

EXHIBIT 1

Chart A-40


Claim Chart of the InfoSeek Corporation S-1 Registration Statement No. 333-4142, Amendment No. 1, dated May 3, 1996 (“InfoSeek S-1”)

as prior art to

Asserted Claims of U.S. Patent No. 7,236,969 B1 (“’969 Patent”)
and
Asserted Claims of U.S. Patent No. 7,469,245 B2 (“’245 Patent”)
and
Asserted Claims of U.S. Patent No. 7,672,970 B2 (“’970 Patent”)
and
Asserted Claims of U.S. Patent No. 7,895,178 B2 (“’178 Patent”)
and
Asserted Claims of U.S. Patent No. 7,895,183 B2 (“’183 Patent”)
and
Asserted Claims of U.S. Patent No. 7,933,883 B2 (“’883 Patent”)

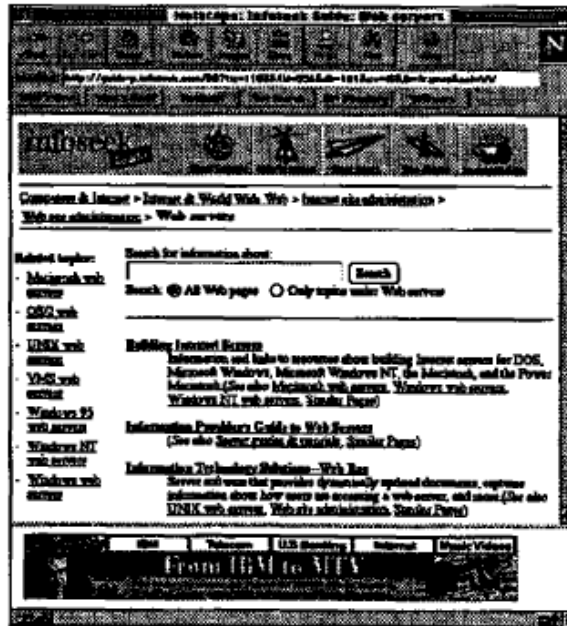
Google also asserts that each of the references cited in this chart anticipates the asserted claims or renders the asserted claims obvious in combination with the other references in that chart.

This chart is based on Rockstar’s apparent construction of the claims, and is not an admission that those constructions are correct or appropriate.

'969 Patent	INFOSEEK S-1
Claim 1	
1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	<p>The InfoSeek S-1 discloses a method for providing advertisements to a user searching for desired information within a data network.</p> <div data-bbox="760 1432 997 1507"></div> <p>Infoseek's primary service offering, <i>Infoseek Guide</i>, assists users in navigating the Internet, providing fast and relevant search results for free. <i>Infoseek Guide's Search-in-Context</i> 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.</p> <p>InfoSeek S-1 at GOOG-WRD-00872375.</p>

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.

'969 Patent	INFOSEEK S-1
	<p data-bbox="586 264 1422 548">Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. The Company's primary service offering, <i>Infoseek Guide</i>, is a free service targeted at individual users. The Company believes that <i>Infoseek Guide</i> goes beyond the functionality offered by other search engines and directory services, by aggregating and packaging the resources of the Internet to serve individuals' unique and personal interests and create rich Internet experiences. The Company believes that <i>Infoseek Guide</i> has been well received by consumers and has achieved a strong brand presence among Web users. <i>Infoseek Guide</i> 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known.</p> <p data-bbox="573 596 969 625">Id. at GOOG-WRD-00872401.</p> <p data-bbox="586 669 1422 867">The Company believes that there is an opportunity to provide more comprehensive services that not only provide specific and relevant responses to consumer searches, but also aggregate and package the rich content resources of the Web in order to serve a consumer's unique and personal interests and create a rich Internet experience. The Company believes that consumers will respond to services that aggregate specific and relevant responses to queries with other relevant and related Web sites, targeted advertising, personalized news services, discussion groups, and other resources. The Company believes that services which bring together relevant content from among the vast resources on the Internet will enhance the consumer's Internet experience, attract a high volume of traffic and build brand loyalty.</p> <p data-bbox="573 911 969 940">Id. at GOOG-WRD-00872402.</p> <p data-bbox="586 989 792 1010">The Infoseek Solution</p> <p data-bbox="586 1022 1422 1241">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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 1285 969 1314">Id. at GOOG-WRD-00872403.</p> <p data-bbox="586 1358 1422 1598">With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p data-bbox="573 1642 607 1671">Id.</p>

'969 Patent	INFOSEEK S-1
	<p data-bbox="581 258 1432 478">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</p> <p data-bbox="573 520 971 552">Id. at GOOG-WRD-00872404.</p> <p data-bbox="581 594 1432 871"><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p data-bbox="573 913 1011 945">Id. at GOOG-WRD-00872404-05.</p> <p data-bbox="605 993 828 1018"><i>Advertising Management</i></p> <p data-bbox="581 1026 1432 1278">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 1331 1011 1362">Id. at GOOG-WRD-00872409-10.</p> <p data-bbox="581 1409 1432 1654">In April 1996, the Company licensed certain software technology from HNC. The Company intends to utilize the software technology to develop an advertising and audience management system to optimize the matching of advertisements with the appropriate audience. The software will be modified according to the Company's specifications to integrate it into the Company's advertisement placement system. This technology will be licensed to the Company for an initial five year term beginning upon the initial acceptance of the software by the Company. The Company expects that the proposed technology will provide significant technological improvements to the Company's advertising and audience management systems. The Company expects the proposed technology to provide significant technological improvements to the Company's advertising and audience management systems. There can be no assurance that such system will be successfully developed. See "Risk Factors — Dependence on Technology Suppliers."</p> <p data-bbox="573 1692 971 1724">Id. at GOOG-WRD-00872410.</p>
[a] receiving, from the user, a search request including a search argument corresponding to the	The InfoSeek S-1 discloses received, from the user, a search request including a search argument corresponding to the desired information.

'969 Patent

INFOSEEK S-1

desired information;

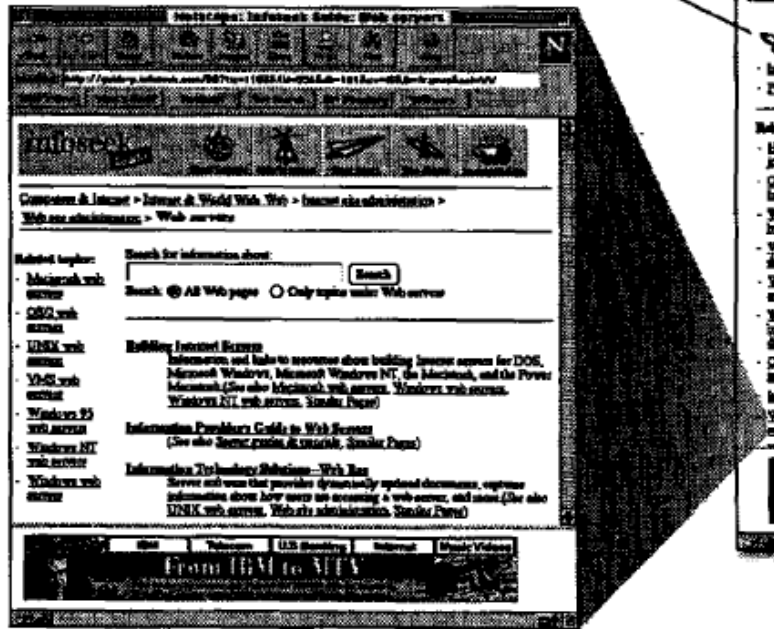


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InfoSeek S-1 at GOOG-WRD-00872375.

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Id.

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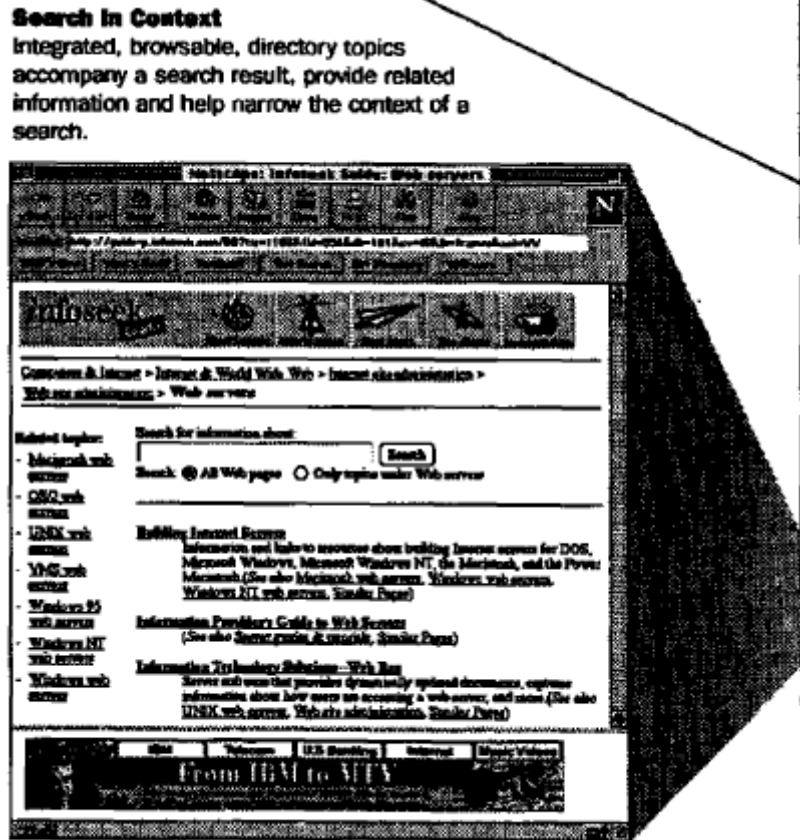
Id. at GOOG-WRD-00872378.

'969 Patent	INFOSEEK S-1
	<p data-bbox="586 302 1421 588">Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. The Company's primary service offering, <i>Infoseek Guide</i>, is a free service targeted at individual users. The Company believes that <i>Infoseek Guide</i> goes beyond the functionality offered by other search engines and directory services, by aggregating and packaging the resources of the Internet to serve individuals' unique and personal interests and create rich Internet experiences. The Company believes that <i>Infoseek Guide</i> has been well received by consumers and has achieved a strong brand presence among Web users. <i>Infoseek Guide</i> 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known.</p> <p data-bbox="571 632 967 663">Id. at GOOG-WRD-00872401.</p> <p data-bbox="586 711 792 732">The Infoseek Solution</p> <p data-bbox="586 743 1427 963">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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p data-bbox="571 1005 967 1037">Id. at GOOG-WRD-00872403.</p> <p data-bbox="586 1079 1427 1323">With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p data-bbox="571 1360 607 1392">Id.</p> <p data-bbox="579 1432 1206 1453">The Company also believes that its service has the following advantages:</p> <ul data-bbox="620 1465 1427 1789" style="list-style-type: none"> <li data-bbox="620 1465 1427 1665">• <i>State-of-the-Art Searching.</i> The search engine underlying <i>Infoseek Guide</i>, which has been licensed from ACS/OM, 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known. <li data-bbox="620 1680 1427 1789">• <i>Search-in-Context.</i> <i>Infoseek Guide</i> 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. <p data-bbox="571 1829 607 1860">Id.</p>

'969 Patent	INFOSEEK S-1
	<p data-bbox="602 296 732 317"><i>Infoseek Guide</i></p> <p data-bbox="583 323 1422 478"><i>Infoseek Guide</i>, the Company's primary navigation and content aggregation service, assists users in locating relevant information on the Internet. <i>Infoseek Guide</i> provides to the user fast and relevant search results in response to the user's query. Moreover, <i>Infoseek Guide's</i> integrated search and browse functions guide the user to a real-time generated, personalized, Web community related to the area of inquiry. <i>Infoseek Guide</i> is offered free of charge to Internet users. Introduced in January 1996, <i>Infoseek Guide</i> is a successor to the Company's initial search service launched in April 1995.</p> <p data-bbox="583 485 1422 552"><i>Infoseek Guide</i> integrates multiple methods of obtaining information from the Internet. Users are presented with four principal resources — <i>Search, Directory, iZones and Toolbar</i> — from which they can launch specific queries, browse or access proprietary content.</p> <ul data-bbox="626 558 1422 909" style="list-style-type: none"> • <i>Search</i>: 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 formal logic 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. <i>Infoseek Guide</i> 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known. <p data-bbox="573 955 967 984">Id. at GOOG-WRD-00872406.</p> <p data-bbox="583 1026 1422 1272">Infoseek's search engine is able to recognize proper nouns and analyze keyword proximity. A request in <i>Infoseek Guide</i> 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.</p> <p data-bbox="583 1289 1422 1446">To facilitate the ease of use of the service, <i>Infoseek Guide</i> 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, <i>Infoseek Guide</i> is able to retrieve highly accurate and relevant results.</p> <p data-bbox="573 1493 1011 1522">Id. at GOOG-WRD-00872408-09.</p> <p data-bbox="583 1570 1422 1791">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.</p> <p data-bbox="573 1837 967 1866">Id. at GOOG-WRD-00872413.</p>

[b] searching, based upon the received search argument, a first database having data network related information to generate search results;

The InfoSeek S-1 discloses searching, based upon the received search argument, a first database having data network related information to generate search results.



Id. at GOOG-WRD-00872375.

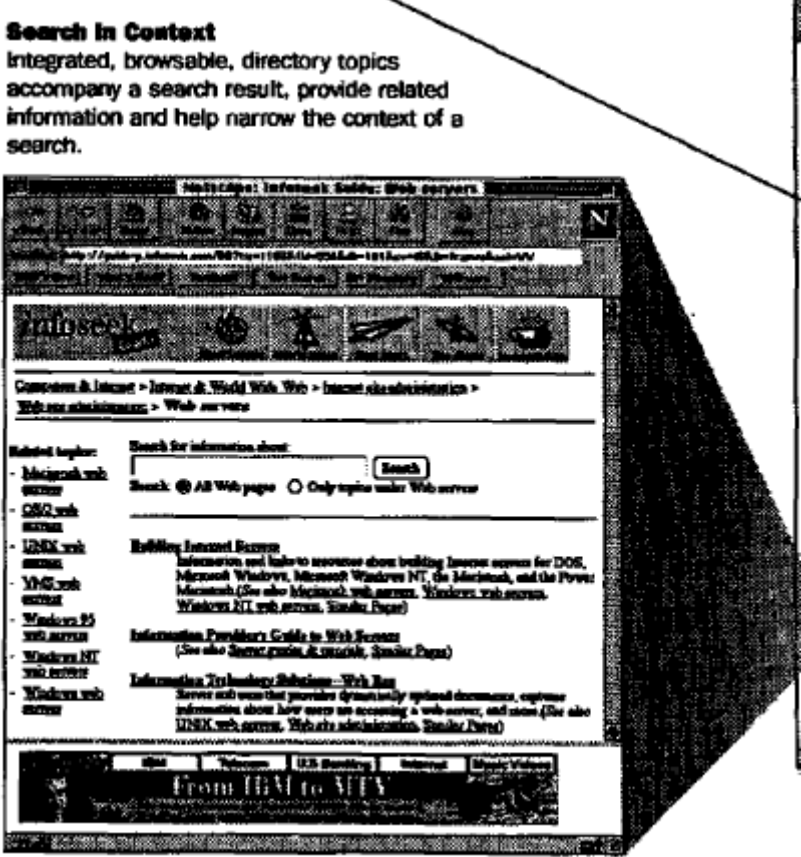
The Infoseek Solution

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.

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	<p>With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p>Id.</p> <p>The Company also believes that its service has the following advantages:</p> <ul style="list-style-type: none"> • <i>State-of-the-Art Searching.</i> The search engine underlying <i>Infoseek Guide</i>, 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known. • <i>Search-in-Context.</i> <i>Infoseek Guide</i> 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. <p>Id.</p> <p><i>Infoseek Guide</i></p> <p><i>Infoseek Guide</i>, the Company's primary navigation and content aggregation service, assists users in locating relevant information on the Internet. <i>Infoseek Guide</i> provides to the user fast and relevant search results in response to the user's query. Moreover, <i>Infoseek Guide's</i> integrated search and browse functions guide the user to a real-time generated, personalized, Web community related to the area of inquiry. <i>Infoseek Guide</i> is offered free of charge to Internet users. Introduced in January 1996, <i>Infoseek Guide</i> is a successor to the Company's initial search service launched in April 1995.</p> <p><i>Infoseek Guide</i> integrates multiple methods of obtaining information from the Internet. Users are presented with four principal resources — <i>Search, Directory, iZones and Toolbar</i> — from which they can launch specific queries, browse or access proprietary content.</p> <ul style="list-style-type: none"> • <i>Search:</i> 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 formal logic 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. <i>Infoseek Guide</i> 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known. <p>Id. at GOOG-WRD-00872406.</p>

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	<p data-bbox="597 258 878 279"><i>Core Search Engine Technology</i></p> <p data-bbox="581 296 1435 384">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).</p> <p data-bbox="581 401 1435 615">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.</p> <p data-bbox="573 663 971 688">Id. at GOOG-WRD-00872408.</p> <p data-bbox="581 737 1435 978">Infoseek's search engine is able to recognize proper nouns and analyze keyword proximity. A request in <i>Infoseek Guide</i> 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.</p> <p data-bbox="581 995 1435 1152">To facilitate the ease of use of the service, <i>Infoseek Guide</i> 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, <i>Infoseek Guide</i> is able to retrieve highly accurate and relevant results.</p> <p data-bbox="573 1201 1013 1226">Id. at GOOG-WRD-00872408-09.</p> <p data-bbox="581 1274 1435 1474">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, <i>iZone</i> 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 <i>iZone</i> and other content, to provide a list of 'hits' ordered by the relevance of the hits to the user's query.</p> <p data-bbox="581 1491 1435 1579">The Company is currently working on its next generation search engine, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known.</p> <p data-bbox="573 1627 971 1652">Id. at GOOG-WRD-00872409.</p>

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	<p>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.</p> <p>Id. at GOOG-WRD-00872413.</p>
<p>[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information; and</p>	<p>The InfoSeek S-1 discloses correlating the received search argument to a particular advertisement in a second database having advertisement related information.</p>  <p>Search in Context Integrated, browsable, directory topics accompany a search result, provide related information and help narrow the context of a search.</p> <p>The screenshot shows a web browser window with the InfoSeek logo and a search bar. Below the search bar, there are several sections of related information:</p> <ul style="list-style-type: none"> Related topics: A list of links including Microsoft web servers, CGI web servers, UNIX web servers, VMS web servers, Windows 95 web servers, Windows NT web servers, and Windows web servers. Search for information about: A search input field with a "Search" button and radio buttons for "All Web pages" and "Only pages under Web servers". Building Internet Servers: Information and links to resources about building Internet servers for DOS, Microsoft Windows, Microsoft Windows NT, the Macintosh, and the Power Macintosh. (See also Microsoft web servers, Windows web servers, Windows NT web servers, Similar Pages) Information Providers Guide to Web Servers: (See also Server grades & ratings, Similar Pages) Information Technology Solutions - Web Run: Server software that provides dynamically updated documents, expense information about how users are accessing a web server, and more. (See also UNIX web servers, Web site administration, Similar Pages) <p>Id. at GOOG-WRD-00872375.</p>

'969 Patent	INFOSEEK S-1
	<p data-bbox="586 260 792 281">The Infoseek Solution</p> <p data-bbox="586 294 1429 514">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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p data-bbox="571 556 967 585">Id. at GOOG-WRD-00872403.</p> <p data-bbox="586 630 1429 871">With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <ul data-bbox="630 913 1429 1228" style="list-style-type: none"> <li data-bbox="630 913 1429 1102">• <i>State-of-the-Art Searching.</i> The search engine underlying <i>Infoseek Guide</i>, 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 "<i>Number 1 Rated Search Engine</i>" (PC Computing Sept 95), "<i>Best of the Test</i>" (Internet World May 96) and "<i>MVP: Internet Tools</i>" (PC Computing Dec 95). The Company is currently working on its next generation search engine, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known. <li data-bbox="630 1123 1429 1228">• <i>Search-in-Context.</i> <i>Infoseek Guide</i> 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. <p data-bbox="571 1276 607 1306">Id.</p> <p data-bbox="586 1350 1429 1570">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</p> <p data-bbox="571 1612 967 1642">Id. at GOOG-WRD-00872404.</p>

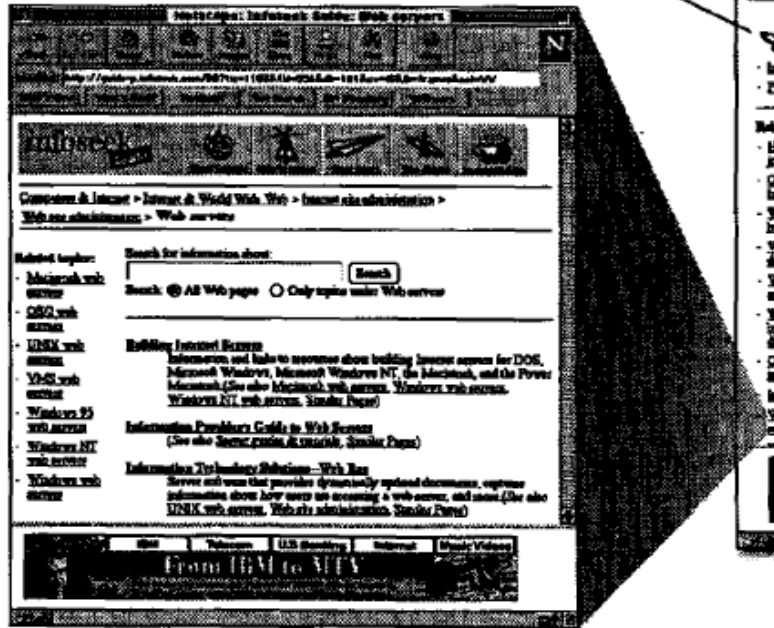
'969 Patent	INFOSEEK S-1
	<p data-bbox="586 258 1437 531"><i>Create Innovative Solutions for Advertisers.</i> The Company seeks to provide advertisers with innovative solutions to effectively reach their target audiences through the Internet. The Company currently offers a broad range of customized alternatives 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.</p> <p data-bbox="570 575 1013 606">Id. at GOOG-WRD-00872404-05.</p> <p data-bbox="586 651 1437 873"><i>Utilize Leading-edge Search and Directory Technologies.</i> 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> 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.</p> <p data-bbox="570 917 971 949">Id. at GOOG-WRD-00872405.</p> <p data-bbox="594 999 873 1022">Infoseek Navigational Services</p> <p data-bbox="594 1026 1414 1157">Infoseek's primary service offering, <i>Infoseek Guide</i>, is a navigation and content aggregation service targeted towards individuals and offered free to users. In addition to <i>Infoseek Guide</i>, the Company offers <i>Infoseek Professional</i>, 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:</p> <p data-bbox="615 1180 745 1203"><i>Infoseek Guide</i></p> <p data-bbox="594 1207 1414 1358"><i>Infoseek Guide</i>, the Company's primary navigation and content aggregation service, assists users in locating relevant information on the Internet. <i>Infoseek Guide</i> provides to the user fast and relevant search results in response to the user's query. Moreover, <i>Infoseek Guide</i>'s integrated search and browse functions guide the user to a real-time generated, personalized, Web community related to the area of inquiry. <i>Infoseek Guide</i> is offered free of charge to Internet users. Introduced in January 1996, <i>Infoseek Guide</i> is a successor to the Company's initial search service launched in April 1995.</p> <p data-bbox="570 1396 971 1428">Id. at GOOG-WRD-00872406.</p>

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	<p><i>Infoseek Guide</i> integrates multiple methods of obtaining information from the Internet. Users are presented with four principal resources — <i>Search, Directory, iZones and Toolbar</i> — from which they can launch specific queries, browse or access proprietary content.</p> <ul style="list-style-type: none"> • <i>Search</i>: 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 formal logic 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. <i>Infoseek Guide</i> has won a number of industry awards including "<i>Number 1 Rated Search Engine</i>" (PC Computing Sept 95), "<i>Best of the Test</i>" (Internet World May 96) and "<i>MVP: Internet Tools</i>" (PC Computing Dec 95). In addition, the Company is currently working on its next generation search engine, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known. • <i>Directory</i>: 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. <p>Id.</p> <p><i>Core Search Engine Technology</i></p> <p>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 "<i>Number 1 Rated Search Engine</i>" (PC Computing Sept 95), "<i>Best of the Test</i>" (Internet World May 96) and "<i>MVP: Internet Tools</i>" (PC Computing Dec 95).</p> <p>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.</p> <p>Id. at GOOG-WRD-00872408.</p>

'969 Patent	INFOSEEK S-1
	<p>Infoseek's search engine is able to recognize proper nouns and analyze keyword proximity. A request in <i>Infoseek Guide</i> 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.</p> <p>To facilitate the ease of use of the service, <i>Infoseek Guide</i> 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, <i>Infoseek Guide</i> is able to retrieve highly accurate and relevant results.</p> <p>Id. at GOOG-WRD-00872408-09.</p> <p><i>Advertising Management</i></p> <p>Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p>Id. at GOOG-WRD-00872409-10.</p> <p><i>Advertising Products and Pricing</i></p> <p>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.</p> <p>Id. at GOOG-WRD-00872410.</p> <p><i>Keyword:</i> 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.</p> <p>Id. at GOOG-WRD-00872411.</p>

'969 Patent	INFOSEEK S-1
	<p>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.</p> <p>Id. at GOOG-WRD-00872413.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B7.</p>
<p>[d] providing the search results together with the particular advertisement to the user.</p>	<p>The InfoSeek S-1 discloses providing the search results together with the particular advertisement to the user.</p> <div data-bbox="760 884 997 961" data-label="Image"> </div> <p>Infoseek's primary service offering, <i>Infoseek Guide</i>, assists users in navigating the Internet, providing fast and relevant search results for free. <i>Infoseek Guide's</i> 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.</p> <p>InfoSeek S-1 at GOOG-WRD-00872375.</p>

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.

'969 Patent	INFOSEEK S-1
	<p data-bbox="589 258 1430 499">With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p data-bbox="573 537 971 569">Id. at GOOG-WRD-00872403.</p> <p data-bbox="589 615 1430 835">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</p> <p data-bbox="573 873 971 905">Id. at GOOG-WRD-00872404.</p> <p data-bbox="589 951 1430 1224"><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p data-bbox="573 1266 1011 1297">Id. at GOOG-WRD-00872404-05.</p> <p data-bbox="605 1350 829 1371"><i>Advertising Management</i></p> <p data-bbox="589 1381 1430 1633">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 1686 1011 1717">Id. at GOOG-WRD-00872409-10.</p> <p data-bbox="605 1770 898 1791"><i>Advertising Products and Pricing</i></p> <p data-bbox="589 1801 1430 1885">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.</p>

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	<p data-bbox="573 296 971 323">Id. at GOOG-WRD-00872410.</p> <p data-bbox="615 371 1433 506"><i>Keyword:</i> 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.</p> <p data-bbox="573 548 971 575">Id. at GOOG-WRD-00872411.</p> <p data-bbox="583 623 1430 842">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.</p> <p data-bbox="573 888 971 915">Id. at GOOG-WRD-00872413.</p> <p data-bbox="573 961 1422 1096">To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B3.</p>
Claim 2	
<p data-bbox="186 1213 548 1577">2. A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p>	<p data-bbox="573 1213 1386 1348">The InfoSeek S-1 discloses correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile.</p> <p data-bbox="583 1396 1430 1530">Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. The Company's primary service offering, <i>Infoseek Guide</i>, is a free service targeted at individual users. The Company believes that <i>Infoseek Guide</i> goes beyond the functionality offered by other search engines and directory services, by aggregating and packaging the resources of the Internet to serve individuals' unique and personal interests and create rich Internet experiences. The Company believes that <i>Infoseek Guide</i> has been well received by consumers and has achieved a strong brand presence among Web users.</p> <p data-bbox="583 1535 1430 1703">The Company's objective is to establish itself as the dominant, branded navigational service provider on the Internet in order to reach the greatest audience. The Company seeks to build a high volume of traffic on its services to provide a preferred platform for content providers and advertisers to reach their target audiences. To achieve its objective, the Company intends to: enhance the attractiveness of its service to users through the addition of new features and functionality; develop and license innovative technologies which can differentiate its service and scale with the growth of the Internet; offer advertisers high impact, innovative advertising products; distribute its service widely through software companies, access providers and others; and form relationships with leading third party content providers.</p> <p data-bbox="573 1745 1101 1772">InfoSeek S-1 at GOOG-WRD-00872378.</p>

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	<p>The Company believes that <i>Infoseek Guide</i> 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, <i>Infoseek Guide</i> 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.</p> <p>Id.</p> <p>The Web is emerging as an important new advertising medium. According to Forrester Research, Inc., the market for Internet-based advertising will reach approximately \$700 million by 1998, from \$37 million in 1995. The Company believes it is well positioned to take advantage of this growth by serving the needs of advertisers. By creating communities where users' interests are matched with advertisements, by tracking impressions and by offering a significant volume of Web traffic, <i>Infoseek Guide</i> enables advertisers to undertake measurable, targeted, cost-effective and interactive advertising. During the quarter ended March 31, 1996, over 120 advertisers placed advertisements on <i>Infoseek Guide</i>. The Company is actively exploring new technologies which will allow it to track user behavior and interests, and therefore even more closely match the interests of audience and advertisers.</p> <p>Id.</p> <p>In addition, in April 1996, the Company licensed certain software technology from HNC. The Company intends to utilize the software technology to develop an advertising and audience management system to optimize the matching of advertisements with the appropriate audience. The software will be modified according to the Company's specifications to integrate it into the Company's advertisement placement system. This technology will be licensed to the Company for an initial five year term beginning upon the initial acceptance of the software by the Company. The Company expects that the proposed technology will provide significant technological improvements to the Company's advertising and audience management systems.</p> <p>Id. at GOOG-WRD-00872385.</p> <p>The Company introduced its first products and services in 1995. During 1995 and for the first quarter of 1996, the Company derived its revenues substantially from the sale of advertisements on its Web pages and, to a lesser extent, from subscription fees for the Company's services. During these periods, advertising revenues accounted for approximately 82% and 96%, respectively, of total revenues. The Company expects to continue to derive substantially all of its revenues for the foreseeable future from selling advertising space on its Web sites. Advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (displays of an advertisement to the user) for a fixed fee. Advertising revenues are recognized ratably over the term of the contract during which services are provided, and are stated net of customer discounts. Also included in advertising revenues is the exchange by the Company of advertising space on the Company's Web sites for reciprocal advertising space in other media publications or other Web sites or receipt of applicable goods and services. Revenues from these exchange transactions are recorded as advertising revenues at the estimated fair value of the goods and services received and are recognized when both the Company's advertisements and reciprocal advertisements are run or applicable goods or services are received. Although such revenues have been insignificant to date, the Company believes these exchange transactions are of value, particularly in the marketing of the Infoseek brand, and expects to continue to engage in these transactions in the future. The Company has also derived revenues during 1995 and the first quarter of 1996 from fees related to a premium subscription service offered to business and professional users. Revenues from this service are recognized over the period the service is provided. The Company's current business model to generate revenues through the sale of advertising on the Internet is unproven. There can be no assurance that current advertisers will continue to purchase advertising space and services from the Company or that the Company will be able to successfully attract additional advertisers. See "Risk Factors — Reliance on Advertising Revenues."</p> <p>Id. at GOOG-WRD-00872396.</p>

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	<p data-bbox="586 264 1422 548">Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. The Company's primary service offering, <i>Infoseek Guide</i>, is a free service targeted at individual users. The Company believes that <i>Infoseek Guide</i> goes beyond the functionality offered by other search engines and directory services, by aggregating and packaging the resources of the Internet to serve individuals' unique and personal interests and create rich Internet experiences. The Company believes that <i>Infoseek Guide</i> has been well received by consumers and has achieved a strong brand presence among Web users. <i>Infoseek Guide</i> 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known.</p> <p data-bbox="573 596 969 625">Id. at GOOG-WRD-00872401.</p> <p data-bbox="581 667 1430 867">The Company believes that there is an opportunity to provide more comprehensive services that not only provide specific and relevant responses to consumer searches, but also aggregate and package the rich content resources of the Web in order to serve a consumer's unique and personal interests and create a rich Internet experience. The Company believes that consumers will respond to services that aggregate specific and relevant responses to queries with other relevant and related Web sites, targeted advertising, personalized news services, discussion groups, and other resources. The Company believes that services which bring together relevant content from among the vast resources on the Internet will enhance the consumer's Internet experience, attract a high volume of traffic and build brand loyalty.</p> <p data-bbox="573 911 969 940">Id. at GOOG-WRD-00872402.</p> <p data-bbox="581 989 1435 1308">Advertisers currently face difficulties, however, in placing their advertisements strategically on the Web. It is difficult for advertisers to understand the volume and demographics of traffic patterns on Web sites. As a result, advertisers can find it difficult to make the existence and location of their advertisements widely known and target their audiences effectively. The Company believes that, in the near term, advertisers will migrate to sites which can offer a high number of impressions per day. The Company also believes that, over time, advertisers will be attracted to those services that experience a high volume of traffic, track consumers carefully and deliver advertisers audiences that fit specific buying profiles. In order to provide such audiences to advertisers, services and sites must develop technologies to enable them to conduct complex demographic and psychographic profiling of their consumers. By understanding their audiences, services and sites will be able to match advertisements with buyers, resulting in targeted, high impact advertising ("narrowcasting" or "microcasting"). The Company believes that those sites and services which both garner a high volume of traffic and offer advertisers the ability to target specific audiences effectively will be in the best position to take advantage of the advertising opportunity on the Web.</p> <p data-bbox="573 1352 1027 1381">Id. at GOOG-WRD-00872402-403.</p>

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	<p data-bbox="589 262 792 281">The Infoseek Solution</p> <p data-bbox="589 296 1422 512">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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p data-bbox="589 527 1422 764">With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p data-bbox="573 806 967 835">Id. at GOOG-WRD-00872403.</p> <p data-bbox="589 879 1422 1142">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 which will allow compilation of anonymous profiles of user behavior and interests, to more closely match the interests of audiences and advertisers.</p> <p data-bbox="573 1192 967 1222">Id. at GOOG-WRD-00872404.</p> <p data-bbox="589 1266 1422 1398">The Company plans to continue to enhance the attractiveness of its service to users through additional features and functionality. Infoseek is currently developing several enhancements to <i>Infoseek Guide</i>, which will allow for personalization of content and advertising according to user interests. These enhancements are expected to be released by fall 1996, and will allow users to create permanent filters for Internet-based information such as newswires, stock quotes, USENET listings and other Internet resources.</p> <p data-bbox="573 1440 967 1470">Id. at GOOG-WRD-00872404.</p> <p data-bbox="589 1514 1422 1791"><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p data-bbox="573 1833 1011 1862">Id. at GOOG-WRD-00872404-05.</p>

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	<p data-bbox="581 296 873 317">Infoseek Navigational Services</p> <p data-bbox="581 323 1429 436">Infoseek's primary service offering, <i>Infoseek Guide</i>, is a navigation and content aggregation service targeted towards individuals and offered free to users. In addition to <i>Infoseek Guide</i>, the Company offers <i>Infoseek Professional</i>, 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</p> <p data-bbox="570 474 971 506">Id. at GOOG-WRD-00872406.</p> <p data-bbox="581 548 1429 684"><i>Future Enhancements.</i> The Company plans to continue to enhance the attractiveness of its service to users through additional features and functionality. Infoseek is currently developing several enhancements to <i>Infoseek Guide</i>, which will allow for personalization of content and advertising according to user interests. These enhancements are expected to be released by fall 1996, and will allow users to create permanent filters for Internet-based information such as newswires, stock quotes, USENET listings and other Internet resources.</p> <p data-bbox="570 726 971 758">Id. at GOOG-WRD-00872408.</p> <p data-bbox="581 800 1429 957"><i>Infoseek Professional.</i> <i>Infoseek Professional</i> is a subscription-based service targeted primarily to professional and business users of commercial online data and content. <i>Infoseek Professional</i> provides access to multiple, premium content databases in addition to the standard collections of Web pages, USENET News, and wire services more widely available on the Internet. <i>Infoseek Professional</i> provides a lower cost means to access a broad range of information databases as compared to individual premium service subscriptions. <i>Infoseek Professional</i> has not been a source of significant revenues to date for the Company.</p> <p data-bbox="570 999 610 1031">Id.</p> <p data-bbox="581 1073 1429 1325">In April 1996, the Company licensed certain software technology from HNC. The Company intends to utilize the software technology to develop an advertising and audience management system to optimize the matching of advertisements with the appropriate audience. The software will be modified according to the Company's specifications to integrate it into the Company's advertisement placement system. This technology will be licensed to the Company for an initial five year term beginning upon the initial acceptance of the software by the Company. The Company expects that the proposed technology will provide significant technological improvements to the Company's advertising and audience management systems. The Company expects the proposed technology to provide significant technological improvements to the Company's advertising and audience management systems. There can be no assurance that such system will be successfully developed. See "Risk Factors — Dependence on Technology Suppliers."</p> <p data-bbox="570 1367 971 1398">Id. at GOOG-WRD-00872410.</p> <p data-bbox="605 1440 963 1461"><i>Technological Advantages for Advertisers</i></p> <p data-bbox="581 1482 1429 1682">The online medium offers advertisers the ability to "narrowcast" their advertisements. For example, car manufacturers can display their advertisements when a user executes a car-related search. Infoseek's technology additionally enables clients to monitor the effectiveness of their advertisements by tracking click-through rates (the number of viewers who click to an advertiser's site) to learn more about their target audiences. Infoseek advertising sales representatives work closely with advertisers to understand the data and integrate it into their overall advertising strategy. The Company is exploring new technologies to enhance user behavior tracking and advertising management capabilities. See "Business — Technology" and "Risk Factors — Technological Change and New Products."</p> <p data-bbox="570 1713 971 1745">Id. at GOOG-WRD-00872411.</p> <p data-bbox="570 1787 1429 1892">To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table</p>

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	B4.
Claim 3	
<p>3. A method as claimed in claim 2, wherein the user profile data includes selections of the user from previous search arguments.</p>	<p>The InfoSeek S-1 discloses the user profile data includes selections of the user from previous search arguments.</p> <p>The Web is emerging as an important new advertising medium. According to Forrester Research, Inc., the market for Internet-based advertising will reach approximately \$700 million by 1998, from \$37 million in 1995. The Company believes it is well positioned to take advantage of this growth by serving the needs of advertisers. By creating communities where users' interests are matched with advertisements, by tracking impressions and by offering a significant volume of Web traffic, <i>Infoseek Guide</i> enables advertisers to undertake measurable, targeted, cost-effective and interactive advertising. During the quarter ended March 31, 1996, over 120 advertisers placed advertisements on <i>Infoseek Guide</i>. The Company is actively exploring new technologies which will allow it to track user behavior and interests, and therefore even more closely match the interests of audience and advertisers.</p> <p>InfoSeek S-1 at GOOG-WRD-00872378.</p> <p>Although search engines and directories help users navigate the Web, the Company believes that these tools have certain limitations and that there is an opportunity to provide added value to the consumer experience. One of the problems not solved by most search engines and directories is that once consumers have found specific Web sites of interest, the services do not place that information in a broader context of other related and relevant Web resources. Consumers must often make iterative searches or move from Web site to Web site in order to achieve a complete response to their search, find related information and feel that they have fully explored the Internet resources available to them.</p> <p>Id. at GOOG-WRD-00872402.</p> <p>Advertisers currently face difficulties, however, in placing their advertisements strategically on the Web. It is difficult for advertisers to understand the volume and demographics of traffic patterns on Web sites. As a result, advertisers can find it difficult to make the existence and location of their advertisements widely known and target their audiences effectively. The Company believes that, in the near term, advertisers will migrate to sites which can offer a high number of impressions per day. The Company also believes that, over time, advertisers will be attracted to those services that experience a high volume of traffic, track consumers carefully and deliver advertisers audiences that fit specific buying profiles. In order to provide such audiences to advertisers, services and sites must develop technologies to enable them to conduct complex demographic and psychographic profiling of their consumers. By understanding their audiences, services and sites will be able to match advertisements with buyers, resulting in targeted, high impact advertising ("narrowcasting" or "microcasting"). The Company believes that those sites and services which both garner a high volume of traffic and offer advertisers the ability to target specific audiences effectively will be in the best position to take advantage of the advertising opportunity on the Web.</p> <p>Id. at GOOG-WRD-00872402-403.</p>

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	<p data-bbox="589 260 792 279">The Infoseek Solution</p> <p data-bbox="589 294 1422 512">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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p data-bbox="589 527 1422 764">With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p data-bbox="573 806 967 833">Id. at GOOG-WRD-00872403.</p> <p data-bbox="589 879 1422 1142">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 which will allow compilation of anonymous profiles of user behavior and interests, to more closely match the interests of audiences and advertisers.</p> <p data-bbox="573 1190 967 1218">Id. at GOOG-WRD-00872404.</p> <p data-bbox="578 1266 1433 1541"><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p data-bbox="573 1589 1011 1617">Id. at GOOG-WRD-00872404-05.</p>

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	<p data-bbox="607 260 828 281"><i>Advertising Management</i></p> <p data-bbox="589 294 1425 543">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 590 1011 617">Id. at GOOG-WRD-00872409-10.</p> <p data-bbox="607 661 961 682"><i>Technological Advantages for Advertisers</i></p> <p data-bbox="589 699 1425 898">The online medium offers advertisers the ability to "narrowcast" their advertisements. For example, car manufacturers can display their advertisements when a user executes a car-related search. Infoseek's technology additionally enables clients to monitor the effectiveness of their advertisements by tracking click-through rates (the number of viewers who click to an advertiser's site) to learn more about their target audiences. Infoseek advertising sales representatives work closely with advertisers to understand the data and integrate it into their overall advertising strategy. The Company is exploring new technologies to enhance user behavior tracking and advertising management capabilities. See "Business — Technology" and "Risk Factors — Technological Change and New Products."</p> <p data-bbox="573 940 969 968">Id. at GOOG-WRD-00872411.</p> <p data-bbox="573 1012 1422 1150">To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
Claim 4	
<p data-bbox="186 1230 531 1409">4. A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.</p>	<p data-bbox="573 1230 1406 1297">The InfoSeek S-1 discloses wherein the user profile data includes selections of the user from previous search results.</p> <p data-bbox="581 1335 1425 1524">The Web is emerging as an important new advertising medium. According to Forrester Research, Inc., the market for Internet-based advertising will reach approximately \$700 million by 1998, from \$37 million in 1995. The Company believes it is well positioned to take advantage of this growth by serving the needs of advertisers. By creating communities where users' interests are matched with advertisements, by tracking impressions and by offering a significant volume of Web traffic, <i>Infoseek Guide</i> enables advertisers to undertake measurable, targeted, cost-effective and interactive advertising. During the quarter ended March 31, 1996, over 120 advertisers placed advertisements on <i>Infoseek Guide</i>. The Company is actively exploring new technologies which will allow it to track user behavior and interests, and therefore even more closely match the interests of audience and advertisers.</p> <p data-bbox="573 1566 1101 1593">InfoSeek S-1 at GOOG-WRD-00872378.</p> <p data-bbox="586 1642 1425 1818">Although search engines and directories help users navigate the Web, the Company believes that these tools have certain limitations and that there is an opportunity to provide added value to the consumer experience. One of the problems not solved by most search engines and directories is that once consumers have found specific Web sites of interest, the services do not place that information in a broader context of other related and relevant Web resources. Consumers must often make iterative searches or move from Web site to Web site in order to achieve a complete response to their search, find related information and feel that they have fully explored the Internet resources available to them.</p> <p data-bbox="573 1860 969 1887">Id. at GOOG-WRD-00872402.</p>

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	<p>Advertisers currently face difficulties, however, in placing their advertisements strategically on the Web. It is difficult for advertisers to understand the volume and demographics of traffic patterns on Web sites. As a result, advertisers can find it difficult to make the existence and location of their advertisements widely known and target their audiences effectively. The Company believes that, in the near term, advertisers will migrate to sites which can offer a high number of impressions per day. The Company also believes that, over time, advertisers will be attracted to those services that experience a high volume of traffic, track consumers carefully and deliver advertisers audiences that fit specific buying profiles. In order to provide such audiences to advertisers, services and sites must develop technologies to enable them to conduct complex demographic and psychographic profiling of their consumers. By understanding their audiences, services and sites will be able to match advertisements with buyers, resulting in targeted, high impact advertising ("narrowcasting" or "microcasting"). The Company believes that those sites and services which both garner a high volume of traffic and offer advertisers the ability to target specific audiences effectively will be in the best position to take advantage of the advertising opportunity on the Web.</p> <p>Id. at GOOG-WRD-00872402-403.</p> <p>The Infoseek Solution</p> <p>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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p>With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p>Id. at GOOG-WRD-00872403.</p> <p>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 which will allow compilation of anonymous profiles of user behavior and interests, to more closely match the interests of audiences and advertisers.</p> <p>Id. at GOOG-WRD-00872404.</p>

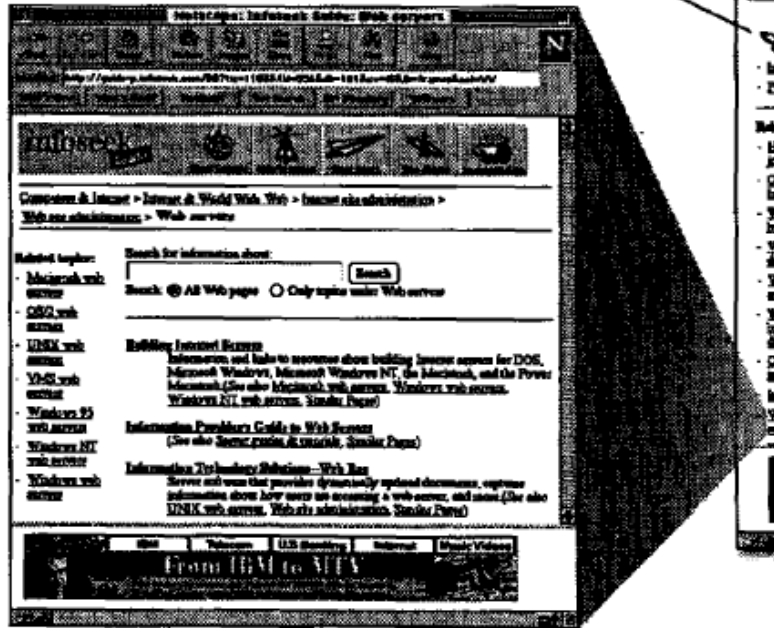
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	<p data-bbox="581 260 1430 533"><i>Create Innovative Solutions for Advertisers.</i> The Company seeks to provide advertisers with innovative solutions to effectively reach their target audiences through the Internet. The Company currently offers a 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.</p> <p data-bbox="581 583 1008 611">Id. at GOOG-WRD-00872404-05.</p> <p data-bbox="610 661 824 682"><i>Advertising Management</i></p> <p data-bbox="591 695 1427 940">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="574 991 1008 1018">Id. at GOOG-WRD-00872409-10.</p> <p data-bbox="610 1068 959 1089"><i>Technological Advantages for Advertisers</i></p> <p data-bbox="591 1102 1430 1297">The online medium offers advertisers the ability to "narrowcast" their advertisements. For example, car manufacturers can display their advertisements when a user executes a car-related search. Infoseek's technology additionally enables clients to monitor the effectiveness of their advertisements by tracking click-through rates (the number of viewers who click to an advertiser's site) to learn more about their target audiences. Infoseek advertising sales representatives work closely with advertisers to understand the data and integrate it into their overall advertising strategy. The Company is exploring new technologies to enhance user behavior tracking and advertising management capabilities. See "Business — Technology" and "Risk Factors — Technological Change and New Products."</p> <p data-bbox="574 1348 967 1375">Id. at GOOG-WRD-00872411.</p> <p data-bbox="574 1451 1414 1587">To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
Claim 5	
<p data-bbox="188 1667 526 1803">5. A method as claimed in claim 4, wherein the user profile data includes user specified preferences.</p>	<p data-bbox="574 1667 1370 1730">The InfoSeek S-1 discloses user profile data that included user specified preferences.</p>

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	<p>The Web is emerging as an important new advertising medium. According to Forrester Research, Inc., the market for Internet-based advertising will reach approximately \$700 million by 1998, from \$37 million in 1995. The Company believes it is well positioned to take advantage of this growth by serving the needs of advertisers. By creating communities where users' interests are matched with advertisements, by tracking impressions and by offering a significant volume of Web traffic, <i>Infoseek Guide</i> enables advertisers to undertake measurable, targeted, cost-effective and interactive advertising. During the quarter ended March 31, 1996, over 120 advertisers placed advertisements on <i>Infoseek Guide</i>. The Company is actively exploring new technologies which will allow it to track user behavior and interests, and therefore even more closely match the interests of audience and advertisers.</p> <p>InfoSeek S-1 at GOOG-WRD-00872378.</p> <p>Although search engines and directories help users navigate the Web, the Company believes that these tools have certain limitations and that there is an opportunity to provide added value to the consumer experience. One of the problems not solved by most search engines and directories is that once consumers have found specific Web sites of interest, the services do not place that information in a broader context of other related and relevant Web resources. Consumers must often make iterative searches or move from Web site to Web site in order to achieve a complete response to their search, find related information and feel that they have fully explored the Internet resources available to them.</p> <p>Id. at GOOG-WRD-00872402.</p> <p>Advertisers currently face difficulties, however, in placing their advertisements strategically on the Web. It is difficult for advertisers to understand the volume and demographics of traffic patterns on Web sites. As a result, advertisers can find it difficult to make the existence and location of their advertisements widely known and target their audiences effectively. The Company believes that, in the near term, advertisers will migrate to sites which can offer a high number of impressions per day. The Company also believes that, over time, advertisers will be attracted to those services that experience a high volume of traffic, track consumers carefully and deliver advertisers audiences that fit specific buying profiles. In order to provide such audiences to advertisers, services and sites must develop technologies to enable them to conduct complex demographic and psychographic profiling of their consumers. By understanding their audiences, services and sites will be able to match advertisements with buyers, resulting in targeted, high impact advertising ("narrowcasting" or "microcasting"). The Company believes that those sites and services which both garner a high volume of traffic and offer advertisers the ability to target specific audiences effectively will be in the best position to take advantage of the advertising opportunity on the Web.</p> <p>Id. at GOOG-WRD-00872402-403.</p> <p>The Infoseek Solution</p> <p>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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p>With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p>Id. at GOOG-WRD-00872403.</p>

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	<p data-bbox="586 296 1430 558">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 which will allow compilation of anonymous profiles of user behavior and interests, to more closely match the interests of audiences and advertisers.</p> <p data-bbox="573 606 969 636">Id. at GOOG-WRD-00872404.</p> <p data-bbox="578 684 1438 957"><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p data-bbox="573 1005 1011 1035">Id. at GOOG-WRD-00872404-05.</p> <p data-bbox="609 1083 826 1104"><i>Advertising Management</i></p> <p data-bbox="589 1115 1425 1367">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 1415 1011 1444">Id. at GOOG-WRD-00872409-10.</p> <p data-bbox="609 1486 959 1507"><i>Technological Advantages for Advertisers</i></p> <p data-bbox="586 1524 1430 1724">The online medium offers advertisers the ability to "narrowcast" their advertisements. For example, car manufacturers can display their advertisements when a user executes a car-related search. Infoseek's technology additionally enables clients to monitor the effectiveness of their advertisements by tracking click-through rates (the number of viewers who click to an advertiser's site) to learn more about their target audiences. Infoseek advertising sales representatives work closely with advertisers to understand the data and integrate it into their overall advertising strategy. The Company is exploring new technologies to enhance user behavior tracking and advertising management capabilities. See "Business — Technology" and "Risk Factors — Technological Change and New Products."</p> <p data-bbox="573 1766 969 1795">Id. at GOOG-WRD-00872411.</p> <p data-bbox="573 1837 1414 1866">To the extent this reference does not teach this claim element, this</p>

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	reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.
Claim 6	
<p>6. A method as claimed in claim 1, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p>	<p>The InfoSeek S-1 discloses providing the search results and the particular advertisement to the user including displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p> <div data-bbox="760 632 997 709" data-label="Image"> </div> <p data-bbox="760 720 1252 968"> <i>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.</i> </p> <p data-bbox="573 1020 1101 1052">InfoSeek S-1 at GOOG-WRD-00872375.</p>

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.

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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	<p data-bbox="573 296 971 323">Id. at GOOG-WRD-00872403.</p> <p data-bbox="573 369 1435 590">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</p> <p data-bbox="573 632 971 659">Id. at GOOG-WRD-00872404.</p> <p data-bbox="573 705 1435 978"><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p data-bbox="573 1024 1013 1052">Id. at GOOG-WRD-00872404-05.</p> <p data-bbox="605 1104 829 1125"><i>Advertising Management</i></p> <p data-bbox="573 1136 1435 1388">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 1440 1013 1467">Id. at GOOG-WRD-00872409-10.</p> <p data-bbox="605 1520 899 1541"><i>Advertising Products and Pricing</i></p> <p data-bbox="573 1551 1435 1635">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.</p> <p data-bbox="573 1682 971 1709">Id. at GOOG-WRD-00872410.</p> <p data-bbox="605 1755 1435 1892"><i>Keyword:</i> 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.</p>

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	<p>Id. at GOOG-WRD-00872411.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B1, B2, & B3.</p>
Claim 8	
<p>8. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:</p>	<p>The InfoSeek S-1 discloses providing advertisements to a user searching for desired information within a data network.</p> <p><i>See</i> Claim 1 [preamble].</p>
<p>[a] receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;</p>	<p>The InfoSeek S-1 discloses receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information.</p> <p><i>See</i> Claim 1 [a]</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.</p>
<p>[b] searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;</p>	<p>The InfoSeek S-1 discloses searching a first database to generate search results, the first database having data network related information and being contained on the server computer.</p> <p><i>See</i> Claim 1 [b]</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.</p>
<p>[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a</p>	<p>The InfoSeek S-1 discloses correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p><i>See</i> Claim 1 [c]</p>

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client computer; and	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.
[d] providing the search results together with the particular advertisement to the user.	The InfoSeek S-1 discloses providing the search results together with the particular advertisement to the user. <i>See Claim 1[d].</i>
Claim 9	
9. A method as claimed in claim 8, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.	The InfoSeek S-1 discloses correlating the received search argument to the particular advertisement by selecting the particular advertisement based on the received search argument and user profile data. <i>See Claim 2.</i>
Claim 10	
10. A method as claimed in claim 9, wherein the user profile data is based partially upon previous search arguments of the user.	The InfoSeek S-1 discloses wherein the user profile data is based partially upon previous search arguments of the user. <i>See Claim 3.</i>
Claim 11	
11. A method as claimed in claim 10, wherein the user profile data is based partially upon previous search results for the user.	The InfoSeek S-1 discloses wherein the user profile data is based partially upon previous search results for the user. <i>See Claim 4.</i>
Claim 12	
12. A method as claimed in claim 11, wherein the user profile data includes user specified preferences.	The InfoSeek S-1 discloses the user profile data includes user specified preferences.

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	<p data-bbox="586 254 1435 386">Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. The Company's primary service offering, <i>Infoseek Guide</i>, is a free service targeted at individual users. The Company believes that <i>Infoseek Guide</i> goes beyond the functionality offered by other search engines and directory services, by aggregating and packaging the resources of the Internet to serve individuals' unique and personal interests and create rich Internet experiences. The Company believes that <i>Infoseek Guide</i> has been well received by consumers and has achieved a strong brand presence among Web users.</p> <p data-bbox="586 392 1435 562">The Company's objective is to establish itself as the dominant, branded navigational service provider on the Internet in order to reach the greatest audience. The Company seeks to build a high volume of traffic on its services to provide a preferred platform for content providers and advertisers to reach their target audiences. To achieve its objective, the Company intends to: enhance the attractiveness of its service to users through the addition of new features and functionality; develop and license innovative technologies which can differentiate its service and scale with the growth of the Internet; offer advertisers high impact, innovative advertising products; distribute its service widely through software companies, access providers and others; and form relationships with leading third party content providers.</p> <p data-bbox="573 600 1101 632">InfoSeek S-1 at GOOG-WRD-00872378.</p> <p data-bbox="591 676 1435 808">The Company believes that <i>Infoseek Guide</i> 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, <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 846 607 877">Id.</p> <p data-bbox="581 917 1435 1104">The Web is emerging as an important new advertising medium. According to Forrester Research, Inc., the market for Internet-based advertising will reach approximately \$700 million by 1998, from \$37 million in 1995. The Company believes it is well positioned to take advantage of this growth by serving the needs of advertisers. By creating communities where users' interests are matched with advertisements, by tracking impressions and by offering a significant volume of Web traffic, <i>Infoseek Guide</i> enables advertisers to undertake measurable, targeted, cost-effective and interactive advertising. During the quarter ended March 31, 1996, over 120 advertisers placed advertisements on <i>Infoseek Guide</i>. The Company is actively exploring new technologies which will allow it to track user behavior and interests, and therefore even more closely match the interests of audience and advertisers.</p> <p data-bbox="573 1144 607 1176">Id.</p> <p data-bbox="586 1228 1435 1514">Infoseek develops and provides branded, comprehensive Web-based navigational services that help users access and personalize the vast resources of the Internet. The Company's primary service offering, <i>Infoseek Guide</i>, is a free service targeted at individual users. The Company believes that <i>Infoseek Guide</i> goes beyond the functionality offered by other search engines and directory services, by aggregating and packaging the resources of the Internet to serve individuals' unique and personal interests and create rich Internet experiences. The Company believes that <i>Infoseek Guide</i> has been well received by consumers and has achieved a strong brand presence among Web users. <i>Infoseek Guide</i> 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, <i>Ultraseek</i>, which the Company plans to release in the second half of 1996. <i>Ultraseek</i> will enable the searching of a much greater number of Web sites at even faster speeds with the same level of accuracy for which <i>Infoseek Guide</i> is currently known.</p> <p data-bbox="573 1556 971 1587">Id. at GOOG-WRD-00872401.</p>

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	<p>Advertisers currently face difficulties, however, in placing their advertisements strategically on the Web. It is difficult for advertisers to understand the volume and demographics of traffic patterns on Web sites. As a result, advertisers can find it difficult to make the existence and location of their advertisements widely known and target their audiences effectively. The Company believes that, in the near term, advertisers will migrate to sites which can offer a high number of impressions per day. The Company also believes that, over time, advertisers will be attracted to those services that experience a high volume of traffic, track consumers carefully and deliver advertisers audiences that fit specific buying profiles. In order to provide such audiences to advertisers, services and sites must develop technologies to enable them to conduct complex demographic and psychographic profiling of their consumers. By understanding their audiences, services and sites will be able to match advertisements with buyers, resulting in targeted, high impact advertising ("narrowcasting" or "microcasting"). The Company believes that those sites and services which both garner a high volume of traffic and offer advertisers the ability to target specific audiences effectively will be in the best position to take advantage of the advertising opportunity on the Web.</p> <p>Id. at GOOG-WRD-00872402-403.</p> <p>The Infoseek Solution</p> <p>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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p> <p>With every search on <i>Infoseek Guide</i>, 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 <i>iZone</i> (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.</p> <p>Id. at GOOG-WRD-00872403.</p> <p>The Company plans to continue to enhance the attractiveness of its service to users through additional features and functionality. Infoseek is currently developing several enhancements to <i>Infoseek Guide</i>, which will allow for personalization of content and advertising according to user interests. These enhancements are expected to be released by fall 1996, and will allow users to create permanent filters for Internet-based information such as newswires, stock quotes, USENET listings and other Internet resources.</p> <p>Id. at GOOG-WRD-00872404.</p> <p><i>Create Innovative Solutions for Advertisers.</i> 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.</p>

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	<p>Id. at GOOG-WRD-00872404-05.</p> <p><i>Future Enhancements.</i> The Company plans to continue to enhance the attractiveness of its service to users through additional features and functionality. Infoseek is currently developing several enhancements to <i>Infoseek Guide</i>, which will allow for personalization of content and advertising according to user interests. These enhancements are expected to be released by fall 1996, and will allow users to create permanent filters for Internet-based information such as newswires, stock quotes, USENET listings and other Internet resources.</p> <p>Id. at GOOG-WRD-00872408.</p> <p><i>Technological Advantages for Advertisers</i></p> <p>The online medium offers advertisers the ability to "narrowcast" their advertisements. For example, car manufacturers can display their advertisements when a user executes a car-related search. Infoseek's technology additionally enables clients to monitor the effectiveness of their advertisements by tracking click-through rates (the number of viewers who click to an advertiser's site) to learn more about their target audiences. Infoseek advertising sales representatives work closely with advertisers to understand the data and integrate it into their overall advertising strategy. The Company is exploring new technologies to enhance user behavior tracking and advertising management capabilities. See "Business — Technology" and "Risk Factors — Technological Change and New Products."</p> <p>Id. at GOOG-WRD-00872411.</p>
Claim 13	
<p>13. A method as claimed in claim 8, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p>	<p>The InfoSeek S-1 discloses wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p> <p>See Claim 6.</p>
Claim 14	
<p>14. A method as claimed in claim 8, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.</p>	<p>The InfoSeek S-1 discloses correlating the received search argument to a particular advertisement in the second database is performed by the client computer.</p> <p>The Infoseek Solution</p> <p>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, <i>Infoseek Guide</i>, 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, <i>Infoseek Guide</i> 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.</p>

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	<p data-bbox="573 254 971 285">Id. at GOOG-WRD-00872403.</p> <p data-bbox="573 327 1435 554">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</p> <p data-bbox="573 590 971 621">Id. at GOOG-WRD-00872404.</p> <p data-bbox="573 663 1435 940"><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p data-bbox="573 982 1013 1014">Id. at GOOG-WRD-00872404-05.</p> <p data-bbox="573 1066 1435 1310"><i>Maximize Audience Reach through Distribution Relationships.</i> The Company seeks to form relationships that maximize audience reach and create alternate distribution channels to the Company's services. The Company established as one of its earliest and primary distribution channels an initial relationship with Netscape to be the sole premier "Net Search" navigational service on the Netscape Web page. This relationship enabled the Company to gain access to a large audience and build early brand awareness. Netscape has since implemented a new "Net Search" display, in which several navigational service providers are rotated through the most visible position on the page. In order to maximize exposure, the Company has broadened and will continue to broaden its distribution channels through other relationships, such as with Microsoft, NETCOM, NYNEX, Verity and Quarterdeck. The Company intends to continue to aggressively expand its distribution relationships.</p> <p data-bbox="573 1346 971 1377">Id. at GOOG-WRD-00872405.</p> <p data-bbox="605 1423 829 1451"><i>Advertising Management</i></p> <p data-bbox="573 1457 1435 1713">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="573 1759 1013 1791">Id. at GOOG-WRD-00872409-10.</p>

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	<p><i>Distribution</i></p> <p>The Company seeks to form relationships that maximize audience reach and create alternate distribution channels to the Company's services. The Company has developed the following significant distribution relationships:</p> <p><i>Browser Vendors:</i> The Company has relationships with Netscape, Microsoft, Quarterdeck, NETCOM, NetManage and Freeloader. Each of these companies distributes software to its customers which is used to navigate the Web. <i>Infoseek Guide</i> is listed by each of these companies as a navigational service available to their users. The terms of these relationships vary widely, both in the prominence given to <i>Infoseek Guide</i> relative to other alternatives and the compensation paid by Infoseek for the traffic. All of these companies feature <i>Infoseek Guide</i> as a key navigational tool and engage in certain promotional activities.</p> <p>From March 1995 through March 1996, the Company's service was listed as the sole premier navigational service on the Netscape Web page accessible via the "Net Search" button. As of March 31, 1996, approximately 85% of the traffic to the Company's <i>Infoseek Guide</i> service was derived through the Netscape Web page. In March 1996, Infoseek entered into a new agreement with Netscape, which provides that Infoseek will be listed as a Premier Provider on Netscape's Web page for the period April 10, 1996 to March 31, 1997. Currently, Netscape's Web page displays four additional Premier Providers. Infoseek's agreement with Netscape provides for payments of up to an aggregate of \$5 million to Netscape over the term of the agreement. The Company has the right to terminate the agreement at the end of six months, in which case the payment to Netscape would be reduced to an aggregate of approximately \$2.5 million. The Company has experienced a reduction in the traffic generated through Netscape as result of the change from the Company's sole premier listing to a shared premier listing. Traffic may continue to be impacted, and this could in turn significantly impact advertising revenues. In addition, the Company cannot anticipate the impact of any changes Netscape may make to this service, to its Web page or its other services, on Infoseek traffic, or the effect on advertising revenues that may be generated from such traffic. See "Risk Factors — Change in Netscape Relationship and Dependence on Other Third Party Relationships".</p> <p>Id. at GOOG-WRD-00872412.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.</p>
Claim 17	
17. An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:	<p>The InfoSeek S-1 discloses including an advertising machine for providing advertisements to a user searching for desired information within a data network.</p> <p><i>See Claim 8[preamble].</i></p>
[a] a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;	<p>The InfoSeek S-1 discloses a server computer coupled to the data network that received a search request from the user, the search request including a search argument corresponding to the desired information.</p> <p><i>See Claim 8[a].</i></p>
[b] a database search engine coupled to the	<p>The InfoSeek S-1 discloses a database search engine coupled to the server computer that received the search argument from the</p>

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server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer;	server computer and searched a first database to generate search results, the first database having data network related information and being contained on the server computer. <i>See Claim 8[b].</i>
[c] an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	The InfoSeek S-1 discloses an associative search engine coupled to the server computer that correlated the received search argument to a particular advertisement in a second database having advertisement related information. The second database was contained on a client computer. <i>See Claim 8[c].</i>
[d] the server computer providing the search results together with the particular advertisement to the user.	The InfoSeek S-1 discloses the server computer provided the search results together with the particular advertisement to the user. <i>See Claim 8[d].</i>
Claim 18	
18. The advertising machine of claim 17, wherein the associative search engine selects the particular advertisement based on the received search argument and user profile data.	The InfoSeek S-1 discloses selecting the particular advertisement based on the received search argument and user profile data. <i>See Claim 2.</i>
Claim 19	
19. The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments	The InfoSeek S-1 discloses the user profile data is based partially upon previous search arguments of the user. <i>See Claim 3.</i>

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of the user.	
Claim 20	
20. The advertising machine of claim 18, wherein the user profile data is based partially upon previous search results for the user.	The InfoSeek S-1 discloses the user profile data is based partially upon previous search results for the user. <i>See Claim 4.</i>
Claim 21	
21. The advertising machine of claim 18, wherein the user profile data includes user specified preferences.	The user profile data used by the InfoSeek S-1 discloses included user specified preferences. <i>See Claim 5.</i>
Claim 22	
22. An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:	The InfoSeek S-1 discloses an advertising machine coupled to a data network for providing advertisements to a user. <i>See Claim 17[preamble].</i>
[a] a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;	The InfoSeek S-1 discloses a server computer was coupled to the data network that received a search request from the user, the search request including a search argument corresponding to the desired information. <i>See Claim 17[a].</i>
[b] a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server	The InfoSeek S-1 discloses a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer. <i>See Claim 17[b].</i>

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computer;	
[c] an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;	<p>The InfoSeek S-1 discloses an associative search engine coupled to the server computer that correlated the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p><i>See Claim 17[c].</i></p>
[d] the server computer providing the search results together with the particular advertisement to the user;	<p>The InfoSeek S-1 discloses the server computer used by the InfoSeek S-1 discloses provided the search results together with the particular advertisement to the user.</p> <p><i>See Claim 17[d].</i></p>
[e] the server computer determining whether the advertisement was successful; and	<p>The InfoSeek S-1 discloses the server computer determined whether the advertisement was successful.</p> <p>The Web is emerging as an important new advertising medium. According to Forrester Research, Inc., the market for Internet-based advertising will reach approximately \$700 million by 1998, from \$37 million in 1995. The Company believes it is well positioned to take advantage of this growth by serving the needs of advertisers. By creating communities where users' interests are matched with advertisements, by tracking impressions and by offering a significant volume of Web traffic, <i>Infoseek Guide</i> enables advertisers to undertake measurable, targeted, cost-effective and interactive advertising. During the quarter ended March 31, 1996, over 120 advertisers placed advertisements on <i>Infoseek Guide</i>. The Company is actively exploring new technologies which will allow it to track user behavior and interests, and therefore even more closely match the interests of audience and advertisers.</p> <p><i>Id.</i> at GOOG-WRD-00872378.</p> <p>In addition, in April 1996, the Company licensed certain software technology from HNC. The Company intends to utilize the software technology to develop an advertising and audience management system to optimize the matching of advertisements with the appropriate audience. The software will be modified according to the Company's specifications to integrate it into the Company's advertisement placement system. This technology will be licensed to the Company for an initial five year term beginning upon the initial acceptance of the software by the Company. The Company expects that the proposed technology will provide significant technological improvements to the Company's advertising and audience management systems.</p> <p><i>Id.</i> at GOOG-WRD-00872380.</p> <p>The process of managing advertising within large, high traffic Web sites such as the Company's is an increasingly important and complex task. The Company relies on internal advertising inventory management and analysis systems to provide enhanced internal reporting and customer feedback on advertising. To the extent that any extended failure of the Company's advertising management system results in incorrect advertising insertions, the Company may be exposed to "make good" obligations with its advertising customers, which, by displacing advertising inventory, could have a material adverse effect on the Company's business, results of operations and financial condition.</p> <p><i>Id.</i> at GOOG-WRD-00872388.</p>

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	<p>Advertisers have recognized that the interactive nature of the Internet can provide an environment where advertising may become more effective than it is in other more conventional print and broadcast media. The interactive and global nature of the Internet has the potential to enable advertisers to target specific audiences, measure the popularity of advertising content and make timely changes in response, reach worldwide audiences cost-effectively, and create innovative and interactive advertisements. The Company believes that increases in transmission bandwidth through higher speed Internet connections, and wider multimedia enabling technologies for the Web, such as Java, VRML and others, will also increase the appeal and effectiveness of advertisements and make the Web an even more attractive platform for advertising.</p> <p>Advertisers currently face difficulties, however, in placing their advertisements strategically on the Web. It is difficult for advertisers to understand the volume and demographics of traffic patterns on Web sites. As a result, advertisers can find it difficult to make the existence and location of their advertisements widely known and target their audiences effectively. The Company believes that, in the near term, advertisers will migrate to sites which can offer a high number of impressions per day. The Company also believes that, over time, advertisers will be attracted to those services that experience a high volume of traffic, track consumers carefully and deliver advertisers audiences that fit specific buying profiles. In order to provide such audiences to advertisers, services and sites must develop technologies to enable them to conduct complex demographic and psychographic profiling of their consumers. By understanding their audiences, services and sites will be able to match advertisements with buyers, resulting in targeted, high impact advertising ("narrowcasting" or "microcasting"). The Company believes that those sites and services which both garner a high volume of traffic and offer advertisers the ability to target specific audiences effectively will be in the best position to take advantage of the advertising opportunity on the Web.</p> <p>Id. at GOOG-WRD-00872402-403.</p> <p>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</p> <p>Id. at GOOG-WRD-00872404.</p> <p><i>Create Innovative Solutions for Advertisers.</i> 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.</p> <p>Id. at GOOG-WRD-00872404-05.</p>

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	<p data-bbox="581 256 1435 499"><i>Leverage Media and Technical Expertise.</i> The Company believes that the Internet represents a technology-driven mass medium in which advertising will subsidize content. As a result, in-depth knowledge and understanding of publishing, advertising, technology and media will be critical elements to success for any navigational service company. To this end, the Company has assembled a management team with a depth of experience in these areas. The Company's executive officers have experience at Time, McGraw-Hill, Cahners Publishing, Foote Cone & Belding, US News & World Report, Frame Technology, 3COM, Apple, NetFRAME, Mastercard International and The Wall Street Journal. The Company also believes that directly establishing and maintaining relationships with advertisers will become increasingly important in maintaining and capturing incremental advertising market share. Accordingly, the Company has assembled a highly experienced, direct sales force to promote and accelerate advertising sales.</p> <p data-bbox="581 541 971 575">Id. at GOOG-WRD-00872405.</p> <p data-bbox="604 625 831 646"><i>Advertising Management</i></p> <p data-bbox="581 655 1435 907">Infoseek has developed certain proprietary systems for the instantaneous placement of advertisements with targeted audiences on appropriate <i>Infoseek Guide</i> 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.</p> <p data-bbox="581 961 1013 995">Id. at GOOG-WRD-00872409-10.</p> <p data-bbox="581 1037 1435 1289">In April 1996, the Company licensed certain software technology from HNC. The Company intends to utilize the software technology to develop an advertising and audience management system to optimize the matching of advertisements with the appropriate audience. The software will be modified according to the Company's specifications to integrate it into the Company's advertisement placement system. This technology will be licensed to the Company for an initial five year term beginning upon the initial acceptance of the software by the Company. The Company expects that the proposed technology will provide significant technological improvements to the Company's advertising and audience management systems. The Company expects the proposed technology to provide significant technological improvements to the Company's advertising and audience management systems. There can be no assurance that such system will be successfully developed. See "Risk Factors — Dependence on Technology Suppliers."</p> <p data-bbox="581 1323 971 1356">Id. at GOOG-WRD-00872410.</p> <p data-bbox="604 1398 889 1419"><i>Advertising Products and Pricing</i></p> <p data-bbox="581 1428 1435 1520">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.</p> <p data-bbox="604 1528 1435 1705"><i>General Rotation:</i> General rotation advertisements rotate on a random basis through <i>Infoseek Guide</i> on search result pages and pages accessed through the Toolbar. General rotation advertising offers advertisers seeking to establish brand recognition across the broad, general population the broadest reach of Infoseek users. General rotation advertisements are typically sold in blocks of one thousand impressions to be generated over a four week period, currently at a CPM (cost per thousand impressions) of \$13 to \$23 depending upon the number of impressions purchased. To date, most general rotation advertisers have purchased blocks of one million impressions, which are currently priced at a CPM of \$18.</p>

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	<p><i>Topic Pages:</i> Topic page advertisements appear when an Infoseek user browses through Directory topic pages, such as Careers and Employment, Stocks, and Health and Medicine. These advertisements allow advertisers to target an audience with a specific area of interest. Like general rotation advertisements, topic page advertisements are sold in blocks of impressions over a four week period. Because of the greater selectivity of the audience, current CPMs range from \$19 to \$39 with a CPM of \$25 for one million impressions.</p> <p><i>Keyword:</i> 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.</p> <p><i>Special Placement:</i> Special placement advertisements are displayed on special feature pages, such as <i>iZones</i> and in other manners customized to the needs or requests of the advertiser. Special placement advertisements include advertisements placed on special editorial pages. For example, Infoseek is offering special advertising placements within a series of editorial features, games and other items created by the Company revolving around the 1996 Atlanta Games. The Company seeks to bundle these advertising options to create packages that offer the greatest value to advertisers. Pricing for special placements is determined on a case-by-case basis.</p> <p>Id. at GOOG-WRD-00872410-411.</p> <p><i>Technological Advantages for Advertisers</i></p> <p>The online medium offers advertisers the ability to "narrowcast" their advertisements. For example, car manufacturers can display their advertisements when a user executes a car-related search. Infoseek's technology additionally enables clients to monitor the effectiveness of their advertisements by tracking click-through rates (the number of viewers who click to an advertiser's site) to learn more about their target audiences. Infoseek advertising sales representatives work closely with advertisers to understand the data and integrate it into their overall advertising strategy. The Company is exploring new technologies to enhance user behavior tracking and advertising management capabilities. See "Business — Technology" and "Risk Factors — Technological Change and New Products."</p> <p>Id. at GOOG-WRD-00872411.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B4 & B6.</p>
<p>[f] the server computer altering criteria for subsequent correlations of received search arguments to the second database.</p>	<p>The InfoSeek S-1 discloses the server computer altered criteria for subsequent correlations of received search arguments to the second database.</p> <p>See Claim 1[a] and [b].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B4, B6, B7.</p>
Claim 23	
<p>23. The advertising machine of claim 22, wherein the associative</p>	<p>The InfoSeek S-1 discloses correlating the received search argument to the particular advertisement based on the received search argument and the user profile data.</p>

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search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.	<i>See</i> Claim 2.

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	<p>The InfoSeek S-1 discloses providing advertisements via a communications link to a data processing device of a user.</p> <p><i>See</i> '969 Patent Claim 1[preamble].</p>
[a] receiving user preference input from the data processing device via the communications link;	<p>The InfoSeek S-1 discloses receiving user preference input from the data processing device via the communications link.</p> <p><i>See</i> '969 Patent Claims 1[a], 2, and 5.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. <i>See, e.g.:</i> Table B4</p>
[b] creating user preference data based upon the user preference input;	<p>The InfoSeek S-1 discloses creating user preference data based upon the user preference input.</p> <p><i>See</i> '969 Patent Claims 1[a], 2, and 5.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. <i>See, e.g.:</i> Table B4</p>
[c] receiving from the data processing device via the communications link a search request that includes	<p>The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p>

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a search argument;	<i>See</i> '969 Patent Claim 1[a].
[d] searching at least one database using the search argument to produce search results;	The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results. <i>See</i> '969 Patent Claim 1[b].
[e] selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data. <i>See</i> '969 Patent Claims 1[c], 2 and 5.
[f] transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See</i> '969 Patent Claim 1[d].
Claim 3	
3. The method of claim 1, further comprising ordering the search results based upon the user preference data.	The InfoSeek S-1 discloses ordering the search results based upon the user preference data. <i>See</i> Claim 1[a] and [b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. <i>See</i> , e.g.: Table B4.
Claim 5	
5. The method of claim 1, further comprising:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method. <i>See</i> Claim 1.
[a] receiving user preference edit input via the communications link from the data processing device; and	The InfoSeek S-1 discloses receiving user preference edit input via the communications link from the data processing device. <i>See</i> Claim 1[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. <i>See</i> , e.g.: Table B4.

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[b] modifying the user preference data based upon the user preference edit input.	<p>The InfoSeek S-1 discloses modifying the user preference data based upon the user preference edit input.</p> <p><i>See</i> Claim 1[b].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
Claim 6	
6. The method of claim 1, further comprising:	<p>To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method.</p> <p><i>See</i> Claim 1.</p>
[a] receiving user preference re-prioritization input; and	<p>The InfoSeek S-1 discloses receiving user preference re-prioritization input.</p> <p><i>See</i> Claim 1[a].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
[b] re-prioritizing the user preference data based upon the user preference re-prioritization input.	<p>The InfoSeek S-1 discloses re-prioritizing the user preference data based upon the user preference re-prioritization input.</p> <p><i>See</i> Claim 1[b].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
Claim 7	
7. The method of claim 1, wherein the user preference data is derived from prior searching history.	<p>The InfoSeek S-1 discloses wherein the user preference data is derived from prior searching history.</p> <p><i>See</i> '969 Patent Claims 3, 4.</p>
Claim 8	
8. The method of claim 1, further comprising:	<p>To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method.</p>

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	<i>See Claim 1.</i>
[a] receiving search refinement input via the communications link from the data processing device of the user;	The InfoSeek S-1 discloses receiving search refinement input via the communications link from the data processing device of the user. <i>See Claim 1[c].</i>
[b] refining the search results based upon the search refinement input; and	The InfoSeek S-1 discloses refining the search results based upon the search refinement input. <i>See Claim 1[d].</i>
[c] transmitting the refined search results via the communications link to the data processing device.	The InfoSeek S-1 discloses transmitting the refined search results via the communications link to the data processing device. <i>See Claim 1[f].</i>
Claim 9	
9. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	The InfoSeek S-1 discloses an advertising machine implemented on at least one computer and was operable to provide advertisements via a communications link to a data processing device of a user. <i>See Claim 1[preamble].</i>
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The InfoSeek S-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link. <i>See Claim 1[a] and [c].</i>
[b] a database search engine operable to:	The InfoSeek S-1 discloses a database search engine. <i>See Claim 1[d].</i>
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument. <i>See Claim 1[c].</i>
[d] search at least one database using the search	The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results.

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argument to produce search results;	<i>See</i> Claim 1[d].
[e] an associative search engine operable to:	The InfoSeek S-1 discloses an associative search engine. <i>See</i> Claim 1[e].
[f] receive user preference input from the data processing device via the communications link;	The InfoSeek S-1 discloses an associative search engine operable to receive user preference input from the data processing device via the communications link. <i>See</i> Claim 1[a].
[g] create user preference data based upon the user preference input; and	The InfoSeek S-1 discloses an associative search engine operable to create user preference data based upon the user preference input. <i>See</i> Claim 1[b].
[h] select at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	The InfoSeek S-1 discloses an associative search engine operable to select at least one advertisement from an advertisement database relating to the search argument using the user preference data. <i>See</i> Claim 1[e].
[i] the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The InfoSeek S-1 discloses the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device. <i>See</i> Claim 1[f].
Claim 16	
16. The advertising machine of claim 9, wherein the user preference data is derived from prior searching history.	The InfoSeek S-1 discloses wherein the user preference data is derived from prior searching history. <i>See</i> Claim 7.
Claim 17	
17. The advertising machine of claim 9, wherein the database search engine is further operable to:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses a search engine. <i>See</i> Claim 9.

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[a] receive search refinement input via the communications link from the data processing device of the user;	<p>The InfoSeek S-1 discloses receiving search refinement input via the communications link from the data processing device of the user.</p> <p><i>See Claim 8[a].</i></p>
[b] refine the search results based upon the search refinement input; and	<p>The InfoSeek S-1 discloses refining the search results based upon the search refinement input.</p> <p><i>See Claim 8[b].</i></p>
[c] transmit the refined search results via the communications link to the data processing device.	<p>The InfoSeek S-1 discloses transmitting the refined search results via the communications link to the data processing device.</p> <p><i>See Claim 8[c].</i></p>

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Claim 1	
1. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	The InfoSeek S-1 discloses an advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user. <i>See</i> '245 Patent Claim 9[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The InfoSeek S-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link. <i>See</i> '245 Patent Claim 9[a].
[b] a database search engine operable to:	The InfoSeek S-1 discloses a database search engine. <i>See</i> '245 Patent Claim 9[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument. <i>See</i> '245 Patent Claim 9[c].
[d] search at least one database using the search argument to produce search results;	The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results. <i>See</i> '245 Patent Claim 9[d].
[e] an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	The InfoSeek S-1 discloses an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results. <i>See</i> '245 Patent Claim 9[e] and [h].
[f] the advertising machine operable to:	The InfoSeek S-1 discloses an advertising machine. <i>See</i> '245 Patent Claim 9[i].
[g] transmit the search results together with the at least one advertisement via	The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device.

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the communications link to the data processing device;	<i>See</i> '245 Patent Claim 9[i].
[h] receive a response from the data processing device via the communications link that indicates selection of an advertisement; and	The InfoSeek S-1 discloses receiving a response from the data processing device via the communications link that indicates selection of an advertisement. <i>See</i> '969 Patent Claim 22[e].
[i] based upon the advertisement selection, generate a fee record.	The InfoSeek S-1 discloses based upon the advertisement selection, the InfoSeek S-1 discloses generated a fee record. <i>See</i> '969 Patent Claim 22[e]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B6
Claim 2	
2. The advertising machine of claim 1, wherein the advertising machine is further operable to extract a toll based upon the fee record.	The InfoSeek S-1 discloses wherein the advertising machine is further operable to extract a toll based upon the fee record. <i>See</i> '969 Patent Claim 22[e]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B6
Claim 3	
3. The advertising machine of claim 1, wherein the advertising machine is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.	The InfoSeek S-1 discloses directing the data processing device to a website corresponding to the selection of the advertisement. <i>See</i> '969 Patent Claim 22[e]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B2 & B3
Claim 4	
4. The advertising machine of claim 1, wherein the advertising machine is further operable to update	The InfoSeek S-1 discloses wherein the advertising machine is further operable to update preference data for the user based upon the selection of the advertisement.

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preference data for the user based upon the selection of the advertisement.	<p><i>See</i> '969 Patent Claims 2 and 5.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. <i>See, e.g.:</i> Table B4</p>
Claim 5	
5. The advertising machine of claim 1, wherein the advertising machine is further operable to update the advertisement database based upon the selection of the advertisement.	<p>The InfoSeek S-1 discloses wherein the advertising machine is further operable to update the advertisement database based upon the selection of the advertisement.</p> <p><i>See</i> '969 Patent Claims 1[c], 2 and 5.</p>
Claim 8	
8. The advertising machine of claim 1, wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.	<p>The InfoSeek S-1 discloses wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.</p> <p><i>See</i> '969 Patent, Claim 1[c].</p>
Claim 10	
10. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	<p>The InfoSeek S-1 discloses an advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user.</p> <p><i>See</i> Claim 1[preamble].</p>
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	<p>The InfoSeek S-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p><i>See</i> Claim 1[a].</p>
[b] a database search engine operable to:	<p>The InfoSeek S-1 discloses a database search engine.</p> <p><i>See</i> Claim 1[b].</p>

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[c] receive from the data processing device via the communications link a search request that includes a search argument; and	<p>The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See Claim 1[c].</i></p>
[d] search at least one database using the search argument to produce search results;	<p>The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results.</p> <p><i>See Claim 1[d].</i></p>
[e] an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	<p>The InfoSeek S-1 discloses an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results.</p> <p><i>See Claim 1[e].</i></p>
[f] the advertising machine operable to:	<p>The InfoSeek S-1 discloses an advertising machine.</p> <p><i>See Claim 1[f].</i></p>
[g] transmit the search results together with the at least one advertisement via the communications link to the data processing device;	<p>The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device.</p> <p><i>See Claim 1[g].</i></p>
[h] receive a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	<p>The InfoSeek S-1 discloses receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.</p> <p><i>See '969 Patent Claim 22[e].</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B4 & B6</p>
Claim 11	
11. The advertising machine of claim 10, wherein:	<p>To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses an advertising machine.</p> <p><i>See Claim 10.</i></p>
[a] the associative search	The InfoSeek S-1 discloses the associative search engine is further

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<p>engine is further operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement; and</p>	<p>operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement.</p> <p><i>See '969 Patent Claim 22[e].</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4</p>
<p>[b] the advertising machine is further operable to transmit the at least one differing advertisement via the communications link to the data processing device.</p>	<p>The InfoSeek S-1 discloses the advertising machine is further operable to transmit the at least one differing advertisement via the communications link to the data processing device.</p> <p><i>See '969 Patent Claim 22[e].</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B2, B3, & B4</p>
Claim 12	
<p>12. The advertising machine of claim 10, wherein the advertising machine is further operable to update preference data for the user based upon the non-selection of the at least one advertisement.</p>	<p>The InfoSeek S-1 discloses wherein the advertising machine is further operable to update preference data for the user based upon the non-selection of the at least one advertisement.</p> <p><i>See Claim 4.</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4</p>
Claim 13	
<p>13. The advertising machine of claim 10, wherein the advertising machine is further operable to update the advertisement database based upon the non-selection of the advertisement.</p>	<p>The InfoSeek S-1 discloses wherein the advertising machine is further operable to update the advertisement database based upon the non-selection of the advertisement.</p> <p><i>See Claim 5.</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4</p>
Claim 14	

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<p>14. The advertising machine of claim 10, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.</p>	<p>The InfoSeek S-1 discloses wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.</p> <p><i>See '245 Patent Claim 9[i].</i></p>
Claim 15	
<p>15. The advertising machine of claim 10, wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.</p>	<p>The InfoSeek S-1 discloses wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.</p> <p><i>See Claim 8.</i></p>
Claim 17	
<p>17. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:</p>	<p>The InfoSeek S-1 discloses an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user.</p> <p><i>See Claim 1[preamble].</i></p>
<p>[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;</p>	<p>The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See Claim 1[c].</i></p>
<p>[b] the advertising machine searching at least one database using the search argument to produce search results;</p>	<p>The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results.</p> <p><i>See Claim 1[d].</i></p>
<p>[c] the advertising machine</p>	<p>The InfoSeek S-1 discloses selecting at least one advertisement</p>

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selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results;	from an advertisement database based upon at least one of the search argument and the search results. <i>See Claim 1[e].</i>
[d] the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See Claim 1[g].</i>
[e] the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement; and	The InfoSeek S-1 discloses receiving a response from the data processing device via the communications link that indicates selection of an advertisement. <i>See Claim 1[h].</i>
[f] the advertising machine generating a fee record based upon the selection of the advertisement.	The InfoSeek S-1 discloses generating a fee record based upon the selection of the advertisement. <i>See Claim 1[i].</i>
Claim 18	
18. The method of claim 17, further comprising the advertising machine extracting a toll based upon the fee record.	The InfoSeek S-1 discloses extracting a toll based upon the fee record. <i>See Claim 2.</i>
Claim 19	
19. The method of claim 17, further comprising the advertising machine directing the data processing device to a website corresponding to the selection of the advertisement.	The InfoSeek S-1 discloses directing the data processing device to a website corresponding to the selection of the advertisement. <i>See Claim 3.</i>
Claim 20	
20. The method of claim 17, further comprising the	The InfoSeek S-1 discloses updating preference data for the user based upon the selection of the advertisement.

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advertising machine updating preference data for the user based upon the selection of the advertisement.	<i>See Claim 4.</i>
Claim 21	
21. The method of claim 17, further comprising the advertising machine updating the advertisement database based upon the selection of the advertisement.	The InfoSeek S-1 discloses updating the advertisement database based upon the selection of the advertisement. <i>See Claim 5.</i>
Claim 23	
23. The method of claim 17, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	The InfoSeek S-1 discloses searching results and the at least one advertisement were included in a web page transmitted to the data processing device via the communications link. <i>See Claim 7.</i>
Claim 24	
24. The method of claim 17, further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument.	The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database based upon at least the search argument. <i>See Claim 8.</i>
Claim 26	
26. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The InfoSeek S-1 discloses an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user. <i>See Claim 10[preamble].</i>

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[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument. <i>See Claim 10[c].</i>
[b] the advertising machine searching at least one database using the search argument to produce search results;	The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results <i>See Claim 10[d].</i>
[c] the advertising machine selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results;	The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results. <i>See Claim 10[e].</i>
[d] the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device; and	The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See Claim 10[g].</i>
[e] the advertising machine receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	The InfoSeek S-1 discloses receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement. <i>See Claim 10[h].</i>
Claim 27	
27. The method of claim 26, further comprising:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method. <i>See Claim 26.</i>
[a] the advertising machine selecting at least one differing advertisement based upon the non-	The InfoSeek S-1 discloses selecting at least one differing advertisement based upon the non-selection of the at least one advertisement.

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selection of the at least one advertisement; and	<i>See</i> Claim 11[a].
[b] the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device.	The InfoSeek S-1 discloses transmitting the at least one differing advertisement via the communications link to the data processing device. <i>See</i> Claim 11[b].
Claim 28	
28. The method of claim 26 , further comprising the advertising machine updating preference data for the user based upon the non-selection of the at least one advertisement.	The InfoSeek S-1 discloses the advertising machine updating preference data for the user based upon the non-selection of the at least one advertisement. <i>See</i> Claim 12.
Claim 29	
29. The method of claim 26 , further comprising the advertising machine updating the advertisement database based upon the non-selection of the advertisement.	The InfoSeek S-1 discloses updating the advertisement database based upon the non-selection of the advertisement. <i>See</i> Claim 13.
Claim 30	
30. The method of claim 26 , wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	The InfoSeek S-1 discloses searching results and the at least one advertisement were included in a web page transmitted to the data processing device via the communications link. <i>See</i> Claim 14.
Claim 31	
31. The method of claim 26 , further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the	The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database based upon at least the search argument. <i>See</i> Claim 15.

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search argument.	
Claim 33	
33. A server computer that is operable to provide advertisements via a communications link to a data processing device of a user, the server computer comprising:	<p>The InfoSeek S-1 discloses a server computer operable to provide advertisements via a communications link to a data processing device of a user.</p> <p><i>See '969 Patent Claim 1[preamble] and [a].</i></p>
[a] at least one communications interface operable to interface with the data processing device of the user, a database search engine, and an associative search engine;	<p>The InfoSeek S-1 discloses at least one communications interface operable to interface with the data processing device of the user, a database search engine, and an associative search engine.</p> <p><i>See Claim 1[a].</i></p>
[b] the server computer, using the at least one communications interface, is operable to:	<p>The InfoSeek S-1 discloses the server computer, using the at least one communications interface, is operable to perform the following method.</p> <p><i>See Claim 1[b].</i></p>
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	<p>The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See Claim 1[c].</i></p>
[d] interact with the database search engine to receive search results from the database search engine that are selected based upon the search argument;	<p>The InfoSeek S-1 discloses interacting with the database search engine to receive search results from the database search engine that are selected based upon the search argument.</p> <p><i>See Claim 1[d].</i></p>
[e] interact with the associative search engine to receive an advertisement that is selected based upon at least one of the search argument and the search results; and	<p>The InfoSeek S-1 discloses interacting with the associative search engine to receive an advertisement that is selected based upon at least one of the search argument and the search results.</p> <p><i>See Claim 1[e].</i></p>
[f] transmit the search results together with the at	<p>The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to</p>

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least one advertisement via the communications link to the data processing device.	the data processing device. <i>See Claim 1[g].</i>
Claim 34	
34. The server computer of claim 33 , wherein the server computer, in conjunction with the at least one communications interface, is further operable to:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses wherein the server computer, in conjunction with the at least one communications interface, is further operable as follows. <i>See Claim 33.</i>
[a] receive a response from the data processing device via the communications link that indicates selection of an advertisement; and	The InfoSeek S-1 discloses receiving a response from the data processing device via the communications link that indicates selection of an advertisement. <i>See Claim 1[h].</i>
[b] based upon the advertisement selection, generate a fee record.	The InfoSeek S-1 discloses generating a fee record based upon the advertisement selection. <i>See Claim 1[i].</i>
Claim 35	
35. The server computer of claim 34 , wherein the server computer is further operable to extract a toll based upon the fee record.	The InfoSeek S-1 discloses wherein the server computer is further operable to extract a toll based upon the fee record. <i>See Claim 2.</i>
Claim 36	
36. The server computer of claim 34 , wherein the server computer is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.	The InfoSeek S-1 discloses wherein the server computer is further operable to direct the data processing device to a website corresponding to the selection of the advertisement. <i>See Claim 3.</i>
Claim 37	
37. The server computer of claim 34 , wherein the server computer is further operable to update	The InfoSeek S-1 discloses wherein the server computer is further operable to update preference data for the user based upon the selection of the advertisement.

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preference data for the user based upon the selection of the advertisement.	<i>See</i> Claim 4.
Claim 38	
38. The server computer of claim 34, wherein the search results and the at least one advertisement are included in a web page.	The InfoSeek S-1 discloses wherein the search results and the at least one advertisement are included in a web page. <i>See</i> Claim 7.
Claim 39	
39. The server computer of claim 33, wherein the server computer, using the at least one communication interface, is operable to interact with the database search engine to receive an advertisement that is selected based upon at least the search argument.	The InfoSeek S-1 discloses wherein the server computer, using the at least one communication interface, is operable to interact with the database search engine to receive an advertisement that is selected based upon at least the search argument. <i>See</i> Claim 8.
Claim 41	
41. A method of operating a server computer to provide advertisements comprising:	The InfoSeek S-1 discloses operating a server computer to provide advertisements. <i>See</i> Claim 33[preamble].
[a] the server computer receiving from a data processing device via at least one communications interface a search request that includes a search argument; and	The InfoSeek S-1 discloses receiving from a data processing device via at least one communications interface a search request that includes a search argument. <i>See</i> Claim 33[c].
[b] the server computer interacting with a database search engine via the at least one communications interface to receive search results from the database search engine that are selected based upon the search argument;	The InfoSeek S-1 discloses interacting with a database search engine via the at least one communications interface to receive search results from the database search engine that were selected based upon the search argument. <i>See</i> Claim 33[d].

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[c] the server computer interacting with an associative search engine via the at least one communications interface to receive an advertisement that is selected based upon at least one of the search argument and the search results; and	<p>The InfoSeek S-1 discloses interacting with an associative search engine via the at least one communications interface to receive an advertisement that was selected based upon at least one of the search argument and the search results.</p> <p><i>See Claim 33[e].</i></p>
[d] the server computer transmitting the search results together with the at least one advertisement via the at least one communications interface to the data processing device.	<p>The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the at least one communications interface to the data processing device.</p> <p><i>See Claim 33[f].</i></p>
Claim 42	
42. The method of claim 41 , further comprising:	<p>To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method.</p> <p><i>See Claim 41.</i></p>
[a] the server computer receiving a response from the data processing device via the at least one communications interface that indicates selection of an advertisement; and	<p>The InfoSeek S-1 discloses receiving a response from the data processing device via the at least one communications interface that indicated selection of an advertisement.</p> <p><i>See Claim 34[a].</i></p>
[b] based upon the advertisement selection, generating a fee record.	<p>The InfoSeek S-1 discloses generating a fee record based upon the advertisement selection.</p> <p><i>See Claim 34[b].</i></p>
Claim 43	
43. The method of claim 41 , further comprising the server computer extracting a toll based upon the fee record.	<p>The InfoSeek S-1 discloses extracting a toll based upon the fee record.</p> <p><i>See Claim 35.</i></p>
Claim 44	

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44. The method of claim 41 , further comprising the server computer directing the data processing device to a website corresponding to the selection of the advertisement.	The InfoSeek S-1 discloses directing the data processing device to a website corresponding to the selection of the advertisement. <i>See Claim 36.</i>
Claim 45	
45. The method of claim 41 , further comprising the server computer updating preference data for the user based upon the selection of the advertisement.	The InfoSeek S-1 discloses updating preference data for the user based upon the selection of the advertisement. <i>See Claim 37.</i>
Claim 46	
46. The method of claim 41 , wherein the search results and the at least one advertisement are included in a web page.	The InfoSeek S-1 discloses searching results and the at least one advertisement were included in a web page. <i>See Claim 38.</i>
Claim 47	
47. The method of claim 41 , further comprising the server computer interacting with an associative search engine via the at least one communication interface to receive an advertisement that is selected based upon at least the search argument.	The InfoSeek S-1 discloses interacting with an associative search engine via the at least one communication interface to receive an advertisement that is selected based upon at least the search argument. <i>See Claim 39.</i>

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The InfoSeek S-1 discloses an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user. <i>See '970 Patent Claim 17[preamble].</i>
[a] receiving from the data processing device via the communications link a search request that includes a search argument;	The InfoSeek S-1 discloses receiving a search request that includes a search argument. <i>See '970 Patent Claim 17[a].</i>
[b] searching at least one database using the search argument to produce search results;	The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results. <i>See '970 Patent Claim 17[b].</i>
[c] selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results;	The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results. <i>See '970 Patent Claim 17[c].</i>
[d] transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See '970 Patent Claim 17[d].</i>
[e] receiving search refinement input from the data processing device via the communications link;	The InfoSeek S-1 discloses receiving search refinement input from the data processing device via the communications link. <i>See '245 Patent Claim 8[a].</i>
[f] producing modified search results based upon at least the search refinement input;	The InfoSeek S-1 discloses producing modified search results based upon at least the search refinement input. <i>See '245 Patent Claim 8[b] and [c].</i>
[g] selecting at least one other advertisement from the advertisement database	The InfoSeek S-1 discloses selecting at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results.

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<p>based upon at least one of the search refinement input and the modified search results; and</p>	<p><i>See</i> '970 Patent Claim 17[c]</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B2 & B3</p>
<p>[h] transmitting at least one of the modified search results and the at least one other advertisement via the communications link to the data processing device.</p>	<p>The InfoSeek S-1 discloses transmitting at least one of the modified search results and the at least one other advertisement via the communications link to the data processing device.</p> <p><i>See</i> '970 Patent Claim 17[d].</p>
Claim 5	
<p>5. The method of claim 1, wherein the search refinement input comprises at least one additional search argument.</p>	<p>The InfoSeek S-1 discloses the search refinement input comprises at least one additional search argument.</p> <p><i>See</i> '245 Patent Claim 8[a].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B1</p>
Claim 6	
<p>6. The method of claim 1, wherein the search refinement input comprises additional search criteria.</p>	<p>The InfoSeek S-1 discloses wherein the search refinement input comprised of additional search criteria.</p> <p><i>See</i> '245 Patent Claim 8[a].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B1</p>
Claim 7	
<p>7. The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The InfoSeek S-1 discloses wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p><i>See</i> '970 Patent Claim 3.</p>
Claim 8	

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8. The method of claim 1, further comprising:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method. <i>See Claim 1</i>
[a] determining, via communication with the data processing device that the user does not select the at least one advertisement; and	The InfoSeek S-1 discloses determining via communication with the data processing device that the user does not select the at least one advertisement. <i>See '970 Patent Claim 10[h].</i>
[b] updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement.	The InfoSeek S-1 discloses updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement. <i>See '970 Patent Claim 12, 13.</i>
Claim 9	
9. The method of claim 1, further comprising selecting the at least one advertisement based upon a least one of user profile data and user preference data.	The InfoSeek S-1 discloses selecting the at least one advertisement based upon a least one of user profile data and user preference data. <i>See '969 Patent Claim 2.</i>
Claim 10	
10. The method of claim 1, further comprising selecting the search results based upon at least one of user profile data and user preference data.	The InfoSeek S-1 discloses selecting search results based upon at least one of user profile data and user preference data. <i>See '969 Patent Claims 1[c] and 2.</i>
Claim 12	
12. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method	The InfoSeek S-1 discloses a method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer. <i>See Claim 1[preamble].</i>

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comprising:	
[a] based upon interaction with the user, creating a search request that includes a search argument;	<p>The InfoSeek S-1 discloses based upon interaction with the user, creating a search request that includes a search argument.</p> <p><i>See Claim 1[a].</i></p>
[b] transmitting to the advertising machine via the communications link the search request that includes the search argument;	<p>The InfoSeek S-1 discloses transmitting to the advertising machine via the communications link the search request that includes the search argument.</p> <p><i>See Claim 1[a].</i></p>
[c] receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;	<p>The InfoSeek S-1 discloses receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument.</p> <p><i>See Claim 1[d].</i></p>
[d] displaying the search results and the at least one advertisement on a display of the data processing device;	<p>The InfoSeek S-1 discloses displaying the search results and the at least one advertisement on a display of the data processing device.</p> <p><i>See Claim 1[d].</i></p>
[e] based upon interaction with the user, receiving search refinement input;	<p>The InfoSeek S-1 discloses based upon interaction with the user, receiving search refinement input.</p> <p><i>See Claim 1[e].</i></p>
[f] transmitting the search refinement input to the advertising machine via the communications link;	<p>The InfoSeek S-1 discloses transmitting the search refinement input to the advertising machine via the communications link.</p> <p><i>See Claim 1[e].</i></p>
[g] receiving modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input; and	<p>The InfoSeek S-1 discloses receiving modified search results and at least one other advertisement from the advertising machine that are based upon at least the search refinement input.</p> <p><i>See Claim 1[h].</i></p>
[h] displaying the modified search results and the at least one other	<p>The InfoSeek S-1 discloses displaying the modified search results and the at least one other advertisement on the display of the data processing device.</p>

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advertisement on the display of the data processing device.	<i>See Claim 1[h].</i>
Claim 14	
14. The method of claim 12 , wherein the search refinement input comprises at least one additional search argument.	The InfoSeek S-1 discloses wherein the search refinement input comprises at least one additional search argument. <i>See Claim 5.</i>
Claim 15	
15. The method of claim 12 , wherein the search refinement input comprises additional search criteria.	The InfoSeek S-1 discloses wherein the search refinement input comprises additional search criteria. <i>See Claim 6.</i>
Claim 16	
16. The method of claim 12 , wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The InfoSeek S-1 discloses wherein the at least one advertisement includes a link to a website sponsoring the advertisement. <i>See Claim 7.</i>
Claim 17	
17. The method of claim 12 , further comprising:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method. <i>See Claim 12.</i>
[a] determining that the user does not select the at least one advertisement; and	The InfoSeek S-1 discloses determining that the user did not select the at least one advertisement. <i>See Claim 8[a].</i>
[b] transmitting the indication that the user does not select the at least one advertisement to the advertising machine via the communications link.	The InfoSeek S-1 discloses transmitting the indication that the user did not select the at least one advertisement to the advertising machine via the communications link. <i>See Claim 8[a].</i>
Claim 18	
18. The method of claim 12 , further comprising:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method.

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	<i>See</i> Claim 12.
[a] receiving user input to indicate selection of the at least one advertisement; and	The InfoSeek S-1 discloses receiving user input to indicate selection of the at least one advertisement. <i>See</i> '970 Patent Claim 1[h].
[b] transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.	The InfoSeek S-1 discloses transmitting the indication that the user selected the at least one advertisement to the advertising machine via the communications link. <i>See</i> '970 Patent Claim 1[h].

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	<p>The InfoSeek S-1 discloses a method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user.</p> <p><i>See '970 Patent Claim 1[preamble].</i></p>
[a] receiving from the data processing device via the communications link a search request that includes a search argument;	<p>The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See '970 Patent Claim 1[a].</i></p>
[b] searching at least one database using the search argument to produce search results;	<p>The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results.</p> <p><i>See '970 Patent Claim 1[b].</i></p>
[c] selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	<p>The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results.</p> <p><i>See '970 Patent Claim 1[c].</i></p>
[d] transmitting the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.	<p>The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p> <p><i>See '970 Patent Claim 1[d], '969 Patent Claim 6.</i></p>

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Claim 2	
2. The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The InfoSeek S-1 discloses wherein the at least one advertisement includes a link to a website sponsoring the advertisement. <i>See '178 Patent Claim 7.</i>
Claim 5	
5. The method of claim 1, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	The InfoSeek S-1 discloses wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link. <i>See Claim 1[d].</i>
Claim 6	
6. The method of claim 1, wherein the at least one computer is operated by a search engine provider.	The InfoSeek S-1 discloses wherein the at least one computer is operated by a search engine provider. <i>See Claim 1[preamble]</i> To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B1
Claim 7	
7. The method of claim 1, further comprising compiling user profile data for the user based upon at least the search term.	The InfoSeek S-1 discloses compiling user profile data for the user based upon at least the search term. <i>See '969 Patent Claims 2 and 3.</i>
Claim 8	
8. The method of claim 1, further comprising:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method. <i>See Claim 1.</i>
[a] determining, via communication with the data processing device that	The InfoSeek S-1 discloses determining, via communication with the data processing device that the user did not select the at least one advertisement.

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the user does not select the at least one advertisement; and	<i>See</i> '970 Patent Claim 10[h].
[b] using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.	The InfoSeek S-1 discloses using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations. <i>See</i> '970 Patent Claims 11, 12, 13; '178 Patent Claim 8.
Claim 9	
9. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	The InfoSeek S-1 discloses a method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer. <i>See</i> Claim 1[preamble].
[a] based upon interaction with the user, creating a search request that includes a search argument;	The InfoSeek S-1 discloses based upon interaction with the user, the InfoSeek S-1 discloses created a search request that includes a search argument. <i>See</i> Claim 1[a].
[b] transmitting to the advertising machine via the communications link the search request that includes the search argument;	The InfoSeek S-1 discloses transmitting to the advertising machine via the communications link the search request that includes the search argument. <i>See</i> Claim 1[a].
[c] receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;	The InfoSeek S-1 discloses receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument. <i>See</i> Claim 1[d].
[d] displaying the search results in a first display portion of a display of the data processing device; and	The InfoSeek S-1 discloses displaying the search results in a first display portion of a display of the data processing device. <i>See</i> Claim 1[d].

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[e] displaying the at least one advertisement in a second display portion of the display of the data processing device.	The InfoSeek S-1 discloses displaying the at least one advertisement in a second display portion of the display of the data processing device. <i>See Claim 1[d].</i>
Claim 10	
10. The method of claim 9, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The InfoSeek S-1 discloses wherein the at least one advertisement includes a link to a website sponsoring the advertisement. <i>See Claim 2.</i>
Claim 11	
11. The method of claim 9, wherein the search results and the at least one advertisement are included in a web page received from the advertising machine via the communications link.	The InfoSeek S-1 discloses wherein the search results and the at least one advertisement are included in a web page received from the advertising machine via the communications link. <i>See Claim 5.</i>
Claim 12	
12. The method of claim 9, further comprising transmitting user preference data to the advertising machine via the communications interface.	The InfoSeek S-1 discloses transmitting user preference data to the advertising machine via the communications interface. <i>See '245 Patent Claim 1[a, b].</i>
Claim 13	
13. The method of claim 9, further comprising:	To the extent that this preamble may be construed to be limiting, the InfoSeek S-1 discloses this method. <i>See Claim 9.</i>
[a] determining, via communication with the data processing device that the user does not select the at least one advertisement; and	The InfoSeek S-1 discloses determining, via communication with the data processing device that the user did not select the at least one advertisement. <i>See Claim 8[a].</i>
[b] using the determination	The InfoSeek S-1 discloses using the determination that the user

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that the user does not select the at least one advertisement in subsequent advertisement selection operations.	does not select the at least one advertisement in subsequent advertisement selection operations. <i>See Claim 8[b].</i>
Claim 14	
14. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	The InfoSeek S-1 discloses an advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user. <i>See Claim 1[preamble].</i>
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The InfoSeek S-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link. <i>See Claim 1[a].</i>
[b] a database search engine operable to:	The InfoSeek S-1 discloses a database search engine. <i>See Claim 1[b].</i>
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument. <i>See Claim 1[a].</i>
[d] search at least one database using the search argument to produce search results;	The InfoSeek S-1 discloses searching at least one database using the search argument to produce search results. <i>See Claim 1[b].</i>
[e] an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	The InfoSeek S-1 discloses an associative search engine operable to select at least one advertisement from an advertisement database based upon at least one of the search argument and the search results. <i>See Claim 1[c].</i>
[f] the advertising machine	The InfoSeek S-1 discloses transmitting the search results together

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<p>operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p>	<p>with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p> <p><i>See Claim 1[d].</i></p>
Claim 15	
<p>15. The advertising machine of claim 14, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p>	<p>The InfoSeek S-1 discloses wherein the at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p><i>See Claim 2.</i></p>
Claim 18	
<p>18. The advertising machine of claim 14, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.</p>	<p>The InfoSeek S-1 discloses wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.</p> <p><i>See Claim 5.</i></p>
Claim 20	
<p>20. The advertising machine of claim 14, wherein the advertising machine is further operable to compile user profile data for the user based upon at</p>	<p>The InfoSeek S-1 discloses wherein the advertising machine is further operable to compile user profile data for the user based upon at least the search term.</p> <p><i>See Claim 7.</i></p>

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least the search term.	

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	<p>The InfoSeek S-1 discloses a method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user.</p> <p><i>See '245 Patent Claim 1[preamble].</i></p>
[a] creating user profile data for the user;	<p>The InfoSeek S-1 discloses creating user profile data for the user.</p> <p><i>See '245 Patent Claim 1[b].</i></p>
[b] storing the user profile data;	<p>The InfoSeek S-1 discloses storing the user profile data.</p> <p><i>See '245 Patent Claim 1[b]</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4</p>
[c] receiving from the data processing device via the communications link a search request that includes a search argument;	<p>The InfoSeek S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See '245 Patent Claim 1[c].</i></p>
[d] searching at least one database having data network related information using the search argument to generate search results;	<p>The InfoSeek S-1 discloses searching at least one database having data network related information using the search argument to generate search results.</p> <p><i>See '245 Patent Claim 1[d].</i></p>
[e] selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	<p>The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data.</p> <p><i>See '245 Patent Claim 1[e].</i></p>
[f] transmitting the search results together with the at least one advertisement via	<p>The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device.</p>

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the communications link to the data processing device.	<i>See</i> '245 Patent Claim 1[f].
Claim 2	
2. The method of claim 1, wherein the user profile data includes prior purchasing information regarding the user.	<p>The InfoSeek S-1 discloses wherein the user profile data includes prior purchasing information regarding the user.</p> <p><i>See</i> '969 Patent Claim 2.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. <i>See, e.g.:</i> Table B4</p>
Claim 3	
3. The method of claim 1, wherein storing the user profile data comprises storing the user profile data in a user profile database of the advertising machine.	<p>The InfoSeek S-1 discloses wherein storing the user profile data comprises storing the user profile data in a user profile database of the advertising machine.</p> <p><i>See</i> Claim 1[b].</p>
Claim 4	
4. The methods of claim 1, wherein storing the user profile data comprises storing the user profile data on the data processing device.	<p>The InfoSeek S-1 discloses wherein storing the user profile data comprises storing the user profile data on the data processing device.</p> <p><i>See</i> Claim 1[b].</p>
Claim 5	
5. The method of claim 1, wherein the user profile data is based upon prior search history of the user.	<p>The InfoSeek S-1 discloses wherein the user profile data is based upon prior search history of the user.</p> <p><i>See</i> '245 Patent Claim 7.</p>
Claim 6	
6. The method of claim 1, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests,	<p>The InfoSeek S-1 discloses wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p> <p><i>See</i> '969 Patent Claim 2.</p> <p>To the extent this reference does not teach this claim element, this</p>

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geographical interests, environmental interests, and educational interests.	reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.
Claim 7	
7. The method of claim 1, further comprising updating the user profile data based upon the search argument.	The InfoSeek S-1 discloses updating the user profile data based upon the search argument. <i>See '969 Patent Claim 3.</i>
Claim 8	
8. The method of claim 1, further comprising updating the user profile data using data obtained via interaction with the data processing device.	The InfoSeek S-1 discloses updating the user profile data using data obtained via interaction with the data processing device. <i>See '969 Patent Claim 2.</i>
Claim 9	
9. The method of claim 1, further comprising sorting the search results based upon the user profile data.	The InfoSeek S-1 discloses sorting the search results based upon the user profile data. <i>See '969 Patent Claims 1[b], [d], and [2].</i>
Claim 10	
10. The method of claim 1, wherein searching at least one database having data network related information using the search argument to generate search results and selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.	The InfoSeek S-1 discloses searching at least one database having data network related information using the search argument to generate search results and selected at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases. <i>See '969 Patent Claim 1[b] and [c].</i>
Claim 20	
20. An advertising machine implemented on at least	The InfoSeek S-1 discloses an advertising machine implemented on at least one computer and operable to provide advertisements

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one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	via a communications link to a data processing device of a user. <i>See Claim 1[preamble].</i>
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The InfoSeek S-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link. <i>See Claim 1[c].</i>
[b] a database search engine operable to:	The InfoSeek S-1 discloses a database search engine. <i>See Claim 1[d].</i>
[c] receive from the data processing device via the communications interface a search request that includes a search argument; and	The InfoSeek S-1 discloses receiving from the data processing device via the communications interface a search request that included a search argument. <i>See Claim 1[c].</i>
[d] search at least one database having data network related information using the search argument to generate search results;	The InfoSeek S-1 discloses searching at least one database having data network related information using the search argument to generate search result. <i>See Claim 1[d].</i>
[e] an associative search engine operable to:	The InfoSeek S-1 discloses an associative search engine. <i>See Claim 1[e].</i>
[f] create user profile data for the user;	The InfoSeek S-1 discloses creating user profile data for the user. <i>See Claim 1[a].</i>
[g] store the user profile data; and	The InfoSeek S-1 discloses storing the user profile data. <i>See Claim 1[b].</i>
[h] select at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	The InfoSeek S-1 discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data. <i>See Claim 1[e].</i>

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[i] the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The InfoSeek S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See Claim 1[f].</i>
Claim 21	
21. The advertising machine of claim 20, wherein the user profile data includes prior purchasing information regarding the user.	The InfoSeek S-1 discloses wherein the user profile data includes prior purchasing information regarding the user. <i>See Claim 2.</i>
Claim 22	
22. The advertising machine of claim 20, wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine.	The InfoSeek S-1 discloses wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine. <i>See Claim 3.</i>
Claim 23	
23. The advertising machine of claim 20, wherein the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage.	The InfoSeek S-1 discloses wherein the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage. <i>See Claim 4.</i>
Claim 24	
24. The advertising machine of claim 20, wherein the user profile data is based upon prior search history of the user.	The InfoSeek S-1 discloses wherein the user profile data is based upon prior search history of the user. <i>See Claim 5.</i>
Claim 25	
25. The advertising	The InfoSeek S-1 discloses wherein the user profile data is based

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<p>machine of claim 20, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p>	<p>upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p> <p><i>See Claim 6.</i></p>
Claim 28	
<p>28. The advertising machine of claim 20, wherein the at least one database having data network related information and the advertisement database comprise distinct differing databases.</p>	<p>The InfoSeek S-1 discloses wherein the at least one database having data network related information and the advertisement database comprise distinct differing databases.</p> <p><i>See Claim 10.</i></p>