks and the Internet. Id. at OT03692-93. **The Open Text Strategy** The Company's objective is to be the leading provider of information search, work process management and information distribution solutions to the spectrum of users of local and wide area networks, Intranets and the Internet. Key elements of the Company's strategy are summarized below: • *Build Awareness of the "Open Text" Brand and Increase Internet Exposure through Alliances with Internet Gateways.* The Company believes that awareness of the Company and its software solutions will increase as Internet users are exposed to the Company's search and retrieval technology through their use of the *Open Text Index*. The Company has arrangements with popular Internet gateways, including Yahoo!, internetMCI, IBM infoMarket and Netscape Navigator, to provide its *Open Text Index* and search and retrieval technology as one of the Internet resource products offered by the Gateways. Each Gateway will identify the *Open Text Index* on the user interface when the Company's search technology is employed. The Company intends to pursue similar arrangements with other Internet gateways. • *Provide Integrated Information Search, Work Process Management and Information Distribution Solutions.* The Company intends to develop the capability of *Livelink* to operate over Intranets and the Internet, and to integrate *Livelink*, its collaborative workflow and document management system, with *Latitude Web Server*, its tool kit for creating a Web site or Intranet capable of finding and retrieving documents using an index of an organization's network and other Web sites, and making selected documents and information available to the public over the Internet. The Company's goal is to offer an integrated suite of information management solutions addressing the needs of the spectrum of users of local and wide area networks, Intranets and the Internet. The Company has entered into an agreement with Netscape that makes Netscape Navigator technology available for inclusion in the Company's client-based products and certain Netscape server technology available for inclusion in the Company's server-based products. The Company believes that this arrangement will contribute to the Company's ability to offer integrated solutions by assuring compatibility of both its client- and server-based software solutions with this popular industry standard. Id. at OT03693-94. **Technology** *Search and Retrieval Technology* *Development History. Open Text 5* and previous versions of the Company's indexing and search technology evolved out of the work of the Oxford English Dictionary project undertaken at the University of Waterloo in 1984 and completed in 1989. This project, undertaken in cooperation with Oxford University Press, IBM and the Government of Canada, required the development of technology suitable for searching large databases containing complex, multilingual, highly irregular data structured in SGML format. Modern text search and retrieval technologies are based on the full text index model. Full text retrieval software builds a comprehensive index of all terms that appear in the documents to be searched and completes

Reference	Disclosure
	searches by reading the index, rather than by accessing and reading the documents themselves. Unlike traditional relational database management systems, full text retrieval does not require that information be rigorously structured in row and column formats. Traditionally, full text retrieval systems have been based on the creation of an "inverted word index," which is a list of each indexed term that appears in a database. The inverted word index also lists the locations in the documents where the term appears. Inverted word search technology does not efficiently index common words such as "and," "the" and "is," because these words occur in numerous locations in each document, rendering searches for phrases such as "The Limited," "We, the people" and "to be or not to be" relatively slower. By contrast, string search algorithms, such as those employed by the Company, permit efficient searches for such phrases. *Core Algorithm.* The Company's search engine is not based on the traditional inverted word index approach, but on a "string search" algorithm that enables a user to search for strings of data of arbitrary length, whether partial words, complete words or phrases. This algorithm indexes complete word series and phrases in context, in addition to individual terms. String search technology is also more easily adaptable to searches of databases in languages such as Chinese, Japanese, Korean and other languages that are not based on the European alphabet. These languages require multiple bytes to represent each character, and string search technology simply treats these characters as sequences of bytes in a string. Electronically stored audio and video information may also be represented as strings. A version of *Open Text 5* that supports Japanese Kanji is available for use in the Japanese market, and the Company currently is developing software to search other Asian language character sets. The Company is also working on the development of capabilities to search non-textual information, such as audio data. The index required in the application of string search technology requires the use of more memory than an inverted word index. Recent increases in computing speeds, memory size and hard drive capacity and reductions in the cost of memory have increased the size of data files that can be built and processed economically, making string search technology practical and cost effective. *Structured Documents and SGML.* The Company's search engine also differs from conventional technologies in that it recognizes that documents are often characterized by complex structures. For example, documents often contain titles, headings, sections, subsections and paragraphs. The Company's search engine can search any number of different user-defined document structures without loss of performance. It fully supports SGML, the key international standard for structured documents. *Parallel Execution Monitor.* The Company's search technology also includes a routing function called the Parallel Execution Monitor (the "PEM"). The PEM provides a single point of access for distributed parallel searching of large databases in networked environments, including the Internet, in which it is difficult or impossible to unify all data on a single server or to build a single index of the data to be searched. The PEM performs all the network connection and remote process management functions necessary to accomplish this task. Accordingly, the index may reside on a number of servers in a variety of locations, and the use of the PEM enables the search to be simultaneously conducted across a number of servers that contain the index. The PEM enables the user to conduct searches quickly and without concern for the specific location of the data for any given query. The use of the PEM also enables the Company's search engine to deliver consistent response times regardless of database size or configuration, if adequate server and communications resources are employed. *Indexing.* Most information retrieval products, including those developed by the Company, automate the index-building function. *Open Text 5* creates and maintains indexes through the use of "crawlers," software programs that search for and retrieve material to be indexed. Crawlers move from site to site, automatically identifying documents that need to be included or updated in the index. The Company's crawlers are designed to be "intelligent," avoiding duplicated material and updating material based in part on an assessment of its relevancy. Thus, new data added to a database can be added to the index without re-indexing the entire database. Deleted data similarly is removed from the index. Id. at OT03694-95.

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Products

The Company markets a modular suite of information search, work process management and information distribution products to organizations and individuals. The following table sets forth certain data with respect to the Company's products:

Product	Application	Distribution Channel	Current Version Release Date	Initial Version Release Date
Open Text Index	On-line Internet directory service	Direct sales	March 1995	Same
Latitude Web Server	Directory tool kit enabling organizations to index internal and external Web pages	Direct sales OEMs VARs	November 1995	Same
Latitude	Information retrieval and viewing system for data located in disparate locations and formats	Direct sales VARs	March 1995	Same
Livelink	Workflow and document management software enabling workgroup collaboration	Direct sales OEMs VARs Distributors	May 1995	March 1992
Open Text 5	Indexing and search product resident on a server	Direct sales OEMs VARs	January 1995	September 1991
Internet Anywhere	Client-based Internet access tools	OEMs Retail	October 1995	June 1994
PC Search	Indexing and search product resident on a PC	Direct sales VARs	November 1995	Same

Id. at OT03697.

Open Text Index

The *Open Text Index* uses one of the Company's search engines and the Company's crawlers to ind information located on the Web. The *Open Text Index* indexes every word of every page of information indexe rather than a selection of key words. Although the amount of information available on the Internet is increasing rapidly, the Company seeks to keep pace with this growth by increasing the coverage of the *Open Text Index*. The Company believes that its crawlers have identified a substantial portion of the sites located on the Web. As of December 7, 1995, the *Open Text Index* had indexed over 2.4 billion words, numbers and addresses, which have been indexed from approximately 1.6 million Web pages. The *Open Text Index* has also indexed over 25 million hyperlinks from indexed Web pages to other Web pages.

The *Open Text Index* enables a user to search for terms appearing in particular elements of a document's structure, conduct weighted searches and search for other documents with similar content. The *Open Text Index* also provides a ''results sampling'' feature, which permits a user to view the searched term in context from the *Open Text Index* without being required to access the documents in which the term appears.

The Company has licensed the *Open Text Index* and ongoing updates to Yahoo!, internetMCI and IBM infoMarket to enable these Gateways to provide the *Open Text Index* to their customers as part of their Web access service. The *Open Text Index* also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an *Open Text Index* search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the *Open Text Index*. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place ''billboard'' advertisements on the *Open Text Index*, which are visible on a portion of the screen displaying the *Open Text Index* user interface. Also available will be ''embedded'' advertisements, which are presented with the other results of a search using the *Open Text Index*. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an *Open Text Index* search service on its own home page Web site at no charge to the user, and Netscape has agreed to list the *Open Text Index* on the Netscape Navigator under the ''Net Search'' button. The Company has begun to sell billboard advertising space on the *Open Text Index* user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service.

Id. at OT03697-98.

Reference	Disclosure
	Latitude Web Server In November 1995, the Company introduced *Latitude Web Server*, a tool kit that facilitates an organization's creation of a Web site or an Intranet that enables users to find and retrieve information and documents using an index of the organization's network and other Web sites and enables the organization to make selected documents and information available to the public over the Internet. *Latitude Web Server* consists of publicly available Internet protocol software, *Open Text 5*, the Company's crawlers that create and maintain the index, an application programming interface that permits integration of the Company's indexing and search technology with network- and Web-based applications and administrative tools that track and monitor the use of the index. The Company has licensed certain Netscape server technology for bundling with *Latitude Web Server* which will provide a gateway between *Latitude Web Server* and the Internet while providing for security and log-in and access control to protect an organization's confidential information. Ford Motor Company, Northern Telecom, Siemens AG and Silicon Graphics, Inc. have purchased *Latitude Web Server* to assist in the management of information. *Latitude Web Server* is marketed by the Company's direct sales force to organizations that are publishing on the Web or establishing Intranets, to OEMs that wish to embed the Company's indexing and search technology in their Internet-based applications and to VARs. The price of a *Latitude Web Server* ranges from approximately US$12,000 to US$25,000 or more, depending on the desired features and the number of servers containing information to be indexed. ***Latitude*** *Latitude* enables organizations to find and view information and documents spread across multiple servers on local and wide area networks and the Internet. Information can be viewed "as is," in native file formats, without first having to be converted into a proprietary format. *Latitude* employs the Company's search engine and PEM technology to index and retrieve information and documents, and incorporates a set of viewers that are automatically invoked depending on the type of data or document. *Latitude* enables a user to view, in native format, documents and information in over 40 different formats, including major word processing and spreadsheet formats, SGML, Adobe Acrobat files, CAD drawings and multimedia files. Additional viewers can be added for customers with specially formatted information. *Latitude* is designed for organizations that need to make organized information, such as service manuals, parts information and safety bulletins, available to users. For example, Caterpillar has purchased and is implementing *Latitude* as a search tool for information found in the electronic repair and maintenance manuals that are used by 180 Caterpillar equipment dealers. *Latitude* will enable Caterpillar's dealers to find and view repair and maintenance-related information requested by a user, including instructional video clips, on hundreds of thousands of equipment parts and maintenance procedures. The product is currently available as *Latitude Office*. The Company currently plans to introduce *Latitude Department*, an enhancement of *Latitude Office*, in the second quarter of calendar 1996. One of the additional features of *Latitude Department* is a directory similar in format to a table of contents that will enable users to locate documents by category. The Company also currently plans to introduce *Latitude Enterprise*, a further enhancement of *Latitude Office* that will support SQL, in calendar 1996. *Latitude Department* and *Latitude Enterprise* are both designed to support larger and more complex environments by providing additional viewers and more advanced server and routing capabilities for greater search efficiency. *Latitude Office* is marketed by the Company's direct sales force and through VARs. The price of *Latitude Office* is US$28,000 per server, plus a fee of US$200-$350 per client license depending on the number of licenses and other factors. In a typical configuration, the price of a *Latitude Office* system ranges from US$50,000 to US$60,000. Id. at OT03698-99. ***Open Text 5*** *Open Text 5* is the search engine upon which several of the other products and applications marketed by the Company are based. It is sold as a stand-alone indexing and search product that can be added to or employed in custom designed document management systems. For example, Boeing's component cost department uses *Open Text 5* to search its internal files for previously prepared cost change estimates involving parts for which similar cost change estimates are required. The underlying indexing and retrieval technology also is licensed to OEMs for inclusion in their systems. The Company is finalizing *Open Text 6*, which is currently expected to be available for shipment and integration with other products in the first quarter of calendar 1996. This new search engine is expected to include faster index updating, indexes requiring less storage capacity and fuzzy logic searches, which expand the scope of a search to include words and phrases that are similar to the search terms. *Open Text 5* is marketed by the Company's direct sales force, and the price of a typical system ranges from US$30,000 to US$50,000. Id. at OT03700.

Reference	Disclosure

Customers

The Company's customers include:

Open Text Index

International Business Machines Corporation
networkMCI, Inc.
Yahoo! Corporation

Latitude

Amdahl Corporation
CAE Electronics, Ltd.
Caterpillar Inc.

Latitude Web Server

Ford Motor Company
Northern Telecom
Siemens AG
Silicon Graphics, Inc.

Open Text 5

Andersen Consulting
The Boeing Company
California Continuing Education of the Bar
International Business Machines Corporation
MCI Communications Corp.
Oracle Corporation
Pratt & Whitney
Union Bank of Switzerland
US Department of Defense
US Department of Energy

Livelink

BankAmerica Corporation
The Boeing Company
The British Petroleum P.L.C.
Canon Sales Co., Inc.
General Electric Company
Hitachi, Ltd.
MCI Communications Corp.
National Aeronautics and Space Administration
Nippon Telephone and Telegraph Corporation
Oracle Corporation
Qualcomm, Inc.
Sony Microelectronics/Texas
TransCanada Pipelines
UAL Corporation
US Food and Drug Administration
US Missile Command

Id. at OT03702.

Gateway Agreements

The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the *Open Text 5* search engine and the *Open Text Index* for use with the Internet information resource products offered by the Gateways. Netscape has agreed to list the *Open Text Index* on the Netscape Navigator under the "Net Search" button. InternetMCI and IBM infoMarket began offering the *Open Text Index* in November 1995 and the Company anticipates that access to the *Open Text Index* through Yahoo! and Netscape Navigator will begin in January 1996 and the first quarter of 1996, respectively.

The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the *Open Text Index*. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the *Open Text Index*. The internetMCI agreement also provides for monthly fees for ongoing updates of the *Open Text Index*. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. The arrangement with Netscape does not initially provide for payments by the Company to Netscape, but such payments will be required in the future.

Id. at OT03702-03.

Competition

The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to increase in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.

The primary competitors of the Company's *Open Text Index* include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the *Open Text Index*, are displayed on the Netscape Navigator user interface and have superior name recognition. Digital Equipment Corporation has recently introduced an Internet search service named Alta Vista that will compete with the *Open Text Index*. Although Netscape has agreed to list the *Open Text Index* on Netscape Navigator, this listing currently has less prominence than that of InfoSeek and, in the future, might have less prominence than those of other search services. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers

Reference	Disclosure
	the Internet. The Company believes that the *Open Text Index* is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the *Open Text Index* is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition. In the market for information search and retrieval software, the Company competes with Excalibur Technologies Corporation, Fulcrum Technologies, Inc., Information Dimensions, Inc., PLS, Verity, Inc. and others. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from companies that enhance products such as document management systems, groupware applications, Internet products and operating systems to include information search and retrieval functions. The Company believes that the principal competitive factors in this market include the ability to search large amounts of data rapidly without degradation in performance, the ability to find and view information on disparate platforms in a variety of formats and locations, vendor and product reputation, the ability to index information comprehensively, ease of use, product architecture, product quality and performance, quality of product support and price. The Company believes that its search and retrieval technology competes favorably with respect to these factors. Id. at OT03703-04. **Product Development** As of December 1, 1995, the Company's research and development organization included 49 employees. A number of key technical staff have been developing text retrieval software since the 1970s. The Company's roots in the Oxford English Dictionary project provide eleven years of experience with full text retrieval software. The Company also funds research projects at the University of Waterloo, where Dr. Frank Tompa, a founder, director and shareholder of the Company, is a professor and a researcher. See "Certain Transactions—Research Funding." The Company's current product development efforts are focused on enhancing and broadening its information search, work process management and information distribution products. Areas of particular emphasis are the development of the capability of *Livelink* to operate on Intranets and the Internet, the integration of *Livelink* technology with *Latitude Web Server* and the integration of technologies acquired in the acquisitions of assets of Intunix and Internet Anywhere with the Company's other technologies and products. See "Management's Discussion and Analysis of Financial Condition and Results of Operation—Overview." Improvement of search engine speed, development of more efficient Web crawler technology, integration of relational database management systems with the Company's software and enhancements of the user interfaces for all of the Company's products are other areas of ongoing activity for the product development organization. The Company intends to enhance *Latitude* by increasing its ability to handle larger and more complex environments, adding features such as a directory similar to a table of contents and enabling the product to support SQL. Although the principal technology of the Company's products have been developed internally or acquired, the Company also may license and incorporate third-party technology to supplement internal efforts. The Company's ability to successfully develop and release new products and product enhancements in a timely manner is subject to a variety of factors, including its ability to solve technical problems and test products, competing priorities of the Company, the availability of development and other resources and other factors outside the control of the Company. There can be no assurance that the Company will not experience difficulties that could delay or prevent the successful development, introduction or marketing of new products and product enhancements. Id. at OT03705.

Table B4: User Preference Input and User Profile Data

To the extent the references addressed in claim charts A-1 to A-39 does not disclose the limitations identified in each chart citing Table B4, one of ordinary skill in the art would be motivated to combine the references addressed in claim charts A-1 to A-39 with any one or more of the Table B4 references listed below because: it would have yielded predictable results; using the techniques of the Table B4 references would have improved the primary or obviousness references in the same way; and applying the techniques of the Table B4 references to improve primary or obviousness references would have yielded predictable results.

Reference	Disclosure
U.S. Patent No. 6,119,101 ("PECKOVER")	*See*, *e.g.*, PECKOVER, 10:20-29: A practical and viable electronic marketplace involves the exchange of market information, as well as the more obvious trading for goods and services. From a consumer's point of view, shopping is a means of gathering data about goods and services offered. This data is used by the consumer to compare and rank offerings and to make decisions about purchases. From a provider's point of view, consumer shopping is an opportunity to gather data about consumer needs and interests. This data is used by the provider to improve product and service offerings. PECKOVER, 11:44-46: Advertising may have higher success rates since the targeted consumers have expressed an interest in the product. PECKOVER, 11:54-64: The mechanism for quantifying consumer demand uses data based on individual buying decisions, not merely aggregate or estimated data. Providers can quantify demand in real-time. Providers have a mechanism for discovering the reasons for lost sales. Providers can provide a consideration to consumers for viewing advertisements and other notices. Providers can receive feedback in real-time about the success of promotions. PECKOVER, 17:16-22: Agents and other components of Agent System 10 record and access system history data (records of searches, transactions, etc.) in System History Data 36 component. Most of the

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	system history is more conveniently accessed through logs and archives located within various functional components, but System History Data 36 maintains the "master" copy. PECKOVER, 18:30-39: Personal Agent 12 or 13 is the point of contact between a user and the Agent System 10. Personal Agent 12 or 13 acts as an electronic "butler" or assistant, accepting requests from the user, delegating tasks to other agents in the system, and arranging for responses from various agents to the user to be delivered at a time and in a manner that is convenient for the user. Consumer Personal Agent 12, via its internal functions, maintains the user's preferences and other data about the user, some of which is protected from unauthorized access. PECKOVER, 19:3-32: A Preference Manager function 54 maintains data about the preferences of the user. Preferences indicate items of interest to the user, such as favorite brands, interest in sports, etc. Within Agent System 10, preference data also includes "demographic" data. Demographic data indicates facts about the user, such as whether the user is a homeowner, the user's gender, the user's age group, etc. Although marketing industry usage of the term "demographics" may include a person's name, address, or other identifying data, a Preference Manager's demographic data does not include data that identifies the particular user. Preference data may be entered manually by the user using, for example, a form on a Web page, or data may be loaded by a System Administrator. Preferences may also be updated automatically by the system as, for example, when the user instructs the system to "remember" a product brand name from a product search. Preference Manager 54 uses preference data to order search results, so that items that are more likely to be preferred by the user will be displayed first when the results are delivered to the user. Referring now to FIG. 5A, each preference datum 68 comprises not only a value 72, but also a key 70 for ease of searching. Referring to FIG. 5B, a small sample of preference data illustrates the kind of data that might be used. A particular user typically will have much more preference data. Some values are shown as "rank m in n" to illustrate that ranking data may also be stored. The specific keys of any particular set of preference data depends on what the user has entered, etc. Only keys that are relevant to a particular user are included in that user's preferences, and the specific data maintained will change over time. PECKOVER, 19:33-34: Referring again to FIG. 4A, a Delivery Manager function 56

Reference	Disclosure
	accepts all messages, generated by agents or other components of the system, that are directed to the user, and delivers those messages according to the user's desired delivery time and delivery media. Default delivery time and delivery media are specified as part of the user's preferences (maintained by Preference Manager 54). Individual messages may also have a specified delivery time and delivery media that overrides the defaults. Delivery Manager 56 establishes communication with the user's Communication Device 22 or 23 to effect delivery. Messages may be sent to multiple devices if the user so desires. Delivery Manager 56 queues messages that are to be delivered at a future time. PECKOVER, 20:65-21:4: Referring again to FIG. 4A, a Target Manager function 66 assists the user in identifying Personal Agents to which targeted ads may be delivered. Target Manager 66 can identify Personal Agents based on preferences, demographic characteristics, and Decision Agent activity. Target Manager 66 does not have access to private data of consumer Personal Agents 12 such as name, address, etc. PECKOVER, 21:57-61: A Query 106 describes the product or product category for which to search. Query 106 includes data from Product Template 174 completed by the consumer and relevant data from the consumer's preferences, as assembled by Decision Agent Factory 76 of the consumer's Personal Agent 12. PECKOVER, 21:64-67: A Log function 110 stores records of the activities of Decision Agent 14. These records may be consulted later, for example, by a Demand Agent 16 that is calculating historical demand for a product. PECKOVER, 22:12-23: A Demand Agent 16 acts on behalf of a provider user, as instructed by the provider's Personal Agent 13, to search out and collect information from the Agent System 10 that helps the provider quantify consumer demand and helps target specialized advertisements to a group of consumers. A provider may have multiple Demand Agents 16 active within Agent System 10 at any time. For example, a provider may have one Demand Agent 16 calculating historical demand over the past month for a certain model of sports shoe, and have another Demand Agent 16 searching for consumers who have purchased sports shoes in the past month to receive ads for sports socks. PECKOVER, 28:62-67:

Reference	Disclosure
	The consumer may select a delivery media (e-mail, Web page display, etc.) and a delivery time and period (e.g., 6:00 p.m. daily, Monday noon weekly, etc.), or default media and time is noted (steps 276-280). At this point the Decision Query composition is complete (step 282). PECKOVER, 29:49-67: The Decision Agent's Response Manager 108 collects references (step 326) to the matching ads found by Basic Search Engine. The Response Manager also sends a response to the Personal Agent that placed the advertisement (if the placer so desired and marked in the ad), providing real-time feedback to the placer. Immediate Agents then removes the Decision Agent from its internal queue and gives the Decision Agent back to Active Decision Agent Manager 152 (step 328). PECKOVER, 30:33-54: Referring now to FIG. 19, a Deliver Search Results subroutine is referred to generally by reference numeral 360. Immediate search results are delivered to the consumer when the consumer's desired delivery time is reached (which may be immediately if the consumer has so requested). Intermediate results from extended searched are delivered periodically according to the consumer's desired delivery period. When the desired delivery time is reached (step 362), Preference Manager 54 organizes the not-yet-delivered results according to the consumer's preferences (step 364). For example, results that mention favored brands are ordered before results with less favored brands. Delivery Manager 56 formats the responses according to the consumer's desired delivery media (step 366). For example, if the consumer's desired delivery media is the Web, a Web page in HTML is generated. For another example, if the consumer desires e-mail delivery, a suitable representation is generated. When formatting is complete, Delivery Manager 56 arranges the actual delivery of the search results (step 368). If the Decision Agent has completed its search, no more results will be forthcoming, so a subroutine Expire Decision Agent expires the Decision Agent (steps 370-372). PECKOVER, Fig. 5B:

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	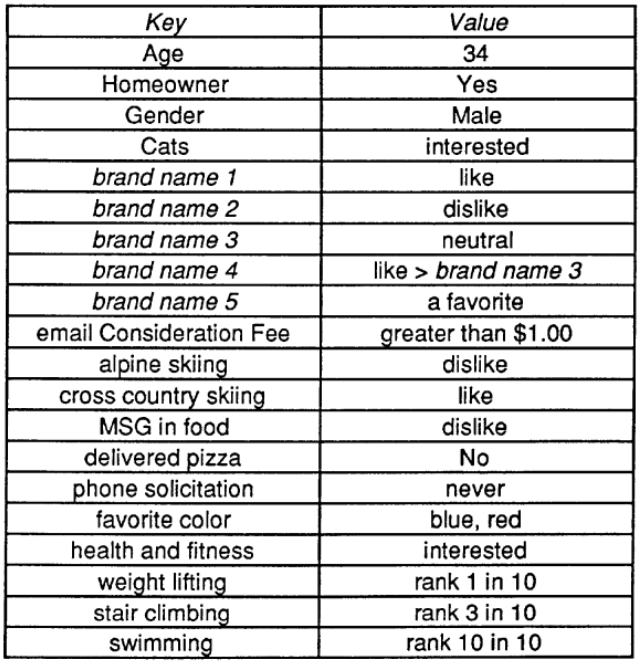

Key	*Value*
Age	34
Homeowner	Yes
Gender	Male
Cats	interested
brand name 1	like
brand name 2	dislike
brand name 3	neutral
brand name 4	like > *brand name 3*
brand name 5	a favorite
email Consideration Fee	greater than $1.00
alpine skiing	dislike
cross country skiing	like
MSG in food	dislike
delivered pizza	No
phone solicitation	never
favorite color	blue, red
health and fitness	interested
weight lifting	rank 1 in 10
stair climbing	rank 3 in 10
swimming	rank 10 in 10

Fig. 5B

U.S. PATENT NO. 5,999,912 ("WODARZ")	*See*, *e.g.*, WODARZ, 1:63-2:21: With the information from an ad tag, the parser determines What ads are valid for the page containing the ad tag, such as by searching through a conventional database. Each ad is associated With an image (Which may include "none") and a network link (for example, by means of a universal resource locator, or "URL", address) to a Web page that the viewer Would be sent to if the viewer selects ("clicks on") the associated ad. The parser generates a list of valid ads, selects one that fulfills all the criteria of the ad tag, and generates HTML code linking a particular ad to the ad tag. That HTML code is then sent to the user. The parser program can apply scheduling criteria to select ads from the generated list of eligible candidates, such as: a "least recently viewed" algorithm; random selection; selection based upon time of day; selection based upon user-specific characteristics, such as age, sex, language, etc.; and selection based upon the maximum number of times that an ad has been viewed in a specific time period. Advantages of the invention are that it maximizes the number of advertisers per Web page; it changes ads based upon page number; it tracks the number of times an ad is viewed; it chooses only from eligible ads for each page number; and it makes the entire set of Web page for a site more attractive to viewers since changing Web pages on the Internet attract more interest than static pages.

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U.S. PATENT NO. 5,710,884 ("DEDRICK PATENT")	*See*, *e.g.*, DEDRICK PATENT, 3:50-4:13: Each client system 12 is provided with an interface, such as a graphic user interface (GUI), that allows the end user to participate in the system 10. The GUI contains fields that receive or correspond to inputs entered by the end user. The fields may include the user's name and possibly a password. The GUI may also have hidden fields relating to "consumer variables." Consumer variables refer to demographic, psychographic and other profile information. Demographic information refers to the vital statistics of individuals, such as age, sex, income and marital status. Psychographic information refers to the lifestyle and behavioral characteristics of individuals, such as likes and dislikes, color preferences and personality traits that show consumer behavioral characteristics. Thus, the consumer variables refer to information such as marital status, color preferences, favorite sizes and shapes, preferred learning modes, employer, job title, mailing address, phone number, personal and business areas of interest, the willingness to participate in a survey, along with various lifestyle information. This information will be referred to as user profile data, and is stored on a consumer-owned portable profile device such as a Flash memory-based PCMCIA pluggable card. The end user initially enters the requested data and the non-identifying information is copied to the metering server 14. That is, the information associated with the end user is compiled and copied to the metering server 14 without any indication of the identity of the user (for example, the name and phone number are not included in the computation). The GUI also allows the user to receive inquiries, request information and consume information by viewing, storing, printing, etc. The client system may also be provided with tools to create content, advertisements, etc. in the same manner as a publisher/advertiser. DEDRICK PATENT, 4:4-23: All of the fields in the GUI relating to consumer variables are hidden from the consumer. The display of the GUI is based upon these fields, but the GUI does not display them to the user except when the user brings up a "profile editor", as discussed in more detail below. Thus, the monitoring of consumer actions and inaction based on these consumer variables and the updating of user profile data is transparent to the consumer. In addition, modifications made to the electronic information to customize it to a particular consumer are also

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	transparent to the consumer. DEDRICK PATENT, 4:36-55: In one embodiment, the software tools provided to the publisher/advertiser 18 include software tools for embedding consumer variables within the electronic information. The embedded consumer variables enable a client activity monitor and a consumption device to monitor consumer interaction with the electronic information based on the consumer' s interaction with the unit of information currently being consumed. This interaction includes both inputs by the consumer and actions which the consumer could have taken but chose not to. In one implementation, the publisher advertiser 18 is provided with a GUI which allows the publisher/advertiser 18 to select certain consumer variables from a set of consumer variables and associate the selected variables with specific objects or fields within the electronic information. For example, the electronic information may include several option fields from which end users may select. The publisher/advertiser 18 may associate a color preference variable with these option fields, thereby indicating to the client systems 12 to track the color ofthe option field selected by the end user. DEDRICK PATENT, 5:1-16: In one embodiment, each piece of electronic information received by client system 12 includes a header block which includes the consumer variables and their related objects or fields for that piece of electronic information. For example, the header block of the given piece of electronic information may include a quality parameter and a cost parameter indicating the minimum quality the electronic information must be delivered at the designated cost. Such information may be input by the publisher/advertiser 18 at the authoring site of the electronic information. The header block of a given piece of electronic information may also include an indicator that a color preference variable is associated with certain option fields. In addition, default colors for particular fields or objects, or a default consumption format, such as audio or video, for the electronic information may also be included in the header block. DEDRICK PATENT, 5:52-67: The client activity monitor 24 tracks the consumer variables corresponding to the preferences of the end user(s) of client system 12. When an end user consumes electronic information, and also possibly interacts with that electronic information, client activity monitor 24 associates the electronic information

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	with the appropriate consumer variables and stores this data in the personal profile database 27. For example, the client activity monitor 24 tracks the color of fields or objects that are selected most frequently and least frequently by the end user. Similarly, the consumption format chosen most frequently and least frequently by the end user, such as audio or video, is also tracked and stored in personal profile database 27. In one embodiment, the consumer variables and corresponding fields or objects are indicated in a header block received with the electronic information. DEDRICK PATENT, 7:28-39: Data is collected for personal profile database 27 by direct input from the end user and also by client activity monitor 24 monitoring the end user's activity. When the end user consumes a piece of electronic information, each variable (or a portion of each variable) within the header block for that piece of electronic information is added to the database for this end user. For example, if this piece of electronic information is made available to the end user for consumption in both audio and video format, and the end user selects the audio format, then this choice of format selection is stored in personal profile database 27 for this end user. DEDRICK PATENT, 7:28-39: Data is collected for personal profile database 27 by direct input from the end user and also by client activity monitor 24 monitoring the end user's activity. When the end user consumes a piece of electronic information, each variable (or a portion of each variable) within the header block for that piece of electronic information is added to the database for this end user. For example, if this piece of electronic information is made available to the end user for consumption in both audio and video format, and the end user selects the audio format, then this choice of format selection is stored in personal profile database 27 for this end user. DEDRICK PATENT, 17:13-26: The metering server 14 in conjunction with the client activity monitor 24 of the client system may monitor the end user's consumption of electronic advertising information and provide user profile data to the metering server 14 relating to the end user. For example, the metering process 36 may monitor the amount of time an end user spends viewing an electronic advertisement, or which particular advertisement or page of the advertisement was of interest to the end user. The metering process 36 may further monitor what answers were provided by the user, or paths taken by the user in an interactive model,

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	along with follow-up requests initiated by the end user in an interactive model. This information is then forwarded to the clearinghouse server 20 for compilation.
U.S. Patent No. 6,374,237 ("REESE")	REESE, 1:22-30: Search engine servers have been developed to allow a user to transmit a request from a client to retrieve data. Search engines rely on a user formulated query to retrieve data. In this case, a client transmits a request to a search engine server to search content sites (e.g., other servers) on the Internet for information based on user-selected "keywords." The search engine searches the web and retrieves data that matches the keywords, then transmits the matching data to the client. REESE, 1:55-63: A method and a system for requesting and retrieving information from distinct web network content sites is disclosed. The method includes retrieving by a server of a first set of pre-determined data from said content sites, sending a request from a client, wherein the request contains the user profile, and adapting the server, upon receiving the request, to retrieve a second set of data from the first set of data, wherein the second set of data matches the request, and delivering the second set of data to the client. REESE, 1:64-2:3: The system of the invention includes a client adapted to send a request that contains a user profile, and a server adapted to retrieve a first set of pre-determine data. Upon receiving the request from the client, the server is adapted to retrieve a second set of data from the first set of data that substantially matches the request and deliver the second set of data to the client. REESE, 3:33-44: Next, client 110 initiates a user profile request 100 to matching server 120. The matching server 120 applies the user profile request 100 against the pre-determined aggregate data. The aggregate data that matches the client request is returned to the client 110 by way of an HTML document. The client 110 is then instructed to review the retrieved data and may go to various content sites 130-160 for more information through links in the HTML document returned to the client or to request that the entire contents of a particular content site 130-160 be delivered to the client 110. Alternatively, the user can modify the user profile and execute a new search. REESE, 3:45-58: The invention contemplates that the matching server 120 works with the client user profile request 100 to pare down the

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	data delivered to the client. The matching server 120 pre-selects an aggregate of data that is determined to be the most relevant to different sets of user profile requests 100. The matching server 120 does this by searching various content sites 130, 140, 150, 160 on the Internet or other network. A user profile request 100 is applied against the matching server 120 aggregate of data like a sieve, and only data matching the user profile request 100 is returned to the client 110. The invention contemplates that the matching server 120 need not match the user profile 100 exactly, but can accommodate a user's designated acceptable range of variability, i.e., a quality factor. REESE, 3:59-4:5: FIG. 2 illustrates a flow chart of the invention. In FIG. 2, a matching server 200 is developed made up of predetermined data that has been designated desirable to collect. Data might be designated desirable, for example, by the number of previous times the data has been accessed by users of a certain demographic. The matching server 200 organizes the data into a manageable form. For example, an advertising agency seeking to target ten different sets of customers would collect information to target all of the ten different sets of customers. Certain characteristics would be associated with each of the ten sets of customers. The database that would be collected and organized would be an aggregate of data determined by the advertising agency to be relevant to all of the customers. REESE, 4:6-21: Next, in step 210, a user wishing to retrieve information from the matching server, submits a user profile, preferably in the form of an algorithm that works with the algorithm the server used to represent the aggregate of the collected data. In step 220, the client then sends the user profile developed by the user to the matching server. At step 230, the matching server performs a search request on its database based on the user profile. At step 240, the matching server retrieves data from its database that matches the user profile. At step 250, the matching server delivers the results to the client. In the example wherein the matching server is developed by an advertising agency, profiles from the targeted customers would be delivered to the matching server, and the aggregate of data in the matching server would be applied against the desired profile. Data that matched the submitted profile would be returned to the client. REESE, 4:22-34: Based on the delivered results, the client prompts (step 260)

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	the user to modify the user profile request. If the user wishes to modify the user profile request, the client can send the modified user profile to the matching server to conduct a further search of the content sites. If the user elects not to modify the user profile, the user may, in step 270, review the data and further act on the data by going to individual content servers 272, 274, or 276, or request that the entire contents of a server 272, 274, or 276 be delivered to the client through links returned in the HTML document. Once the user has the retrieved data, the user can end the session (step 280). REESE, 4:35-53: The user profile is intended to focus the retrieved results on meaningful data. One type of user profile is related to the demographics of the user. For example, the user profile might include the area code, zip code, state, sex, and age of a user. With such a profile, the matching server would retrieve data to the client related to the client's demographics. For example, if the user were interested in current events in the state of Oregon, the matching server would retrieve data and compile an aggregate database relating to current events pertinent to the user's age and area, e.g., Portland. Similarly, if the user sought information regarding retail purchases, the matching server would retrieve data relevant to the user's demographics. A demographics user profile is also very effective for advertisers that wish to advertise their goods or services on the matching server so that specific advertisements can be targeted at user's with specific user profile demographics. Other user profiles include, but are not limited to, areas of interest, business, politics, religion, education, etc. REESE, 5:43-54: FIG. 6 illustrates a user profile form 600 that can be displayed by the User-Agent (e.g., browser) to allow a user to complete a specific user profile that the matching server will accept to refine search requests to more meaningful data. The form 600 used in FIG. 6 is displayed on the client and allows the user to quickly and easily enter and modify the user profile. FIG. 6 presents a user profile form 600 relating to a user profile of demographics. The document form 600 may be in standard HTML text. The form 600 includes a document title and a document URL 620. The document title 610 specifies that the form is a user profile form. The document URL 620 specifies the query string. REESE, 8:25-53: Thus far, the invention is focused on a user-created user profile. The invention also contemplates that the user profile

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	may be constructed by the client based on the user's search habits. In other words, an artificial intelligence system may be created to develop a user profile. In the same way that a system is trained to be associative with regard to matching profile elements, the entire profile may be trained based on a user's search habits. For instance, a user profile that relates to demographics can be trained by recognizing user habits relating to demographics. Where a user conducts searches focusing on the Portland area of Oregon, the user profile is trained to recognize the City of Portland, Oregon as a profile criteria. Similarly, if the user conducts searches of information for males of a certain age group or income, the user profile will be trained to recognize these criteria. Once again, the invention contemplates that the user profile be constructed automatically with known artificial intelligence systems. Similarly, the matching server would monitor search requests and create aggregate data based on such search requests to compare against the user profile. Such automatic profile/matching server is ideal for advertisers that want to target specific advertisements at specific profiles. For instance, an advertising agency matching server can construct an aggregate advertisement database triggered by demographics. The matching server could then deliver target local and/or national advertisements to particular user profiles. These advertisements can be designated to be returned continuously while a-user is logged on to the network.
U.S. Patent No. 7,072,849 ("FILEPP")	*See*, *e.g.*, FILEPP, 3:44-67: Also in preferred form, the method includes step for maintaining an advertising object identification queue, and an advertising object store that are replenished based on predetermined criteria as advertising is called for association and presentation with applications. In accordance with the method, as applications are executed at the reception system, the application objects provide generalized calls for advertising. The application calls for advertising are subsequently forwarded to the reception system advertising queue management facility which, in turn supplies an identification of advertising who's selection has been individualized to the user based on, as noted, the user's prior interaction history with the service, demographics and local. Thereafter, the object identification for the advertising is passed to the object store to determine if the object is available at the reception system. In preferred fonn, ifthe advertising object is not available at the reception system, a sequence of alternative advertising object identifications can be provided

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	which if also are unavailable at the reception system will resulting in an advertising object being requested from the network. In this way, advertising of interest can be targeted to the user and secured in time-efficient manner to increase the likelihood of user interest and avoid service distraction. FILEPP, 10:7-27: Individualized queues of advertising object ids are constructed based upon data collected on the partitioned applications that were accessed by a user, and upon events the user generated in response to applications. The data are collected and reported by RS 400 to a data collection co-application in file server 205 for later transmission to business system 130. In addition to application access and use characteristics, a variety of other parameters, such as user demographics or postal ZIP code, may be used as targeting criteria. From such data, queues of advertising object ids are constructed that are targeted to either individual users or to sets of users who fall into certain groups according to such parameters. Stated otherwise, the advertising presented is individualized to the respective users based on characterizations of the respective users as defined by the interaction history with the service and such other information as user demographics and locale. As will be appreciated by those skilled in the art, conventional marketing analysis techniques can be employed to establish the user characterizations based on the collected application usage data above noted and other information. FILEPP, 22:22-44: Activation of the Path command accesses the user's list of pre-selected keywords without their display, and permits the user to step through the list viewing the respective applications by repeatedly invoking the Path command. As will be appreciated, the user can set a priority for selecting keywords and viewing their associated applications by virtue of where on the list the user places the keywords. More specifically, if the user has several application of particular interest; e.g., news, weather, etc., the user can place them at the top of the list, and quickly step through them with the Path command. Further, the user can view and randomly access the keywords of his list with the Viewpath operation noted above. On activation of Viewpath, the user's Path keywords are displayed and the user can cursor through them in a conventional manner to select a desired one. Further, the user can amend the list as desired by changing the keywords on the list and/or adjusting their relative position. This is readily accomplished by entering the amendments to the list presented at the screen 414 with a series

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	of amendment options presented in a conventional fashion with the list. As noted, the list may be personally selected by the user in the manner described, or created as a default by network 10. FILEPP, 23:47-57: Selectors are used to dynamically link and load other objects such as PEOs or other PDOs based upon parameters that they are passed when they are called. Such parameters are specified in call segments or selector segments. This feature enables RS 400 to conditionally deliver information to the user base upon predetermined parameters, such as his personal demographics or locale. For example, the parameters specified may be the transaction codes required to retrieve the user's age, sex, and personal interest codes from records contained in user profiles stored at the switch/file server layer 200. FILEPP, 19:66-20:3: In preferred fonn, where the user has not selected a list of personalized keywords, a default set is provided which includes a predetermined list and associated applications deemed by network 10 as likely to be of interest to the user. FILEPP, 21:64-67: A Log function 110 stores records of the activities of Decision Agent 14. These records may be consulted later, for example, by a Demand Agent 16 that is calculating historical demand for a product. FILEPP, 22:22-44: Activation of the Path command accesses the user's list of pre-selected keywords without their display, and permits the user to step through the list viewing the respective applications by repeatedly invoking the Path command. As will be appreciated, the user can set a priority for selecting keywords and viewing their associated applications by virtue of where on the list the user places the keywords. More specifically, if the user has several application of particular interest; e.g., news, weather, etc., the user can place them at the top of the list, and quickly step through them with the Path command. Further, the user can view and randomly access the keywords of his list with the Viewpath operation noted above. On activation of Viewpath, the user's Path keywords are displayed and the user can cursor through them in a conventional manner to select a desired one. Further, the user can amend the list as desired by changing the keywords on the list and/or adjusting their relative position. This is readily accomplished by entering the amendments to the list presented at the screen 414 with a series of amendment options presented in a conventional fashion

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	with the list. As noted, the list may be personally selected by the user in the manner described, or created as a default by network 10. FILEPP, 33:16-27: In accordance with the method of the present invention, Ad manager 442 is invoked by object interpreter 435 to return the object id of the next available advertisement to be displayed. Ad manager 442 maintains a queue of advertising object id's targeted to the specific user currently accessing interactive network 10. Advertising objects are pre-fetched from interactive system 10 from a personalized queue of advertising ids that is constructed using data previously collected from user generated events and/or reports of objects used in the building of pages or windows, compiled by data collection manager 466 and transmitted to interactive system 10. FILEPP, 34:14-24: The data collection events that are to be reported during the user's session are sensitized during the logon process. The logon response message carries a data collection indicator with bit flags set to "on" for the events to be reported. These bit flags are enabled (on) or disabled (off) for each user based on information contained in the user's profile stored and sent from high function host 110. A user's data collection indicator is valid for the duration of his session. The type of events to be reported can be changed at will in the host data collection application. However, such changes will affect only users who logon after the change. FILEPP, 34:25-39: Data collection manager 441 gathers information concerning a user's individual system usage characteristics. The types of informational services accessed, transactions processed, time information between various events, and the like are collected by data collection manager 441, which compiles the information into message packets (not shown). The message packets are sent to network 10 via object/communication manager interface 443 and link communications manager 444. Message packets are then stored by high function host 110 and sent to an offline processing facility for processing. The characteristics of users are ultimately used as a means to select or target various display objects, such as advertising objects, to be sent to particular users based on consumer marketing strategies, or the like, and for system optimization. FILEPP, 35:9-40: Data collection manager 441 is invoked by object interpreter 435 and keyboard manger 434 to keep records about what

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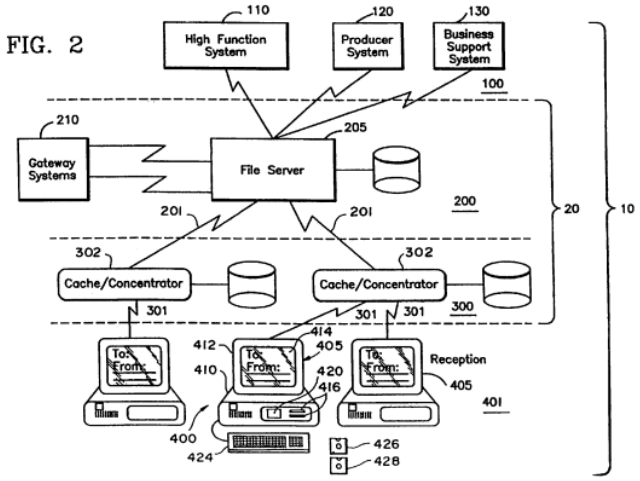
	objects a user has obtained (and, if a presentation data segment 530 is present, seen) and what actions users have taken (e.g. "NEXT," "BACK," "LOOK," etc.) The data collection events that are to be reported during the user's session are sensitized during the logon process. The logon response message carries a data collection indicator with bit flags set to "on" for the events to be reported. These bit flags are enabled (on) or disabled (off) for each user based on information contained in the user's profile stored and sent from high function host 110. A user's data collection indicator is valid for the duration of his session. The type of events to be reported can be changed at will in the host data collection application. However, such changes will affect only users who logon after the change. Data collection manager 441 gathers information concerning a user's individual system usage characteristics. The types of informational services accessed, transactions processed, time information between various events, and the like are collected by data collection manager 441, which compiles the information into message packets (not shown). The message packets are sent to network 10 via object/ communication manager interface 443 and link communications manager 444. Message packets are then stored by high function host 110 and sent to an offline processing facility for processing. The characteristics of users are ultimately used as a means to select or target various display objects, such as advertising objects, to be sent to particular users based on consumer marketing strategies, or the like, and for system optimization. FILEPP, Fig. 2: 
U.S. Patent No. 5,761,662 ("DASAN")	*See*, *e.g.*, DASAN, 1:10-15: The present invention relates to information retrieval. More specifically. the present invention relates to a client server

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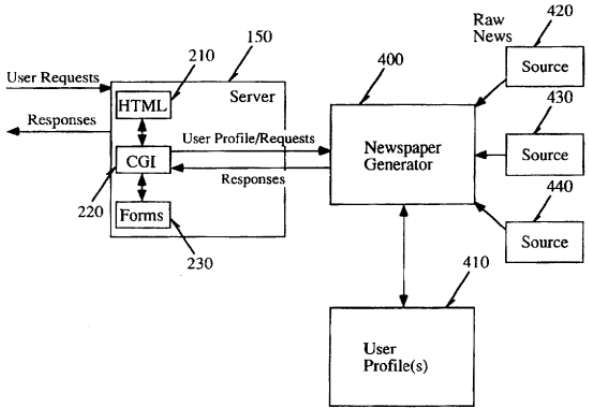
	model for information retrieval based upon a user-defined profile, for example, for the generation of an "electronic" newspaper which contains information of interest to a particular user. DASAN, 2:32-45: The user-defined profile can include source identifications and associated search terms wherein the first application scans in the information (e.g. a raw news source. USENet newsgroup or other resource) for sources identified by the source identifications. A first set of files in the sources containing the associated search terms may then be identified and the first application program places the first set of files into the subset of the information. for creation of the personalized information-the newspaper. The source identifications and associated search terms from the user-defined profile can be stored by topic wherein the subset is displayed to the user arranged by topic. DASAN, Fig. 4: 
Another Search Engine? Hotwired Introduces Hotbot, Powered By Inktomi, PR Newswire, May 20, 1996 ("ANOTHER SEARCH ENGINE")	*See*, *e.g.*, ANOTHER SEARCH ENGINE, p. 1: "HotWired Ventures, a premier Internet media company, today introduced HotBot (www.hotbot.com), a unique search engine that indexes and searches every word on the World Wide Web. Powered by Inktomi's advanced parallel-processing engine, HotBot will change the way people search for and retrieve information on the Internet." ANOTHER SEARCH ENGINE, p. 1: "'The rules of the search engine game have changed. Internet users thought they'd get what they needed from traditional search engines, but they found the result to be thin on content, rigid in context, and often totally irrelevant,' said Andrew Anker, president and CEO of HotWired Ventures. 'Our quest to find a better search engine led us to Inktomi. By combining the best technology, the most relevant searches, and an innovative interface, we created HotBot -- a bigger, better, smarter way to search the Web.'" ANOTHER SEARCH ENGINE, p. 1: "Most search engines aren't keeping

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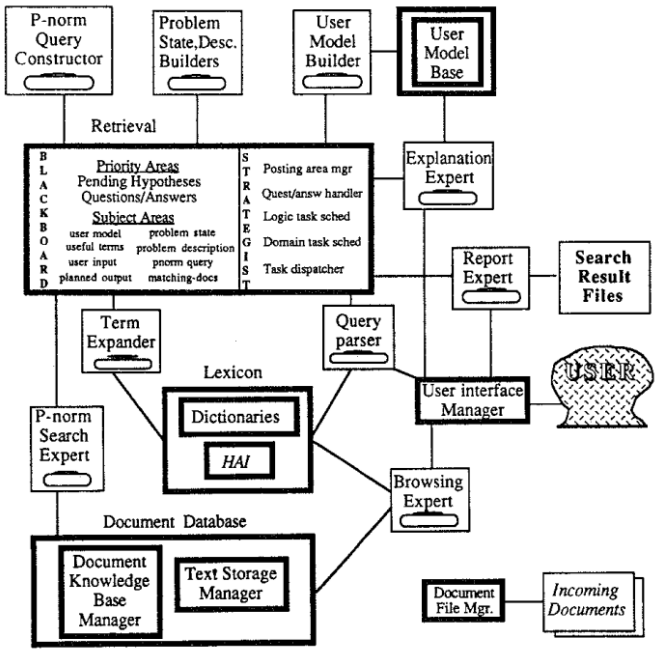
	up with the tremendous growth of the Web. HotBot's underlying Inktomi engine indexes more than 50 million full-text Web documents plus Usenet and mailing-list archives, and its scalable architecture can match the growth of the Web." ANOTHER SEARCH ENGINE, p. 2: "HotBot includes a number of unique features. Users can get the most current information quickly, efficiently view and use that information, and interact with the search engine in a personal manner. Daily Updates: The HotBot spider crawls the Web every day, offering users the most current information. Reliable and Fast: HotBot's fault-tolerant engine reliably delivers query results in seconds, without frequent downtime. Convenient Previews: HotBot allows users to preview documents without leaving the search page, reducing search time. Personal Searching: The HotBot interface allows users to personalize their search engine to fit their own surfing style." ANOTHER SEARCH ENGINE, p. 2: "HotBot identifies, customizes, and ranks millions of Web documents using an algorithm developed by a team of the world's leading experts in information retrieval. HotBot recognizes that users desire varying levels of information detail, so it allows users to control the amount and type of information searched. The computing power available to HotBot enables the user to define a search query using a wide range of criteria in a way that is not possible with more traditional search engines."
Development of the Coder System: A Testbed for Artificial Intelligence Methods in Information Retrieval ("Fox")	*See*, *e.g.*, FOX, p. 351:  Fig. 4. Overview of CODER system. The diagram is an approximate representation, aimed at conveying essential features rather than exact details. Owing to space limitations, the analysis/blackboard strategist and related experts are not shown. FOX, p. 352:

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	All user interaction is through the user interface manager. Special commands for analysis or retrieval can be given and are handled by the command parser. A report expert can cause display or filing of results. Explanations are based on the current user and on the blackboard state. Browsing is possible of both the document data base and the lexicon. The user model builder updates the user model base as a result of events on the blackboard. FOX, p. 352: Retrieval is prompted by an explicit (or default, from the user model base) query. User model building, problem state transformation, and building of the problem description all proceed. When some terms are available, the lexicon can be accessed by a term expander to obtain other related terms that can be browsed or automatically used to help construct a query. Eventually a p-norm or other query is constructed, a search is made, and a report is prepared for the user. FOX, p. 359: 5.4. User interaction and information gathering At the end of Section 3.1, work on user modeling was briefly surveyed. The findings of Daniels, Brooks, and Belkin, (751 fit in nicely with the design of CODER and have informed our approach to user interaction. The long-term plan is to use the knowledge structures and rules they uncover in their study of user-intermediary dialogues, perhaps slightly adapted to our particular environment and collection, as a foundation for the user model data base and builder; the problem state and problem description builders; the report, browsing, and explanation experts; and the interface manager. FOX, p. 360:

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	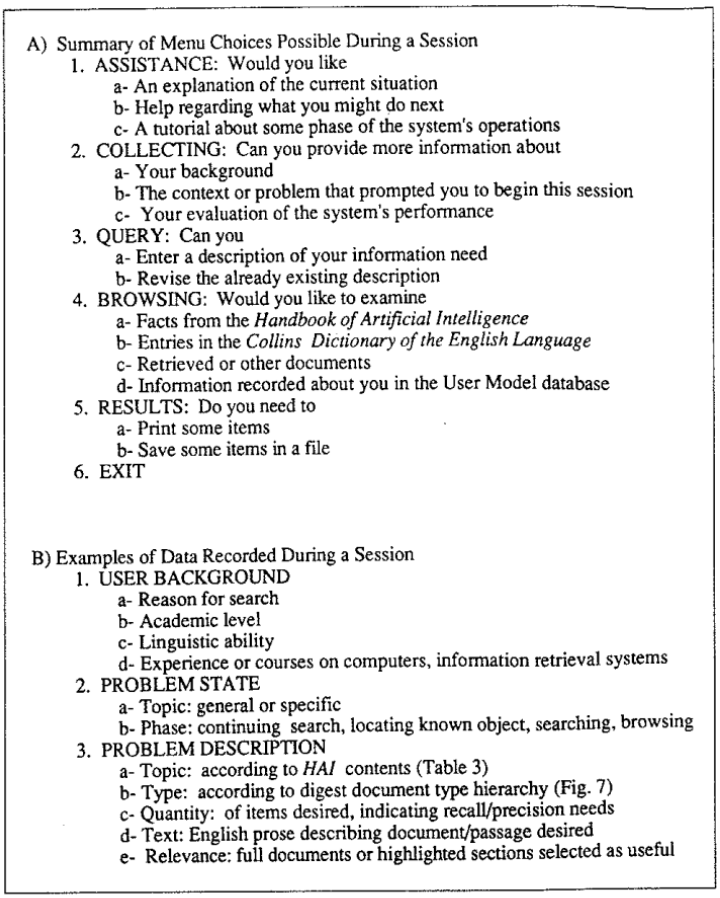 A) Summary of Menu Choices Possible During a Session 1. ASSISTANCE: Would you like a- An explanation of the current situation b- Help regarding what you might do next c- A tutorial about some phase of the system's operations 2. COLLECTING: Can you provide more information about a- Your background b- The context or problem that prompted you to begin this session c- Your evaluation of the system's performance 3. QUERY: Can you a- Enter a description of your information need b- Revise the already existing description 4. BROWSING: Would you like to examine a- Facts from the *Handbook of Artificial Intelligence* b- Entries in the *Collins Dictionary of the English Language* c- Retrieved or other documents d- Information recorded about you in the User Model database 5. RESULTS: Do you need to a- Print some items b- Save some items in a file 6. EXIT B) Examples of Data Recorded During a Session 1. USER BACKGROUND a- Reason for search b- Academic level c- Linguistic ability d- Experience or courses on computers, information retrieval systems 2. PROBLEM STATE a- Topic: general or specific b- Phase: continuing search, locating known object, searching, browsing 3. PROBLEM DESCRIPTION a- Topic: according to *HAI* contents (Table 3) b- Type: according to digest document type hierarchy (Fig. 7) c- Quantity: of items desired, indicating recall/precision needs d- Text: English prose describing document/passage desired e- Relevance: full documents or highlighted sections selected as useful Fig. 10. User interaction and user information. FOX, p. 360: In the current implementation, background information as listed in part B.1 of Fig. 10 is gathered from users. Some initial work on the user model builder has taken place, and more is scheduled through the middle of 1987. At present, all data collected are logged. Problem state and description indicators are also requested, as shown in parts B.2 and B.3 of Fig. 10, and will later be handled by the appropriate builder experts (shown at the top of Fig. 4). Finally, to gauge the user's feeling toward the system and its operation, evaluation questions are asked, as indicated in menu item A.2.c of Figure 10. With this feedback, the system could be tuned as a whole and to the needs of individual users, and should hopefully be shown to more effectively aid end user searching than would conventional approaches.
Hofferer, Knaus, and Winiwarter, *An Evolutionary Approach*	*See e.g.*, HOFFERER, p. 1 ("CIFS distils e-mails from the input stream depending on the user's interests and evaluation judgment which are used to rank e-mail information."); *id.* ("These user profiles typically

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to Intelligent Information Filtering (1994) ("HOFFERER")	describe long-term concerns and individually depend on the fact how the user reacts on an incoming stream of information. . . . CIFS is a two step learning system. In the first step, the user may specify a catalogue of relevant topics (*interest-domains*). By rating the keywords of each incoming e-mail and assigning them to one or more interest-domains, the system creates a *polarity profile* for each domain out of a set of ratings. . ."); *id.*, Section 4.1 ("The filter is composed of the following modules: . . . *Pre-Filter* and *Indexer/Parser* . . . *Knowledge Base.* The knowledge base contains the semantic representation of the user profiles which is applied to the assessment of new e-mails. The internal structure consists of frames describing the individual user interests. Their dynamical adaptation is induced by the e-mail agents of the filter component. *Monitor*. Records a user's behavior, that is, his/her reaction to incoming e-mails, e.g. deleting, forwarding, storing, replying, printing. Therefore, the monitor provides a feedback mechanism, measuring how efficiently the recording of usage patterns predicts current user behavior."); *id.*, Section 4.2 ("*Monitoring of user reaction*. Reactions or sequences of reactions, looking over the user's shoulder result in acceptance measure as positive (store, forward, print, reply), neutral (view) and negative actions (delete).")
Morita and Shinoda, *Information Filtering Based on User Behavior Analysis and Best Match Text Retrieval* ("MORITA")	*See e.g.,* MORITA, Introduction ("We propose a profile acquisition and user feedback technique to accumulate a user's preference for information, based on user behavior monitoring, as well as an information filtering technique using the acquired profile."); *id.*, Section 3.2 ("we can easily assume that articles which took considerable amount of time to read can be treated as potentially interesting articles. If we can determine whether a reader is interested in an article or not by measuring the time to read it, we might be able to capture the readers profile automatically."); *id.*, Section 5: "In these approach, it is proposed that information filtering system is told of users preference in a form of 'user model.' Then, upon arrival of an incoming information, the information is semantically analyzed and checked against the user model if the item fit the user's needs.").
U.S. Patent Nos. 5,948,061 ("MERRIMAN I") and 7,844,488 ("MERRIMAN II")	*See*, *e.g.*, MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 2:59-3:4: The basic architecture of the network 10 comprises at least one affiliate web site 12, an advertisement (ad) server web site 19 and one or more individual advertiser's web sites 18. Affiliates are one or more entities that generally for a fee contract with the entity providing the advertisement server permit third party advertisements to be displayed on their web sites. When a user using a browser accesses or "visits" a web site of an affiliate, an advertisement provided by the advertisement server 19 will be superimposed on the display of the affiliate's web page

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	displayed by the user's browser. Examples of appropriate affiliates include locator services, service providers, and entities that have popular web sites such as museums, movie studios, etc. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:5-23: The basic operation of the system is as follows in the preferred embodiment. When a user browsing on the Internet accesses an affiliate's web site 12, the user's browser generates an HTTP message 20 to get the information for the desired web page. The affiliate's web site in response to the message 20 transmits one or more messages back 22 containing the information to be displayed by the user's browser. In addition, an advertising server process 19 will provide additional information comprising one or more objects such as banner advertisements to be displayed with the information provided from the affiliate web site. Normally, the computers supporting the browser, the affiliate web site and the advertising server process will be at entirely different nodes on the Internet. Upon clicking through or otherwise selecting the advertisement object, which may be an image such as an advertisement banner, an icon, or a video or an audio clip, the browser ends up being connected to the advertiser's server or web site 18 for that advertisement object. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 3:24-63: In FIG. 1, a user operates a web browser, such as Netscape or Microsoft Internet Explorer, on a computer or PDA or other Internet capable device 16 to generate through the hypertext transfer protocol (HTTP) 14 a request 20 to any one of preferably a plurality of affiliate web sites 12. The affiliate web site sends one or more messages back 22 using the same protocol. Those messages 22 preferably contain all of the information available at the particular web site 12 for the requested page to be displayed by the user's browser 16 except for one or more advertising objects such as banner advertisements. These objects preferably do not reside on the affiliate's web server. Instead, the affiliate's web server sends back a link including an IP address for a node running an advertiser server process 19 as well as information about the page on which the advertisement will be displayed. The link by way of example may be a hypertext markup language (HTML) <img> tag, referring to, for example, an inline image such as a banner. The user's browser 16 then transmits a message 23 using the received IP address to access such an object

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	indicated by the HTML tag from the advertisement server 19. Included in each message 23 typically to the advertising server 19 are: the user's IP address, (ii) a cookie if the browser 16 is cookie enabled and stores cookie information, (iii) a substring key indicating the page in which the advertisement to be provided from the server is to be embedded, and (iv) MIME header information indicating the browser type and version, the operating system of the computer on which the browser is operating and the proxy server type. Upon receiving the request in the message 23, the advertising server process 19 determines which advertisement or other object to provide to user's browser and transmits the messages 24 containing the object such as a banner advertisement to the user's browser 16 using the HTTP protocol. Preferably contained within the HTTP message is a unique identifier for the advertiser's web page appropriate for the advertisement. That advertisement object is then displayed on the image created by the web user's browser as a composite of the received affiliate's web page plus the object transmitted back by the advertising web server. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 5:50-64: If the user is an existing user, the ad server 19 obtains from a database all of the information known about the user including the user's geographic location, the domain type (commercial educational, governmental, the Internet service provided), the organization type where the user works (for example a SIC code), the company size, the number of employees in that company, the particular types of advertisements that the user has clicked on by SIC or other appropriate coding and the number of times that the user has been exposed to each advertisement currently in the system as described in FIG. 3A. Also, the relative time of day for the user is calculated based upon either the user's country code or the user's IP access provider or the location of their domain. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 7:52-8:5: Alternatively, a reverse form of look up can be used independent of people accessing the network. When a domain is discovered, the server will check common DNS names for the name, such as those starting with "vvvvw" and "ftp". These resolve to IP addresses in most cases. From the IP addresses, the network number can be extracted and if the network does not yet have a domain name associated with the network number or address, the new domain associated with

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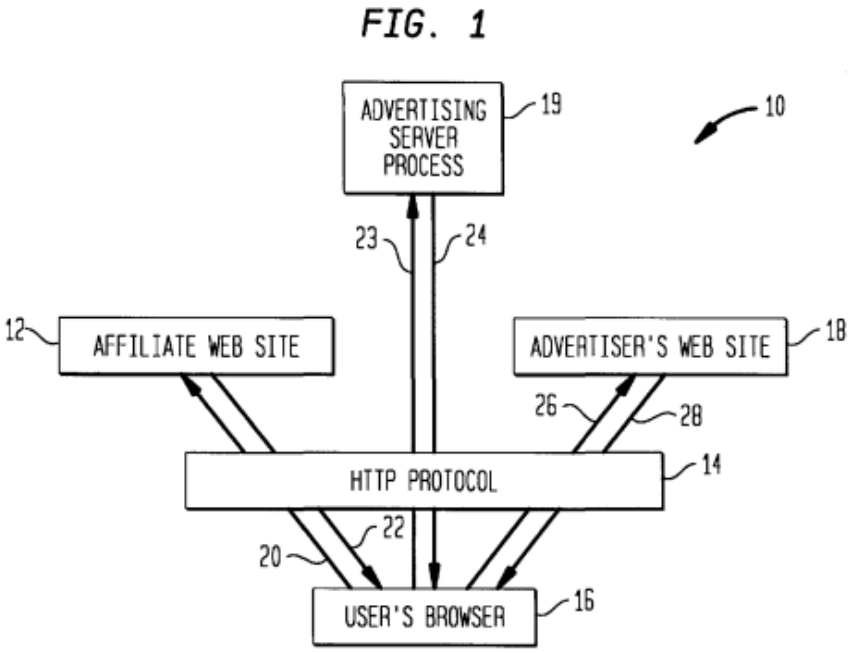
	the network. A reverse domain name look up (A Whois lookup) will then usually provide the name, address and phone number of the organization, thereby providing the geographic location and the time zone of the network. Once the domain name is acquired, the server will determine whether the domain is an educational, military, governmental network and for non-U.S. based networks what country the network is located in through the extension. MERRIMAN I (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), Fig. 1:  MERRIMAN II (AND CORRESPONDING DISCLOSURE IN MERRIMAN II), 9:38-41: 2. The method of claim 1, wherein selecting an advertisement based upon stored information about said user node comprises selecting an advertisement based upon a prior content request sent from said user node to an affiliate node.
U.S. Patent No 5,886,683 ("TOGNAZZINNI")	*See*, *e.g.*, TOGNAZZINI, 16:16-43: FIG. 15 illustrates a typical electronic newspaper display. The invention also applies to data search engine displays. Here, a number of articles 1507, 1511, 1515 and 1519 along with their associated titles 1505, 1509, 1513 and 1517 are displayed in views within a window 1501. Generally a major headline 1503 is also displayed along with a selection of advertising material 1521. Because the information provider does not know what subjects interest the user, the information provider presents a mixture of articles. Here the "New Chemical Reaction" article