

EXHIBIT 2

Chart A-41

Claim Chart of the Excite, Inc. SB-2 Registration Statement No. 333-2328-LA, March 11, 1996
("Excite SB-2")

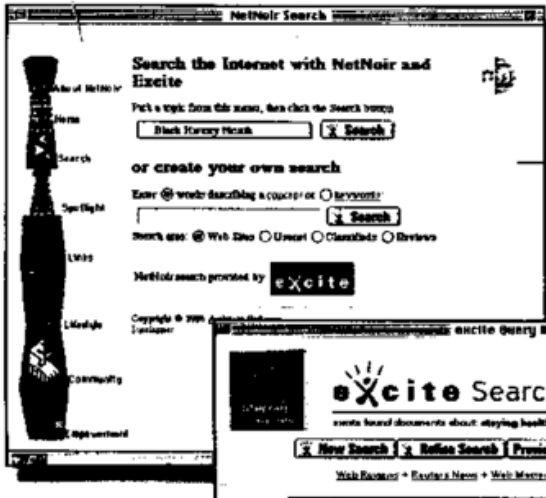
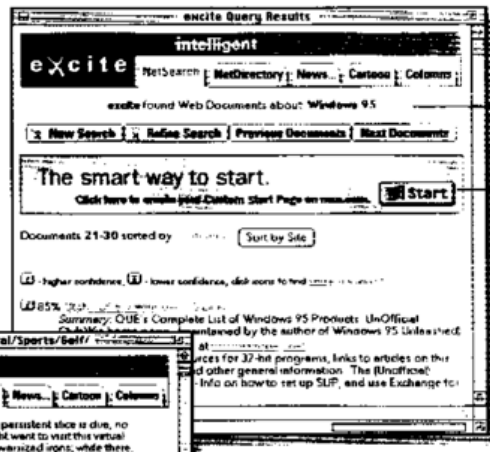
as prior art to

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.

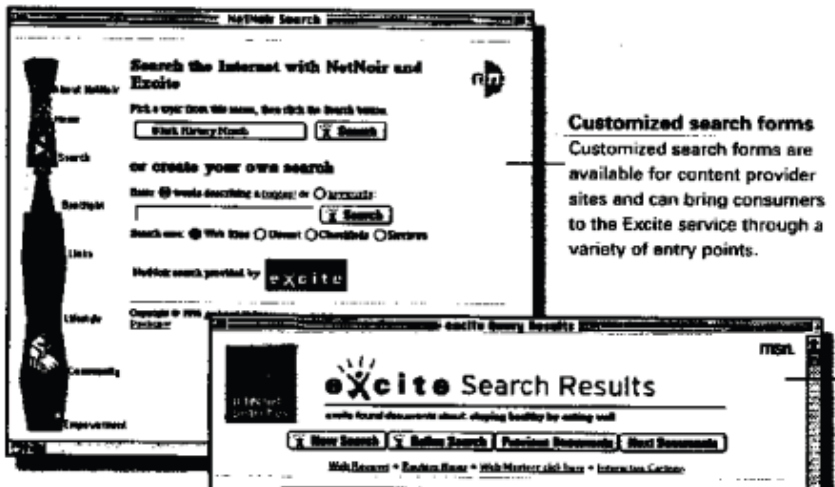
'969 Patent	EXCITE SB-2
Claim 1	
1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	<p>The Excite SB-2 discloses a method for providing advertisements to a user searching for desired information within a data network.</p> <p>Excite offers a family of targeted Internet navigation services and products that address the different navigational modes and identities consumers may use on the Web.</p> <p>Excite SB-2 at GOOG-WRD-0087209.</p>

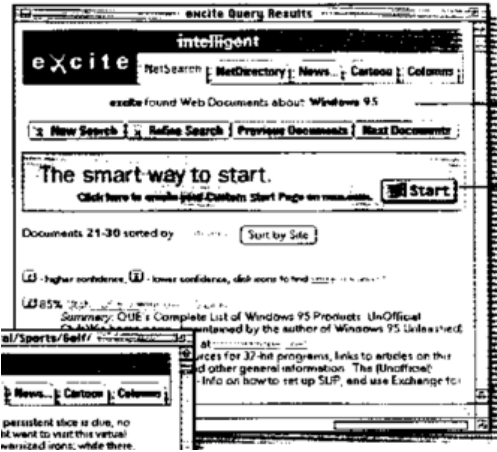
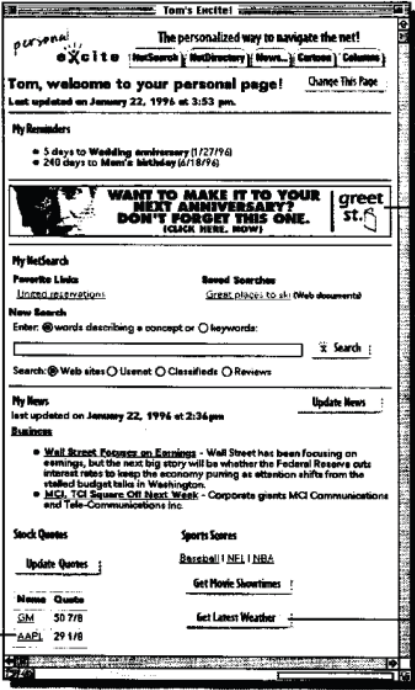
'969 Patent	EXCITE SB-2
	<div data-bbox="586 262 1421 756">  <p>Customized search forms Customized search forms are available for content provider sites and can bring consumers to the Excite service through a variety of entry points.</p> </div> <p>Id.</p> <div data-bbox="576 871 1437 1323">  <p>NetSearch: people to content Describe a concept in your own words and Excite NetSearch retrieves a list of relevant documents</p> <p>Keyword-targeted advertising Advertisers can target audiences by assigning key words or concepts to their ad banners</p> <p>people to people</p> </div> <p>Id. at GOOG-WRD-00872010.</p> <p>Personal Excite Personal Excite is a personalized page that selects and compiles Web content, including advertising, to match each individual's unique interests.</p> <p>Id. at GOOG-WRD-00872011.</p>

'969 Patent	EXCITE SB-2
	<div data-bbox="581 256 1123 1144" data-label="Image"> </div> <div data-bbox="1151 459 1396 585" data-label="Text"> <p>Individually-targeted advertising (prototype shown) Advertising can be keyed to anniversaries, birthdays and other events that consumers record in a Reminders calendar.</p> </div> <div data-bbox="1151 995 1429 1100" data-label="Text"> <p>Demographics Zip codes and demographic information collected in Personal Excite profiles allow for highly-targeted delivery of content and advertising.</p> </div>
	<p>Id.</p> <p>The Excite Solution</p> <p>Excite develops and provides targeted Internet navigation services and products designed to allow consumers, content providers and advertisers to interact more effectively on the Web. Excite believes that to fully realize the Web's potential as a new communications medium, the Company must focus on the way consumers use the Web. By combining its state-of-the-art navigation technology and media expertise, Excite seeks to develop and introduce consumer-focused navigation services and products. Excite believes that these services and products will not only allow consumers to better experience the Web, but that they will also assist content providers in delivering content and provide advertisers with more value-added advertising options.</p> <p>Id. at GOOG-WRD-00872038.</p>

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	<p>The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p>General Rotation. The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p>City.Net and Regional Excite. The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p>Keywords. The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when <i>Windows 95</i> is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p>Personal Excite. The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p>Id. at GOOG-WRD-00872044.</p>
[a] receiving, from the user, a search request including a search argument corresponding to the desired information;	<p>The Excite SB-2 discloses receiving, from the user, a search request including a search argument corresponding to the desired information.</p> <div data-bbox="574 1150 1062 1598"> </div> <p>Id. at GOOG-WRD-00872010.</p>

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	<p>In the Internet industry, demand and market acceptance for recently introduced services and products are subject to a high level of uncertainty. Excite was introduced to the Internet market in October 1995. While the Company believes that most search and retrieval engines offered by its competitors are based on "keyword" searching, Excite is based on "concept-based" searching which allows users to find and retrieve documents that do not necessarily contain the exact keyword used in a search. There can be no assurance that the Company's concept-based search and retrieval technology will provide equal or superior performance as compared to keyword and other search and retrieval technologies. In addition, given the extremely limited operating history of the Company and the recent introduction of Excite, it is unproven whether the market will accept Excite and its concept-based search and retrieval technology. Accordingly, to the extent Excite's concept-based search and retrieval technology provides equal or inferior performance compared to keyword or other search and retrieval technologies, the Company's business, results of operations and financial condition would be materially adversely affected.</p> <p>Id. at GOOG-WRD-00872017.</p> <p><i>NetSearch.</i> NetSearch service targets a mass market audience of Internet consumers, helping consumers find content as well as other people on the Internet. NetSearch was first launched commercially in October 1995. NetSearch permits users to find Web content by searching on Excite's index of over 1.5 million Web documents. The Company believes that Excite's proprietary navigation technology provides the following enhanced searching and browsing capabilities:</p> <p><i>Concept-based searching,</i> which permits consumers to find documents that are relevant to their query even if they do not contain the actual words used in the query and which improves the relevancy ranking of retrieved documents.</p> <p><i>Browsing tools,</i> consisting of query-by-example, let consumers find other similar documents by simply clicking on the query-by-example icon, and automatic abstracting technology, which creates a concise summary of a Web document, lets users evaluate the relevancy of Web documents without taking the time to visit them or to read the entire document.</p> <p><i>Distributed spider data collection technology,</i> which periodically updates the Company's indices, thus maintaining their currency and comprehensiveness.</p> <p>NetSearch also permits consumers to search for other people on the Internet by searching on a database containing an index to the full text of Usenet discussion groups and Usenet classifieds. When consumers find an article of interest, they can send an electronic mail message directly to the author or, if they have access to Usenet, launch directly into the discussion thread, reading the entire sequence of articles for that topic of discussion.</p> <p>Id. at GOOG-WRD-00872040.</p> <p>Technology</p> <p>The Company's services and products are based on proprietary retrieval technology designed to permit highly effective searches on the Internet by emphasizing quality and precision in the search process. This technology combines a true concept-based retrieval technology with sophisticated browsing tools. In addition, the Company has developed a proprietary spider designed to enhance the quantity and quality of information contained in the Company's databases, thereby enhancing the quality of information retrieved in a search. The Company's retrieval technology is also designed to search across distributed databases as effectively as searching a single, local database.</p> <p>Id. at GOOG-WRD-00872045.</p>


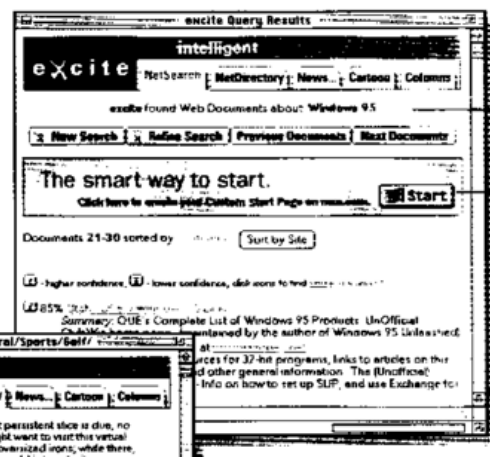
'969 Patent	EXCITE SB-2
	<p><i>Concept-Based Retrieval</i></p> <p>The Company believes that most Internet navigation companies use "keyword" searching in their retrieval process, in which only those documents that contain the keywords specified in the query are retrieved. While keyword searching is effective in some instances (and may be enhanced by the use of a built-in thesaurus), it does not allow the user to retrieve information relevant to a search that does not include the exact text of a keyword (or synonym, if a thesaurus is used). For example, a keyword search of the words "intellectual property" may not return documents relating to software piracy or copyright law if such documents do not contain the words "intellectual" or "property." Keyword searching may also result in the retrieval of a great deal of irrelevant information that happens to contain the keyword. The Company's concept-based retrieval technology uses advanced statistical methods which it believes increase the precision or relevance of information retrieved. The Company's retrieval technology analyzes information for statistical correlations between terms and documents. These correlations (which can be loosely described as "concepts") are then used to improve the retrieval process. Accordingly, a search can retrieve information that is relevant to the consumer's query even if that information contains none of the keywords in the original query. Furthermore, most keyword systems rank the relevance of returned documents by simple heuristics such as the frequency of keyword occurrence within a document. The Company uses its determination of concepts to augment and improve the ranking of the retrieved documents, so that the most important documents are first shown to the consumer, even when thousands of documents are found.</p> <p>Id.</p>
<p>[b] searching, based upon the received search argument, a first database having data network related information to generate search results;</p>	<p>The Excite SB-2 discloses searching, based upon the received search argument, a first database having data network related information to generate search results.</p> <p>NetSearch and NetDirectory</p> <p>Excite's NetSearch and NetDirectory target the mass Internet market. Consumers can conduct concept-based searches on the full text of more than 1.5 million Web pages, browse a database of over 50,000 Web site reviews and search postings on more than 10,000 Usenet discussion groups.</p> <p>Id. at GOOG-WRD-0087209.</p> <div data-bbox="591 1234 1421 1717">  </div> <p>Id. at GOOG-WRD-0087209.</p>

'969 Patent	EXCITE SB-2
	<div><div></div><div><p>NetSearch: people to content Describe a concept in your own words and Excite NetSearch retrieves a list of relevant documents</p><p>Keyword-targeted advertising Advertisers can target audiences by assigning key words or concepts to their ad banners</p><p>people to people</p></div></div> <p>Id. at GOOG-WRD-00872010.</p> <div><div><p>Personal Excite Personal Excite is a personalized page that selects and compiles Web content, including advertising, to match each individual's unique interests.</p></div><div></div><div><p>Individually-targeted advertising (prototype shown) Advertising can be keyed to anniversaries, birthdays and other events that consumers record in a Reminders calendar.</p><p>Interests The stocks, news headlines, directory topics and other information consumers select for their pages provide another window on their interests.</p><p>Demographics Zip codes and demographic information collected in Personal Excite profiles allow for highly-targeted delivery of content and advertising.</p></div></div> <p>Id. at GOOG-WRD-00872011.</p>

'969 Patent	EXCITE SB-2
	<p>Despite explosive growth of the Web as a new medium for communicating, marketing, selling, educating and entertaining, the limitations of existing navigational technologies and services have restricted effective interaction among consumers, content providers and advertisers. With the Web's growth, consumers are having more difficulty finding relevant information, content providers are finding it increasingly difficult to improve the visibility of their Web sites, and advertisers are becoming less effective in delivering their messages to appropriately targeted groups of consumers. The Company's consumer segmented services and products are designed to overcome these limitations. <i>NetSearch</i> targets a mass market audience of Web consumers, helping them find content and other people through its proprietary navigation technology, including concept-based searching. <i>NetDirectory</i> is a database of professionally-authored Web site reviews targeting both mass market and affinity group consumers that provides information about high-quality Web sites in a lively and entertaining manner. To date, the Company's team of 30 professional authors and editors have written over 50,000 reviews. <i>Personal Excite</i> allows consumers to personalize their interaction with the Web. Through its <i>City.Net</i> and planned <i>Regional Editions</i>, Excite offers or will offer navigation services targeted to geographic affinity groups by providing specific databases of local and regional content.</p> <p>Id. at GOOG-WRD-00872013.</p> <p>Intense Competition</p> <p>The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition.</p> <p>Id. at GOOG-WRD-00872017-18.</p> <p><i>NetSearch.</i> NetSearch service targets a mass market audience of Internet consumers, helping consumers find content as well as other people on the Internet. NetSearch was first launched commercially in October 1995. NetSearch permits users to find Web content by searching on Excite's index of over 1.5 million Web documents. The Company believes that Excite's proprietary navigation technology provides the following enhanced searching and browsing capabilities:</p> <p><i>Concept-based searching</i>, which permits consumers to find documents that are relevant to their query even if they do not contain the actual words used in the query and which improves the relevancy ranking of retrieved documents.</p> <p><i>Browsing tools</i>, consisting of query-by-example, let consumers find other similar documents by simply clicking on the query-by-example icon, and automatic abstracting technology, which creates a concise summary of a Web document, lets users evaluate the relevancy of Web documents without taking the time to visit them or to read the entire document.</p> <p><i>Distributed spider data collection technology</i>, which periodically updates the Company's indices, thus maintaining their currency and comprehensiveness.</p> <p>NetSearch also permits consumers to search for other people on the Internet by searching on a database containing an index to the full text of Usenet discussion groups and Usenet classifieds. When consumers find an article of interest, they can send an electronic mail message directly to the author or, if they have access to Usenet, launch directly into the discussion thread, reading the entire sequence of articles for that topic of discussion.</p>

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	<p data-bbox="574 296 967 323">Id. at GOOG-WRD-00872040.</p> <p data-bbox="602 369 989 390"><i>Aggressively distributing Excite for Web Servers</i></p> <p data-bbox="574 405 1422 514">The Company markets EWS directly to those individuals who build and maintain Web sites — Web developers, Web creators and Web publishers who are hired to design and implement a Web site. The Company believes that these people are key influences in the content provider marketplace and in many cases may not only build a corporate Web site but also influence corporate buying decisions for subsequent on-line advertising.</p> <p data-bbox="574 531 1422 661">The Company markets to the Web development community directly using both the Internet and traditional marketing channels. Efforts include: (i) providing a prominent link from its services to EWS' online store front; (ii) encouraging all Web sites using EWS to provide links to this on-line store front and Excite; (iii) directly contacting many Web sites and Web site developers using email; (iv) advertising on Web sites frequented by Web developers, such as iWorld and NCSA; and (v) pursuing an aggressive print advertising campaign and tradeshow schedule.</p> <p data-bbox="574 678 1422 808">The Company maintains an on-line "store front" where EWS can be downloaded for no charge using a Web browser. The site contains a wide range of promotional, sales and marketing materials for Excite services and products. In addition to direct distribution over the Internet, EWS is distributed by software and hardware vendors who market products to the Web development community. Currently, OpenMarket, Spry, BSDI and Luckman Interactive distribute EWS with their Web server software, and Silicon Graphics, Inc. and Sun Microsystems distribute EWS with their Web server hardware.</p> <p data-bbox="574 856 967 884">Id. at GOOG-WRD-00872043.</p> <p data-bbox="586 930 683 951">Technology</p> <p data-bbox="574 963 1422 1115">The Company's services and products are based on proprietary retrieval technology designed to permit highly effective searches on the Internet by emphasizing quality and precision in the search process. This technology combines a true concept-based retrieval technology with sophisticated browsing tools. In addition, the Company has developed a proprietary spider designed to enhance the quantity and quality of information contained in the Company's databases, thereby enhancing the quality of information retrieved in a search. The Company's retrieval technology is also designed to search across distributed databases as effectively as searching a single, local database.</p> <p data-bbox="574 1163 967 1190">Id. at GOOG-WRD-00872045.</p> <p data-bbox="602 1236 800 1257"><i>Concept-Based Retrieval</i></p> <p data-bbox="574 1270 1422 1665">The Company believes that most Internet navigation companies use "keyword" searching in their retrieval process, in which only those documents that contain the keywords specified in the query are retrieved. While keyword searching is effective in some instances (and may be enhanced by the use of a built-in thesaurus), it does not allow the user to retrieve information relevant to a search that does not include the exact text of a keyword (or synonym, if a thesaurus is used). For example, a keyword search of the words "intellectual property" may not return documents relating to software piracy or copyright law if such documents do not contain the words "intellectual" or "property." Keyword searching may also result in the retrieval of a great deal of irrelevant information that happens to contain the keyword. The Company's concept-based retrieval technology uses advanced statistical methods which it believes increase the precision or relevance of information retrieved. The Company's retrieval technology analyzes information for statistical correlations between terms and documents. These correlations (which can be loosely described as "concepts") are then used to improve the retrieval process. Accordingly, a search can retrieve information that is relevant to the consumer's query even if that information contains none of the keywords in the original query. Furthermore, most keyword systems rank the relevance of returned documents by simple heuristics such as the frequency of keyword occurrence within a document. The Company uses its determination of concepts to augment and improve the ranking of the retrieved documents, so that the most important documents are first shown to the consumer, even when thousands of documents are found.</p> <p data-bbox="574 1713 607 1740">Id.</p>

'969 Patent	EXCITE SB-2
	<p data-bbox="602 260 857 283"><i>Distributed Search Capabilities</i></p> <p data-bbox="581 300 1430 562">The Company's information retrieval technology has been designed to address the complex problems that arise in information retrieval when a database is distributed across multiple nodes in a wide-area network. The primary goal in distributed information retrieval is to ensure that the results of a search of a database distributed across multiple nodes closely approximate the results that would have been achieved if the search had been performed on the same data collected on a single, local database. Although the Company believes that most distributed retrieval systems use a protocol that does not yield results that are similar to those that could be obtained on a search of a single, local database, the Company's distributed information retrieval protocol has been engineered to provide distributed results that are very similar to the concept-based results that the Company's technology yields for a single, local database. The Company believes that this distributed protocol will enable the Company's services and products to scale with, and thereby benefit from, the rapid growth of the Internet.</p> <p data-bbox="581 579 1430 804">The Company believes that its distributed information retrieval capability will permit it to continue to provide accurate, reliable information retrieval as the Internet grows. The Company plans to include a program called the notifier in its next release of EWS. This program is designed to allow the EWS administrator to send a copy of its Web site to the Excite service without waiting for the Company's spider to retrieve the current index. The cost to the EWS server is minimal, and Excite is spared the cost of retrieving and indexing those pages since the task of indexing has been distributed to the remote machines. The Company believes that this notifier technology will assist in increasing the number of Web pages that can be indexed and kept current by its services. The Company has not yet implemented its notifier technology, and there can be no assurance that the Company will be able to release such notifier technology successfully.</p> <p data-bbox="573 852 971 884">Id. at GOOG-WRD-00872046.</p>
[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information; and	<p data-bbox="573 1018 1430 1121">The Excite SB-2 discloses correlated the received search argument to a particular advertisement in a second database having advertisement related information.</p> <p data-bbox="719 1165 1008 1188">NetSearch and NetDirectory</p> <p data-bbox="581 1190 1414 1291">Excite's NetSearch and NetDirectory target the mass Internet market. Consumers can conduct concept-based searches on the full text of more than 1.5 million Web pages, browse a database of over 50,000 Web site reviews and search postings on more than 10,000 Usenet discussion groups.</p> <p data-bbox="573 1335 954 1367">Id. at GOOG-WRD-0087209.</p>

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	<div data-bbox="592 273 1421 756">  <p data-bbox="1144 378 1421 535">Customized search forms Customized search forms are available for content provider sites and can bring consumers to the Excite service through a variety of entry points.</p> </div> <p data-bbox="568 787 950 829">Id. at GOOG-WRD-0087209.</p> <div data-bbox="576 871 1437 1333">  <p data-bbox="1079 892 1437 997">NetSearch: people to content Describe a concept in your own words and Excite NetSearch retrieves a list of relevant documents</p> <p data-bbox="1079 1008 1437 1113">Keyword-targeted advertising Advertisers can target audiences by assigning key words or concepts to their ad banners</p> <p data-bbox="1274 1218 1437 1249">people to people</p> </div> <p data-bbox="568 1354 966 1396">Id. at GOOG-WRD-00872010.</p>

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

The screenshot shows the 'Personal Excite' web page. Annotations include:

- Individuality**: Points to the 'personal' logo and the text 'The personalized way to navigate the net!'.
- Individual**: Points to the 'My Reminders' section, which lists '5 days to Wedding anniversary (1/27/96)' and '240 days to Mom's birthday (6/18/96)'.
- Individual**: Points to the 'My NetSearch' section, which includes a search bar and options for 'Web sites', 'Usenet', 'Classifieds', and 'Reviews'.
- Individual**: Points to the 'My News' section, which lists 'Wall Street Forecast on Earnings' and 'MCI, TCI Square Off Next Week'.
- Individual**: Points to the 'Stock Quotes' section, which shows a table with columns 'Name' and 'Quote'.
- Individual**: Points to the 'Sports Scores' section, which shows 'Baseball: N.Y. Yankees'.
- Individual**: Points to the 'Get Movie Showtimes' and 'Get Latest Weather' links.
- Individual**: Points to the 'Demographics' section, which states 'Zip codes and demographic information collected in Personal Excite profiles allow for highly-targeted delivery of content and advertising.'
- Individual**: Points to the 'Interests' section, which states 'The stocks, news headlines, directory topics and other information consumers select for their pages provide another window on their interests.'
- Individual**: Points to the 'WANT TO MAKE IT TO YOUR NEXT ANNIVERSARY? DON'T FORGET THIS ONE. (CLICK HERE, NOW!)' advertisement.

Id. at GOOG-WRD-00872011.

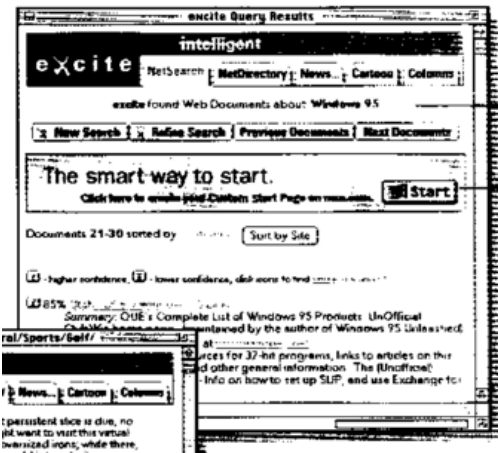
Intense Competition

The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corpora-

tion's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition.

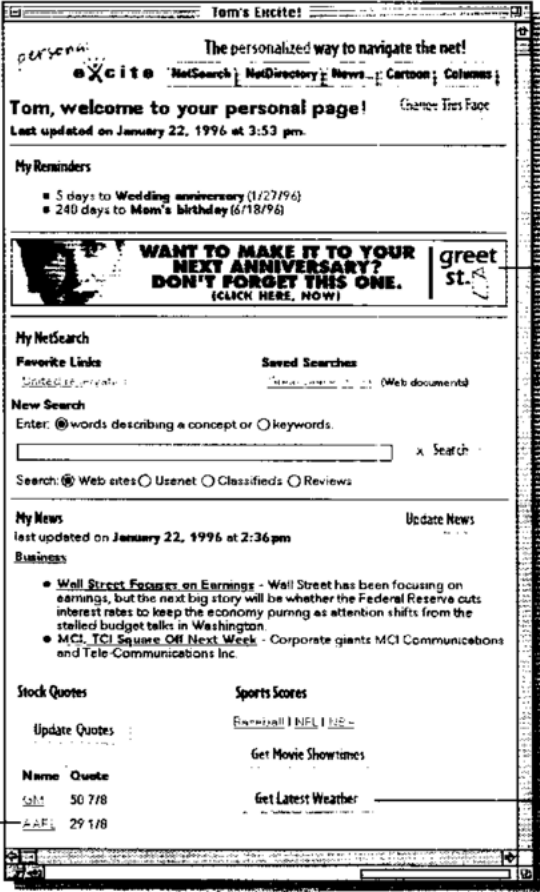
Id. at GOOG-WRD-00872017-18.

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	<p data-bbox="581 296 748 315">The Excite Solution</p> <p data-bbox="581 329 1425 504">Excite develops and provides targeted Internet navigation services and products designed to allow consumers, content providers and advertisers to interact more effectively on the Web. Excite believes that to fully realize the Web's potential as a new communications medium, the Company must focus on the way consumers use the Web. By combining its state-of-the-art navigation technology and media expertise, Excite seeks to develop and introduce consumer-focused navigation services and products. Excite believes that these services and products will not only allow consumers to better experience the Web, but that they will also assist content providers in delivering content and provide advertisers with more value-added advertising options.</p> <p data-bbox="573 548 967 575">Id. at GOOG-WRD-00872038.</p> <p data-bbox="581 617 1425 726">Advertisements on the Excite service are banner or billboard style advertisements and are prominently displayed on the interface of all Excite navigation services. As the consumer interacts with the service, new advertisements are displayed. From each advertisement screen, consumers can hyperlink directly to an advertiser's own Web site, thus allowing the advertiser an opportunity to directly interact with a consumer who has expressed interest in its advertisement.</p> <p data-bbox="573 770 967 798">Id. at GOOG-WRD-00872043.</p> <p data-bbox="581 846 1425 955">The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p data-bbox="615 974 1425 1083"><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p data-bbox="615 1098 1425 1184"><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p data-bbox="615 1199 1425 1308"><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when <i>Windows '95</i> is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p data-bbox="573 1352 967 1379">Id. at GOOG-WRD-00872044.</p> <p data-bbox="594 1428 1425 1619">Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p data-bbox="594 1633 1425 1785">Advertising is sold primarily through a combination of a small direct sales force and an advertising sales agency. The Company's direct sales operation currently consists of two individuals, both experienced in selling Internet advertising, who are based in San Francisco and New York. To supplement its internal sales force, the Company has retained the services of Double Click, of Mountain View, California, an advertising sales agency specializing in interactive advertising placement. The Company has only a limited number of sales and marketing personnel at the present time. See "Risk Factors — Limited Sales Force; Evolving Distribution Channels."</p> <p data-bbox="573 1833 607 1860">Id.</p>

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	<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 Excite SB-2 discloses provided the search results together with the particular advertisement to the user.</p> <div data-bbox="573 606 1435 1056">  <p>NetSearch: people to content Describe a concept in your own words and Excite NetSearch retrieves a list of relevant documents</p> <p>Keyword-targeted advertising Advertisers can target audiences by assigning key words or concepts to their ad banners</p> <p>people to people</p> <p>mod navi</p> </div> <p>Id. at GOOG-WRD-00872010.</p> <p>Intense Competition</p> <p>The market for Internet services and products, particularly Internet advertising and Internet search and retrieval services and products, is intensely competitive. Since there are no substantial barriers to entry, the Company expects competition in these markets to intensify. The Company believes that the principal competitive factors in these markets are name recognition, performance, ease of use and functionality. The primary competitors of the Company's services and products are Internet search and retrieval companies such as Infoseek Corporation, Lycos, Inc., The McKinley Group, Inc., Open Text Corporation and Yahoo!, Inc. and specific search and retrieval services and products offered by other companies, such as AOL's Web Crawler and Digital Equipment Corporation's Alta Vista. The Company also competes indirectly with services from other database vendors such as Lexis/Nexis and Dialog and other companies that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from online service providers, Web site operators, providers of Web browser software (such as Netscape or Microsoft Corporation ("Microsoft")) and other Internet services and products that incorporate search and retrieval features into their offerings, whether through internal development or by acquisition of one or more of the Company's direct competitors. Many of the Company's existing competitors, as well as a number of potential new competitors, have longer operating histories in the Internet market, greater name recognition, larger customer bases and databases and significantly greater financial, technical and marketing resources than the Company. Such competitors may be able to undertake more extensive marketing campaigns and make more attractive offers to potential employees, distribution partners, advertisers and content providers. Further, there can be no assurance that the Company's competitors will not develop Internet search and retrieval services and products that are equal or superior to those of the Company or that achieve greater market acceptance than the Company's offerings in the area of name recognition, performance, ease of use and functionality. Since a number of the Company's current advertising customers and strategic partners also have established relationships with certain of the Company's competitors, there can be no assurance that the Company will be able to retain a customer base of advertisers or that strategic partners will not sever or will elect to renew their agreements with the Company. There can be no assurance that the Company will be able to compete successfully against its current or future competitors or that competition will not have a material adverse effect on the Company's business, results of operations and financial condition.</p> <p>Id. at GOOG-WRD-00872017-18.</p>

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	<p>The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when <i>Windows '95</i> is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p>Id. at GOOG-WRD-00872044.</p> <p>Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p>Advertising is sold primarily through a combination of a small direct sales force and an advertising sales agency. The Company's direct sales operation currently consists of two individuals, both experienced in selling Internet advertising, who are based in San Francisco and New York. To supplement its internal sales force, the Company has retained the services of Double Click, of Mountain View, California, an advertising sales agency specializing in interactive advertising placement. The Company has only a limited number of sales and marketing personnel at the present time. See "Risk Factors — Limited Sales Force; Evolving Distribution Channels."</p> <p>Id.</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 B3.</p>
Claim 2	
2. A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the	The Excite SB-2 discloses correlated the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile.

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<p>particular advertisement based on the received search argument and user profile data.</p>	<div data-bbox="581 254 1380 924"> </div> <p>Topically-targeted advertising Advertisers can target audiences by linking their ads to specific topics.</p> <p>NetDirectory: content to people NetDirectory contains over 50,000 web site reviews written by Excite's staff of more than 30 editors and professional journalists.</p> <p>Id. at GOOG-WRD-00872010.</p> <div data-bbox="581 1035 1421 1501"> </div> <p>City.Net City.Net targets geographic affinity groups by providing links to information on travel, entertainment, local business, government and community services for many regions of the world.</p> <p>Geographically-targeted advertising City.Net's coverage makes it a resource for people who are traveling or relocating, and advertisers who wish to reach them.</p> <p>Id.</p> <p>Personal Excite Personal Excite is a personalized page that selects and compiles Web content, including advertising, to match each individual's unique interests.</p> <p>Id. at GOOG-WRD-00872011.</p>

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	<div><div></div><div><p>Individually-targeted advertising (prototype shown)</p><p>Advertising can be keyed to anniversaries, birthdays and other events that consumers record in a Reminders calendar.</p><p>Demographics</p><p>Zip codes and demographic information collected in Personal Excite profiles allow for highly-targeted delivery of content and advertising.</p></div></div> <p>Id.</p> <p>Excite, Inc. (formerly Architext Software, Inc.) combines proprietary technology with media expertise to develop and provide navigation services and products for the Internet and the World Wide Web (the "Web") which enable consumers, content providers and advertisers to access and interact with one another more efficiently and thereby realize the Web's potential as a new medium. The Company's navigational services, including <i>NetSearch</i>, <i>NetDirectory</i>, <i>City.Net</i>, <i>Personal Excite</i> and planned <i>Regional Editions</i>, are tailored to the ways consumers use and navigate the Web. By creating segmented navigation services tailored to specific groups of consumers, Excite seeks to establish advertising channels which give advertisers the flexibility to target consumer audiences as broadly or as precisely as desired and allow them ultimately to reach and create new customers. Excite also actively addresses the needs of content providers through its <i>Excite for Web Servers</i> product which improves a Web site's visibility and usefulness to consumers. The Company's objective is to establish itself as the leading branded media service for day-to-day interaction among consumers, content providers and advertisers on the Web.</p> <p>Id. at GOOG-WRD-00872013.</p> <p>As a result of Excite's consumer focus, the Company's navigation services provide advertisers a targeted and flexible vehicle for delivering advertising messages back to consumers. For example, advertisers can target the mass market by placing advertisements on <i>NetSearch</i>, focus on geographic affinity groups through placements on <i>City.Net</i>, and target individuals by advertising on <i>Personal Excite</i>. Although advertising on the Web is generally based on the traditional impression-based model, Excite believes that the flexibility, accountability and interactivity provided through its consumer-segmented services may allow advertisers to migrate to a delivered-value model where pricing is instead based on the value of the business generated by the advertising. As of March 1, 1996, over 50 customers had placed advertisements on Excite's consumer navigation services.</p> <p>Id.</p>

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	<p>More importantly, the Company believes that many current directory approaches fall short in addressing the promise of the Internet as a new medium. First, they fail to leverage the interactive nature of the medium, which can not only enable the delivery of people to content but also the delivery of content to people and people to other people. Just as consumers signed on to the Web to find content, the interactive capabilities of Web technology should allow consumers to have content proactively delivered to them and should allow content providers to contact interested consumers directly. Similarly, the expansive connectivity of the Internet suggests that consumers should be able to easily find other consumers of common interests or needs. Second, current directories do not take advantage of the targetability of the Internet medium. Instead, these directories tend to treat all consumers as an undifferentiated mass. The Company believes that consumers will want to segment and shift their navigational identities as they use the Web. For instance, some consumers will be interested in addressing the Web as they currently do, with a broad approach to content; other consumers may wish to follow a topic-oriented or regional-oriented approach to the Web; and still other consumers may want to define exactly the types of information they wish to receive each time they begin a Web session.</p> <p>Id. at GOOG-WRD-00872036.</p> <p><i>Consumers</i></p> <p>Excite believes that consumers do not use the Web in one particular way or for one particular reason. Accordingly, Excite has segmented consumer behavior into three distinct modes of navigation, or ways of navigating the Web, and three distinct navigating identities, or identities used when navigating the Web.</p> <p><i>Modes of Navigation.</i> Excite expands the scope of Internet navigation beyond the strict data-centric focus on content, to a broader solution based on people interacting not only with content, but with other people as well. The Company believes that consumers want to interact with content and people on the Web in three ways: they want to find relevant content; they want relevant content proactively delivered to them; and they want to interact with other people with similar interests. Thus, Excite supports three modes of navigation: people to content, content to people and people to people.</p> <p><i>Navigational Identities.</i> The Company believes that consumers navigate the Web with three identities: mass market; affinity group; and individual identities. Consumers assume a mass market identity as they seek out Internet resources in a very broad fashion by exploring or browsing the Internet as a whole. Consumers adopt an affinity group identity as they engage in topically- or geographically-oriented searches, or seek out other consumers with related interests or locales. Finally, consumers assume an individual identity as they retrieve information tailored to their needs through a personalized interface. During the course of a Web session, a consumer might assume all of these identities, for example by searching broadly for information relating to travel, geographically for Northern California ski resorts and individually for a discounted airline ticket.</p> <p>Id. at GOOG-WRD-00872038.</p> <p><i>Advertisers</i></p> <p>The Company believes that offering a suite of consumer segmented navigational services allows for more specifically tailored advertising. For example, Excite's navigational services permit advertisers to target the mass audience of Internet consumers or tailor an advertising strategy for specific affinity groups or individuals possessing certain demographic traits. In addition, the Company has begun to offer advertising packages that allow advertisers to move from the traditional CPM-based advertising model to one of delivered value, in which an advertisement is priced based upon the amount of business generated from the advertisement as opposed to the number of times it is displayed.</p> <p>Id. at GOOG-WRD-00872039.</p> <p><i>Personal Excite.</i> Personal Excite permits consumers to personalize their Internet interface. Consumers using Personal Excite create a personal profile to define and monitor favorite NetDirectory categories, receive briefs on personally selected categories of Reuters news articles, monitor stock quotes, check local movie times and receive updates on local weather. Additionally, consumers can customize their own interfaces to Excite's NetSearch service, thereby allowing them to define and easily access frequently used searches, favorite URLs and links to a number of popular daily columns on the Web. Personal Excite was launched commercially in February 1996 and has been used on a limited basis to date. There can be no assurance that Personal Excite will achieve enough consumer acceptance to support significant, directed advertising.</p>

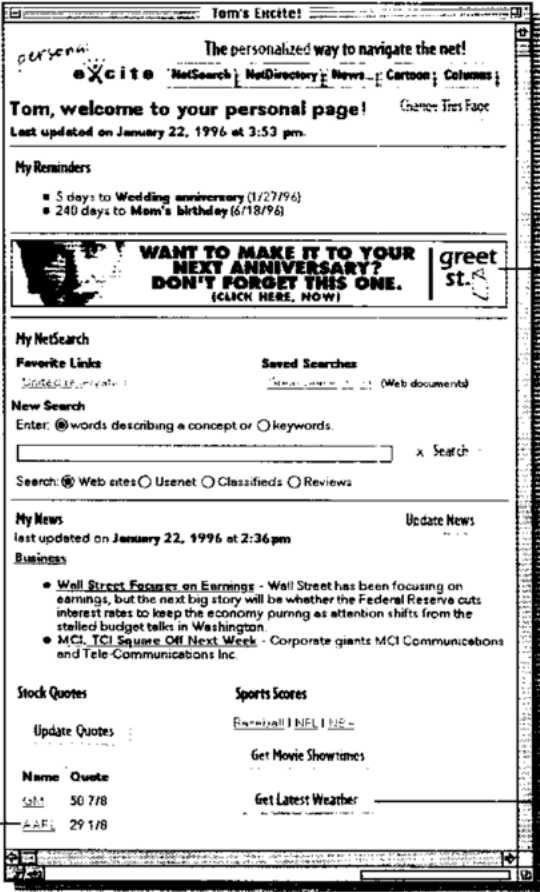
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	<p data-bbox="573 291 969 321">Id. at GOOG-WRD-00872041.</p> <p data-bbox="615 378 922 399"><i>Increasing usage by existing consumers</i></p> <p data-bbox="597 415 1421 604">The Company regularly changes and updates the content hosted on Excite in order to encourage consumers to access the service more frequently. The Company has developed an interactive cartoon, hourly news briefs, and weekly editorial columns. The Company has also developed personalized services that allow a consumer to pre-establish various personal preferences involving the Excite session. Because customizing these personalized services typically requires some effort and time investment on the part of the consumer, the Company believes that consumers will tend to continue using Excite and not switch to a competitive service. The Company is exploring other features designed to increase consumer usage, these features may include consumer polls, rating systems and contests.</p> <p data-bbox="573 646 969 676">Id. at GOOG-WRD-00872043.</p> <p data-bbox="586 724 1425 831">The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p data-bbox="621 852 1425 959"><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p data-bbox="621 976 1425 1062"><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p data-bbox="621 1079 1425 1186"><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when Windows '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p data-bbox="621 1203 1425 1331"><i>Personal Excite.</i> The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p data-bbox="573 1373 969 1402">Id. at GOOG-WRD-00872044.</p> <p data-bbox="594 1451 1425 1642">Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p data-bbox="594 1659 1425 1808">Advertising is sold primarily through a combination of a small direct sales force and an advertising sales agency. The Company's direct sales operation currently consists of two individuals, both experienced in selling Internet advertising, who are based in San Francisco and New York. To supplement its internal sales force, the Company has retained the services of Double Click, of Mountain View, California, an advertising sales agency specializing in interactive advertising placement. The Company has only a limited number of sales and marketing personnel at the present time. See "Risk Factors — Limited Sales Force; Evolving Distribution Channels."</p> <p data-bbox="573 1856 607 1885">Id.</p>

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	<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 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 Excite SB-2 discloses the user profile data includes selections of the user from previous search arguments.</p> <p>As a result of Excite's consumer focus, the Company's navigation services provide advertisers a targeted and flexible vehicle for delivering advertising messages back to consumers. For example, advertisers can target the mass market by placing advertisements on <i>NetSearch</i>, focus on geographic affinity groups through placements on <i>City.Net</i>, and target individuals by advertising on <i>Personal Excite</i>. Although advertising on the Web is generally based on the traditional impression-based model, Excite believes that the flexibility, accountability and interactivity provided through its consumer-segmented services may allow advertisers to migrate to a delivered-value model where pricing is instead based on the value of the business generated by the advertising. As of March 1, 1996, over 50 customers had placed advertisements on Excite's consumer navigation services.</p> <p>Id. at GOOG-WRD-00872013.</p> <p>More importantly, the Company believes that many current directory approaches fall short in addressing the promise of the Internet as a new medium. First, they fail to leverage the interactive nature of the medium, which can not only enable the delivery of people to content but also the delivery of content to people and people to other people. Just as consumers signed on to the Web to find content, the interactive capabilities of Web technology should allow consumers to have content proactively delivered to them and should allow content providers to contact interested consumers directly. Similarly, the expansive connectivity of the Internet suggests that consumers should be able to easily find other consumers of common interests or needs. Second, current directories do not take advantage of the targetability of the Internet medium. Instead, these directories tend to treat all consumers as an undifferentiated mass. The Company believes that consumers will want to segment and shift their navigational identities as they use the Web. For instance, some consumers will be interested in addressing the Web as they currently do, with a broad approach to content; other consumers may wish to follow a topic-oriented or regional-oriented approach to the Web; and still other consumers may want to define exactly the types of information they wish to receive each time they begin a Web session.</p> <p>Id. at GOOG-WRD-00872036.</p> <p><i>Consumers</i></p> <p>Excite believes that consumers do not use the Web in one particular way or for one particular reason. Accordingly, Excite has segmented consumer behavior into three distinct modes of navigation, or ways of navigating the Web, and three distinct navigating identities, or identities used when navigating the Web.</p> <p><i>Modes of Navigation.</i> Excite expands the scope of Internet navigation beyond the strict data-centric focus on content, to a broader solution based on people interacting not only with content, but with other people as well. The Company believes that consumers want to interact with content and people on the Web in three ways: they want to find relevant content; they want relevant content proactively delivered to them; and they want to interact with other people with similar interests. Thus, Excite supports three modes of navigation: people to content, content to people and people to people.</p> <p><i>Navigational Identities.</i> The Company believes that consumers navigate the Web with three identities: mass market; affinity group; and individual identities. Consumers assume a mass market identity as they seek out Internet resources in a very broad fashion by exploring or browsing the Internet as a whole. Consumers adopt an affinity group identity as they engage in topically- or geographically-oriented searches, or seek out other consumers with related interests or locales. Finally, consumers assume an individual identity as they retrieve information tailored to their needs through a personalized interface. During the course of a Web session, a consumer might assume all of these identities, for example by searching broadly for information relating to travel, geographically for Northern California ski resorts and individually for a discounted airline ticket.</p>

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	<p data-bbox="573 291 967 321">Id. at GOOG-WRD-00872038.</p> <p data-bbox="597 367 691 384"><i>Advertisers</i></p> <p data-bbox="581 394 1425 548">The Company believes that offering a suite of consumer segmented navigational services allows for more specifically tailored advertising. For example, Excite's navigational services permit advertisers to target the mass audience of Internet consumers or tailor an advertising strategy for specific affinity groups or individuals possessing certain demographic traits. In addition, the Company has begun to offer advertising packages that allow advertisers to move from the traditional CPM-based advertising model to one of delivered value, in which an advertisement is priced based upon the amount of business generated from the advertisement as opposed to the number of times it is displayed.</p> <p data-bbox="573 590 967 619">Id. at GOOG-WRD-00872039.</p> <p data-bbox="587 665 1427 858"><i>Personal Excite.</i> Personal Excite permits consumers to personalize their Internet interface. Consumers using Personal Excite create a personal profile to define and monitor favorite NetDirectory categories, receive briefs on personally selected categories of Reuters news articles, monitor stock quotes, check local movie times and receive updates on local weather. Additionally, consumers can customize their own interfaces to Excite's NetSearch service, thereby allowing them to define and easily access frequently used searches, favorite URLs and links to a number of popular daily columns on the Web. Personal Excite was launched commercially in February 1996 and has been used on a limited basis to date. There can be no assurance that Personal Excite will achieve enough consumer acceptance to support significant, directed advertising.</p> <p data-bbox="573 900 967 930">Id. at GOOG-WRD-00872041.</p> <p data-bbox="584 980 1425 1087">The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p data-bbox="620 1108 1425 1215"><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p data-bbox="620 1234 1425 1318"><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p data-bbox="620 1337 1425 1444"><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when Windows '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p data-bbox="620 1461 1425 1587"><i>Personal Excite.</i> The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p data-bbox="584 1606 1425 1799">Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p data-bbox="573 1845 967 1875">Id. at GOOG-WRD-00872044.</p>

'969 Patent	EXCITE SB-2
	<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 4	
<p>4. A method as claimed in claim 3, wherein the user profile data includes selections of the user from previous search results.</p>	<p>The Excite SB-2 discloses wherein the user profile data includes selections of the user from previous search results.</p> <p>As a result of Excite's consumer focus, the Company's navigation services provide advertisers a targeted and flexible vehicle for delivering advertising messages back to consumers. For example, advertisers can target the mass market by placing advertisements on <i>NetSearch</i>, focus on geographic affinity groups through placements on <i>City.Net</i>, and target individuals by advertising on <i>Personal Excite</i>. Although advertising on the Web is generally based on the traditional impression-based model, Excite believes that the flexibility, accountability and interactivity provided through its consumer-segmented services may allow advertisers to migrate to a delivered-value model where pricing is instead based on the value of the business generated by the advertising. As of March 1, 1996, over 50 customers had placed advertisements on Excite's consumer navigation services.</p> <p>Id. at GOOG-WRD-00872013.</p> <p>More importantly, the Company believes that many current directory approaches fall short in addressing the promise of the Internet as a new medium. First, they fail to leverage the interactive nature of the medium, which can not only enable the delivery of people to content but also the delivery of content to people and people to other people. Just as consumers signed on to the Web to find content, the interactive capabilities of Web technology should allow consumers to have content proactively delivered to them and should allow content providers to contact interested consumers directly. Similarly, the expansive connectivity of the Internet suggests that consumers should be able to easily find other consumers of common interests or needs. Second, current directories do not take advantage of the targetability of the Internet medium. Instead, these directories tend to treat all consumers as an undifferentiated mass. The Company believes that consumers will want to segment and shift their navigational identities as they use the Web. For instance, some consumers will be interested in addressing the Web as they currently do, with a broad approach to content; other consumers may wish to follow a topic-oriented or regional-oriented approach to the Web; and still other consumers may want to define exactly the types of information they wish to receive each time they begin a Web session.</p> <p>Id. at GOOG-WRD-00872036.</p> <p><i>Consumers</i></p> <p>Excite believes that consumers do not use the Web in one particular way or for one particular reason. Accordingly, Excite has segmented consumer behavior into three distinct modes of navigation, or ways of navigating the Web, and three distinct navigating identities, or identities used when navigating the Web.</p> <p><i>Modes of Navigation.</i> Excite expands the scope of Internet navigation beyond the strict data-centric focus on content, to a broader solution based on people interacting not only with content, but with other people as well. The Company believes that consumers want to interact with content and people on the Web in three ways: they want to find relevant content; they want relevant content proactively delivered to them; and they want to interact with other people with similar interests. Thus, Excite supports three modes of navigation: people to content, content to people and people to people.</p> <p><i>Navigational Identities.</i> The Company believes that consumers navigate the Web with three identities: mass market; affinity group; and individual identities. Consumers assume a mass market identity as they seek out Internet resources in a very broad fashion by exploring or browsing the Internet as a whole. Consumers adopt an affinity group identity as they engage in topically- or geographically-oriented searches, or seek out other consumers with related interests or locales. Finally, consumers assume an individual identity as they retrieve information tailored to their needs through a personalized interface. During the course of a Web session, a consumer might assume all of these identities, for example by searching broadly for information relating to travel, geographically for Northern California ski resorts and individually for a discounted airline ticket.</p>

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	<p data-bbox="573 291 967 321">Id. at GOOG-WRD-00872038.</p> <p data-bbox="597 367 691 384"><i>Advertisers</i></p> <p data-bbox="573 394 1425 548">The Company believes that offering a suite of consumer segmented navigational services allows for more specifically tailored advertising. For example, Excite's navigational services permit advertisers to target the mass audience of Internet consumers or tailor an advertising strategy for specific affinity groups or individuals possessing certain demographic traits. In addition, the Company has begun to offer advertising packages that allow advertisers to move from the traditional CPM-based advertising model to one of delivered value, in which an advertisement is priced based upon the amount of business generated from the advertisement as opposed to the number of times it is displayed.</p> <p data-bbox="573 590 967 619">Id. at GOOG-WRD-00872039.</p> <p data-bbox="586 665 1425 858"><i>Personal Excite.</i> Personal Excite permits consumers to personalize their Internet interface. Consumers using Personal Excite create a personal profile to define and monitor favorite NetDirectory categories, receive briefs on personally selected categories of Reuters news articles, monitor stock quotes, check local movie times and receive updates on local weather. Additionally, consumers can customize their own interfaces to Excite's NetSearch service, thereby allowing them to define and easily access frequently used searches, favorite URLs and links to a number of popular daily columns on the Web. Personal Excite was launched commercially in February 1996 and has been used on a limited basis to date. There can be no assurance that Personal Excite will achieve enough consumer acceptance to support significant, directed advertising.</p> <p data-bbox="573 900 967 930">Id. at GOOG-WRD-00872041.</p> <p data-bbox="586 980 1425 1087">The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p data-bbox="618 1108 1425 1215"><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p data-bbox="618 1234 1425 1318"><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p data-bbox="618 1337 1425 1444"><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when Windows '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p data-bbox="618 1461 1425 1587"><i>Personal Excite.</i> The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p data-bbox="586 1606 1425 1799">Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p data-bbox="573 1845 967 1875">Id. at GOOG-WRD-00872044.</p>

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	<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 5	
<p>5. A method as claimed in claim 4, wherein the user profile data includes user specified preferences.</p>	<p>The Excite SB-2 discloses user profile data that included user specified preferences.</p> <p style="text-align: center;">Personal Excite</p> <p>Personal Excite is a personalized page that selects and compiles Web content, including advertising, to match each individual's unique interests.</p> <p>Id. at GOOG-WRD-00872011.</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Individually-targeted advertising (prototype shown) Advertising can be keyed to anniversaries, birthdays and other events that consumers record in a Reminders calendar.</p> <p>Demographics Zip codes and demographic information collected in Personal Excite profiles allow for highly-targeted delivery of content and advertising.</p> </div> </div> <p>Id.</p>

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	<p data-bbox="586 258 1425 432">As a result of Excite's consumer focus, the Company's navigation services provide advertisers a targeted and flexible vehicle for delivering advertising messages back to consumers. For example, advertisers can target the mass market by placing advertisements on <i>NetSearch</i>, focus on geographic affinity groups through placements on <i>City.Net</i>, and target individuals by advertising on <i>Personal Excite</i>. Although advertising on the Web is generally based on the traditional impression-based model, Excite believes that the flexibility, accountability and interactivity provided through its consumer-segmented services may allow advertisers to migrate to a delivered-value model where pricing is instead based on the value of the business generated by the advertising. As of March 1, 1996, over 50 customers had placed advertisements on Excite's consumer navigation services.</p> <p data-bbox="573 472 967 501">Id. at GOOG-WRD-00872013.</p> <p data-bbox="586 550 1425 875">More importantly, the Company believes that many current directory approaches fall short in addressing the promise of the Internet as a new medium. First, they fail to leverage the interactive nature of the medium, which can not only enable the delivery of people to content but also the delivery of content to people and people to other people. Just as consumers signed on to the Web to find content, the interactive capabilities of Web technology should allow consumers to have content proactively delivered to them and should allow content providers to contact interested consumers directly. Similarly, the expansive connectivity of the Internet suggests that consumers should be able to easily find other consumers of common interests or needs. Second, current directories do not take advantage of the targetability of the Internet medium. Instead, these directories tend to treat all consumers as an undifferentiated mass. The Company believes that consumers will want to segment and shift their navigational identities as they use the Web. For instance, some consumers will be interested in addressing the Web as they currently do, with a broad approach to content; other consumers may wish to follow a topic-oriented or regional-oriented approach to the Web; and still other consumers may want to define exactly the types of information they wish to receive each time they begin a Web session.</p> <p data-bbox="573 915 967 945">Id. at GOOG-WRD-00872036.</p> <p data-bbox="605 984 691 1003"><i>Consumers</i></p> <p data-bbox="586 1020 1425 1106">Excite believes that consumers do not use the Web in one particular way or for one particular reason. Accordingly, Excite has segmented consumer behavior into three distinct modes of navigation, or ways of navigating the Web, and three distinct navigating identities, or identities used when navigating the Web.</p> <p data-bbox="621 1121 1390 1274"><i>Modes of Navigation.</i> Excite expands the scope of Internet navigation beyond the strict data-centric focus on content, to a broader solution based on people interacting not only with content, but with other people as well. The Company believes that consumers want to interact with content and people on the Web in three ways: they want to find relevant content; they want relevant content proactively delivered to them; and they want to interact with other people with similar interests. Thus, Excite supports three modes of navigation: people to content, content to people and people to people.</p> <p data-bbox="621 1287 1390 1505"><i>Navigational Identities.</i> The Company believes that consumers navigate the Web with three identities: mass market; affinity group; and individual identities. Consumers assume a mass market identity as they seek out Internet resources in a very broad fashion by exploring or browsing the Internet as a whole. Consumers adopt an affinity group identity as they engage in topically- or geographically-oriented searches, or seek out other consumers with related interests or locales. Finally, consumers assume an individual identity as they retrieve information tailored to their needs through a personalized interface. During the course of a Web session, a consumer might assume all of these identities, for example by searching broadly for information relating to travel, geographically for Northern California ski resorts and individually for a discounted airline ticket.</p> <p data-bbox="573 1547 967 1577">Id. at GOOG-WRD-00872038.</p> <p data-bbox="600 1623 691 1642"><i>Advertisers</i></p> <p data-bbox="581 1652 1425 1806">The Company believes that offering a suite of consumer segmented navigational services allows for more specifically tailored advertising. For example, Excite's navigational services permit advertisers to target the mass audience of Internet consumers or tailor an advertising strategy for specific affinity groups or individuals possessing certain demographic traits. In addition, the Company has begun to offer advertising packages that allow advertisers to move from the traditional CPM-based advertising model to one of delivered value, in which an advertisement is priced based upon the amount of business generated from the advertisement as opposed to the number of times it is displayed.</p> <p data-bbox="573 1845 967 1875">Id. at GOOG-WRD-00872039.</p>

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	<p><i>Personal Excite.</i> Personal Excite permits consumers to personalize their Internet interface. Consumers using Personal Excite create a personal profile to define and monitor favorite NetDirectory categories, receive briefs on personally selected categories of Reuters news articles, monitor stock quotes, check local movie times and receive updates on local weather. Additionally, consumers can customize their own interfaces to Excite's NetSearch service, thereby allowing them to define and easily access frequently used searches, favorite URLs and links to a number of popular daily columns on the Web. Personal Excite was launched commercially in February 1996 and has been used on a limited basis to date. There can be no assurance that Personal Excite will achieve enough consumer acceptance to support significant, directed advertising.</p> <p>Id. at GOOG-WRD-00872041.</p> <p>The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when Windows '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p><i>Personal Excite.</i> The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p>Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p>Id. at GOOG-WRD-00872044.</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. A method as claimed in claim 1, wherein the step of providing the search results	The Excite SB-2 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

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<p>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>advertisement as an insert on the page.</p> <p><i>See</i> Claim 1[b] and [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. <i>See, e.g.:</i> 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 Excite SB-2 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 Excite SB-2 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. <i>See, e.g.:</i> 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 Excite SB-2 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. <i>See, e.g.:</i> 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</p>	<p>The Excite SB-2 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]; <i>see also:</i></p>

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database contained on a client computer; and	<p data-bbox="591 296 1425 621">Businesses and individuals connect to the Internet either through direct access, growing numbers of competitive Internet service providers ("ISPs") or traditional online services such as America Online and Prodigy. Dataquest estimates that the worldwide Internet population of individual consumers will grow from approximately 15 million subscribers in 1995 to approximately 60 million subscribers in 1998. The number of content providers has also increased dramatically. <i>Business Week</i> reported in February 1996 that approximately 200,000 Web sites existed, then providing almost 20 million pages of information. Content providers desire a presence on the Web for three primary purposes: (i) to promote their products and services for the purposes of brand development, (ii) to inform and entertain users and (iii) to engage in commercial transactions. The opportunity to connect in an interactive Web environment with potential partners, customers, employees or other stakeholders is potentially very attractive. Although the cost of building and maintaining Web sites can be substantial, these costs are modest relative to the cost of starting a business or launching a conventional advertising campaign. Given these relatively low barriers to entry, much of the early content on the Web came from newly-formed organizations, and only recently have larger, more established companies created a presence on the Web.</p> <p data-bbox="573 669 967 701">Id. at GOOG-WRD-00872035.</p> <p data-bbox="586 747 1427 1010">In response to the unstructured organization of the Web, several emerging companies have developed Web directories, also known as guides, catalogs or reviews. Web directories are beginning to serve as the needed broker between consumers, looking for content, and content providers, looking to expose their content to consumers. Typically, Web directories are based on a combination of "spider" and database searching technologies. A spider, also known as a crawler or robot, scans the Internet, sending information about the content it discovers to a centrally managed database, or directory, of indexed Internet addresses and content descriptions. Many directories offer a search interface to this centrally-managed database. A directory's search tool responds to a consumers' inputted keyword or phrase by locating and displaying a list of results that match the desired topic. Directories may also offer manually compiled categorizations of selected Web sites organized by topic, or may include brief descriptions or reviews of certain Web content. Some directories offer only one or two of these methods of accessing Web information.</p> <p data-bbox="573 1058 607 1089">Id.</p> <p data-bbox="586 1136 1427 1310">Consumer traffic has concentrated on the more popular directory sites. Internet entry points, including ISPs and traditional on-line providers, are offering direct access to one or more directories as a key functionality for their consumers. In addition, the Company believes that some consumers are using directory sites as their "home base" for sessions on the Web, returning to the directory after a particular Web site or collection of sites has been visited. The Company believes that advertisers have followed this consumer traffic pattern and now increasingly concentrate much of their Web advertising budgets on directory sites. See "Risk Factors — Developing Market; Validation of the Internet as an Effective Advertising Medium."</p> <p data-bbox="573 1356 967 1388">Id. at GOOG-WRD-00872037.</p> <p data-bbox="591 1434 756 1455">The Excite Solution</p> <p data-bbox="586 1470 1427 1644">Excite develops and provides targeted Internet navigation services and products designed to allow consumers, content providers and advertisers to interact more effectively on the Web. Excite believes that to fully realize the Web's potential as a new communications medium, the Company must focus on the way consumers use the Web. By combining its state-of-the-art navigation technology and media expertise, Excite seeks to develop and introduce consumer-focused navigation services and products. Excite believes that these services and products will not only allow consumers to better experience the Web, but that they will also assist content providers in delivering content and provide advertisers with more value-added advertising options.</p> <p data-bbox="573 1690 967 1722">Id. at GOOG-WRD-00872038.</p>

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	<p data-bbox="602 254 747 275"><i>Content Providers</i></p> <p data-bbox="583 285 1422 485">Many current navigation solutions only passively address the needs of Internet content providers; usually by updating an index of a Web site on an occasional basis through the use of an automated spider. With its technical and media expertise, Excite actively addresses the needs of content providers in a variety of ways. Excite's editorial reviews of Web sites, which are organized by topic, provide greater visibility to content providers. When the Company's search technology is installed at a Web site, consumers can more easily navigate the local content at that site. Furthermore, the Company is developing technology that can be installed on a Web site which will automatically update the Company's Web site index as the site is modified. This will ensure that consumers reviewing a search result will be viewing a current, accurate description of a site.</p> <p data-bbox="573 527 607 554">Id.</p> <p data-bbox="607 600 699 621"><i>Advertisers</i></p> <p data-bbox="587 632 1430 785">The Company believes that offering a suite of consumer segmented navigational services allows for more specifically tailored advertising. For example, Excite's navigational services permit advertisers to target the mass audience of Internet consumers or tailor an advertising strategy for specific affinity groups or individuals possessing certain demographic traits. In addition, the Company has begun to offer advertising packages that allow advertisers to move from the traditional CPM-based advertising model to one of delivered value, in which an advertisement is priced based upon the amount of business generated from the advertisement as opposed to the number of times it is displayed.</p> <p data-bbox="573 827 967 854">Id. at GOOG-WRD-00872039.</p> <p data-bbox="607 900 799 921"><i>Increasing access points</i></p> <p data-bbox="587 938 1430 1022">Access points are places on the Internet, such as Internet gateways from online services or other Web sites, which are frequently visited by consumers. The Company actively seeks to obtain new consumers by increasing its visibility on Internet access points, thus providing multiple gateways into the Excite service.</p> <p data-bbox="587 1043 1430 1283">The Company believes that the most attractive Internet access points are large, frequently utilized areas, including Web sites such as that operated by Netscape, and Internet gateways from on-line services like AOL and Compuserve. Because of the significant volume of consumer traffic flowing through these access points, the Company can specifically market and customize its services to each of these sites. Currently, the Company has a presence on a number of large access points, including Microsoft Network, Netscape, AOL and Compuserve. There can be no assurance that the Company's presence on any or all of these sites or online services can be maintained on commercially reasonable terms, or at all. Although the Company is also pursuing opportunities to establish a presence on other large access points, there can be no assurance that it will be able to establish a presence successfully on such sites on commercially reasonable terms if at all. See "— Strategic Alliances" and "Risk Factors — Netscape Relationship" and "— Dependence on Third Party Relationships."</p> <p data-bbox="587 1304 1430 1432">The Company also targets midsize and smaller access points such as relatively well-subscribed ISPs such as NETCOM On-Line Communication Services, and popular Web sites, such as that operated by Intuit. Because there are a substantially greater number of these types of sites, the Company has developed a number of prepackaged value-added links to the Excite services that include search forms that can easily be customized and co-branded by the site provider. In addition, access points that install EWS are encouraged to create a link to the Excite service.</p> <p data-bbox="573 1474 967 1501">Id. at GOOG-WRD-00872042.</p>

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	<p data-bbox="609 268 860 289"><i>Distributed Search Capabilities</i></p> <p data-bbox="589 306 1424 562">The Company's information retrieval technology has been designed to address the complex problems that arise in information retrieval when a database is distributed across multiple nodes in a wide-area network. The primary goal in distributed information retrieval is to ensure that the results of a search of a database distributed across multiple nodes closely approximate the results that would have been achieved if the search had been performed on the same data collected on a single, local database. Although the Company believes that most distributed retrieval systems use a protocol that does not yield results that are similar to those that could be obtained on a search of a single, local database, the Company's distributed information retrieval protocol has been engineered to provide distributed results that are very similar to the concept-based results that the Company's technology yields for a single, local database. The Company believes that this distributed protocol will enable the Company's services and products to scale with, and thereby benefit from, the rapid growth of the Internet.</p> <p data-bbox="589 583 1424 800">The Company believes that its distributed information retrieval capability will permit it to continue to provide accurate, reliable information retrieval as the Internet grows. The Company plans to include a program called the notifier in its next release of EWS. This program is designed to allow the EWS administrator to send a copy of its Web site to the Excite service without waiting for the Company's spider to retrieve the current index. The cost to the EWS server is minimal, and Excite is spared the cost of retrieving and indexing those pages since the task of indexing has been distributed to the remote machines. The Company believes that this notifier technology will assist in increasing the number of Web pages that can be indexed and kept current by its services. The Company has not yet implemented its notifier technology, and there can be no assurance that the Company will be able to release such notifier technology successfully.</p> <p data-bbox="573 846 969 877">Id. at GOOG-WRD-00872046.</p> <p data-bbox="589 924 740 945">Strategic Alliances</p> <p data-bbox="589 955 1424 1062">A key element of the Company's business strategy is to enter into relationships with both Internet access points and content providers. To this end, the Company has entered into a number of strategic alliances. These alliances include distribution alliances, which provide the Company with access to a wider user base, and media alliances, which are intended to help the Company provide specific content to affinity groups.</p> <p data-bbox="609 1079 779 1100"><i>Distribution alliances</i></p> <p data-bbox="589 1108 1424 1173">The Company believes that its future success will be substantially dependent upon its ability to attract and retain users for its services. The Company has entered into distribution agreements with leading providers of Internet access in order to increase user traffic to its services.</p> <p data-bbox="589 1180 1424 1266"><i>Netscape.</i> The Company has entered into an agreement with Netscape under which the Company is designated as one of five "Premier Providers" of search and navigation services accessible from the "Net Search" button from the Netscape home page. Prior to entering into this agreement, the Company had a similar agreement with Netscape. The Company believes that from</p> <p data-bbox="589 1283 1424 1524">December 1995 to March 1996 (the term of this prior agreement) approximately 20% to 40% of its user traffic on a weekly basis was directed from Netscape. Although the Company has not yet determined the amount of its user traffic which is directed from Netscape under the new agreement, the Company believes that it will be dependent on its relationship with Netscape for a significant percentage of its user traffic. The agreement provides that the "Premier Provider" status will be established for one year from April 1, 1996, in exchange for which the Company will make payments totalling \$5 million over the course of the year. If the Company were not able to enter into a replacement agreement with Netscape at the end of the one year term or if such a replacement agreement with Netscape is executed containing materially worse terms than those contained in the agreement with Netscape, there would be a material adverse effect on the Company's business, results of operations and financial condition. See "Risk Factors — Netscape Relationship."</p> <p data-bbox="573 1566 1011 1598">Id. at GOOG-WRD-00872047-48.</p>

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	<p><i>America Online.</i> The Company has entered into an agreement with AOL under which AOL may provide a co-branded version of the Excite service to AOL users. AOL may also mirror the Company's Web sites in the AOL service and will provide a link directly to the Company's Web sites from a "keyword" command and from AOL's "Internet Connection" channel. In each case, AOL would treat the Excite service as a premier provider of Internet and Web search and directory services. AOL and Excite would share advertising and transaction revenues derived from the use of these services by AOL subscribers. In addition, Excite would advertise AOL's service on Excite's pages, and AOL would pay a commission to the Company for new AOL subscribers referred from these ads. In order to keep the relationship and AOL's commitment in force, the Company must satisfy certain technical, editorial and advertising sales performance criteria. The relationship will be for an initial term of three years. This agreement was entered into in connection with AOL's purchase of Series D Preferred Stock from the Company. In addition, in the Series D Preferred Stock financing, AOL purchased from the Company a warrant to purchase 650,000 shares of Common Stock at an exercise price of \$8.00 per share. This warrant has a term of five years. See "Certain Transactions."</p> <p><i>Microsoft.</i> The Company has entered into a distribution and license agreement with Microsoft whereby the Company receives a license fee for maintaining and operating for Microsoft a separate, co-branded version of Excite that is substantially similar to Excite's services (the "Mirrored Site"). The Mirrored Site is accessible to Microsoft's customers through The Microsoft Network and, at Microsoft's discretion, other channels. The agreement gives Microsoft considerable control over operational matters. The Company and Microsoft share advertising space in the Mirrored Sites, with each party retaining the advertising revenues generated by its advertising space. Neither party may sell advertising on the Mirrored Site to the other party's enumerated competitors. If, during the term of the agreement, the Company desires to sell outright the database and/or tools comprising Excite, Microsoft has a right of first negotiation to negotiate for the purchase of such services. This agreement expires in April 1996. There can be no assurance that the Company will be able to renew this agreement with Microsoft on favorable terms or at all. To date, this agreement has not accounted for a significant portion of the Company's site traffic.</p> <p>Id. at GOOG-WRD-00872048.</p> <p><i>Reuters.</i> The Company has entered into a non-exclusive licensing agreement with Reuters pursuant to which the Company is provided with general news in seven broad categories for use on the Company's various services including Excite and Personal Excite. The Company shares with Reuters a portion of the advertising revenue generated from ads displayed along with Reuters content. This agreement expires in November 1996.</p> <p>Id. at GOOG-WRD-00872049.</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>
[d] providing the search results together with the particular advertisement to the user.	<p>The Excite SB-2 discloses providing the search results together with the particular advertisement to the user.</p> <p>See Claim 1[d].</p>
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	<p>The Excite SB-2 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.</p> <p>See Claim 2.</p>

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profile data.	
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 Excite SB-2 discloses 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 Excite SB-2 discloses 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 Excite SB-2 discloses the user profile data used by the Excite SB-2 discloses included user specified preferences. <i>See Claim 5.</i>
Claim 13	
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.	The Excite SB-2 discloses provided the search results and the particular advertisement to the user by displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page. <i>See Claim 6.</i>
Claim 14	
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.	The Excite SB-2 discloses the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer. <i>See Claims 1[c] and 8[c].</i> To the extent this reference does not teach this claim element, this

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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 B2, B7.
Claim 17	
17. An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:	The Excite SB-2 discloses including an advertising machine for providing advertisements to a user searching for desired information within a data network. <i>See Claim 8[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 Excite SB-2 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. <i>See Claim 8[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 computer;	The Excite SB-2 discloses a database search engine coupled to the server computer that received the search argument from the 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	The Excite SB-2 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>

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client computer; and	
[d] the server computer providing the search results together with the particular advertisement to the user.	The Excite SB-2 discloses the server computer provided the search results together with the particular advertisement to the user. <i>See</i> Claim 8[d].
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 Excite SB-2 discloses selecting the particular advertisement based on the received search argument and user profile data. <i>See</i> Claim 2.
Claim 19	
19. The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments of the user.	The Excite SB-2 discloses the user profile data is based partially upon previous search arguments of the user. <i>See</i> Claim 3.
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 Excite SB-2 discloses the user profile data is based partially upon previous search results for the user. <i>See</i> Claim 4.
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 Excite SB-2 discloses included user specified preferences. <i>See</i> Claim 5.
Claim 22	
22. An advertising machine coupled to a data network for providing advertisements to a user,	The Excite SB-2 discloses an advertising machine coupled to a data network for providing advertisements to a user. <i>See</i> Claim 17[preamble].

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the advertising machine comprising:	
[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 Excite SB-2 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.</p> <p><i>See Claim 17[a].</i></p>
[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 computer;	<p>The Excite SB-2 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.</p> <p><i>See Claim 17[b].</i></p>
[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 Excite SB-2 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 Excite SB-2 discloses the server computer used by the Excite SB-2 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	<p>The Excite SB-2 discloses the server computer determined whether the advertisement was successful.</p>

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successful; and	<p data-bbox="583 256 1425 478">Web advertising has typically been based on the traditional advertising metric of dollars per thousands of exposures or impressions (known as "CPM"). The Company believes that the pure CPM model, which is based on passive exposure to a viewing consumer, may change because it does not take advantage of the interactive power of the Web. Because of its interactivity, the Company believes that the Web gives advertisers the potential to account accurately for the actual results of their advertising. With advances in Web navigation usage and technologies, advertisers should also benefit from the ability to formulate marketing strategies, each tailored to consumers with varying navigational identities, usage modes and demographic identity. In particular, the Company believes that the Internet will allow advertisers not only to expose a mass of consumers to the advertising message, but also to expose targeted messages to affinity groups and directly to individuals.</p> <p data-bbox="573 527 969 556">Id. at GOOG-WRD-00872037.</p> <p data-bbox="607 604 698 623"><i>Advertisers</i></p> <p data-bbox="587 634 1425 787">The Company believes that offering a suite of consumer segmented navigational services allows for more specifically tailored advertising. For example, Excite's navigational services permit advertisers to target the mass audience of Internet consumers or tailor an advertising strategy for specific affinity groups or individuals possessing certain demographic traits. In addition, the Company has begun to offer advertising packages that allow advertisers to move from the traditional CPM-based advertising model to one of delivered value, in which an advertisement is priced based upon the amount of business generated from the advertisement as opposed to the number of times it is displayed.</p> <p data-bbox="573 835 969 865">Id. at GOOG-WRD-00872039.</p> <p data-bbox="587 913 769 932"><i>Advertising and Sales</i></p> <p data-bbox="587 942 1425 1230">The Company intends to derive substantially all of its revenues from the sale of advertisements. Excite generally enters into agreements with its advertising customers pursuant to which the Company guarantees a minimum number of impressions for a fixed fee. The Company charges higher per impression fees for advertising products that target a specific audience. The Company's list prices for advertising currently range from \$25 to \$50 per thousand impressions (CPM). Advertisers have placed ads with the Company pursuant to agreements ranging from two weeks to one year in duration. The Company's advertising products permit advertisers to measure certain aspects of the success of its ads, such as the number of consumers who view the advertiser's Web site. As a result, the Company also has the capability to sell advertising based on a "delivered value" model, where advertisers are charged based on the value of the business generated by the advertisement. The Company has recently entered into two such arrangements which provide for the advertiser to pay the Company a commission percentage of its net sales revenue generated through advertising on the Company's services. See "Risk Factors — Reliance on Advertising Revenues."</p> <p data-bbox="573 1278 969 1308">Id. at GOOG-WRD-00872043.</p> <p data-bbox="583 1356 1425 1463">Advertisements on the Excite service are banner or billboard style advertisements and are prominently displayed on the interface of all Excite navigation services. As the consumer interacts with the service, new advertisements are displayed. From each advertisement screen, consumers can hyperlink directly to an advertiser's own Web site, thus allowing the advertiser an opportunity to directly interact with a consumer who has expressed interest in its advertisement.</p> <p data-bbox="573 1512 607 1541">Id.</p>

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	<p>The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when <i>Windows 95</i> is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p><i>Personal Excite.</i> The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p>Id. at GOOG-WRD-00872044.</p> <p>Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p>Id.</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>
[f] the server computer altering criteria for subsequent correlations of received search arguments to the second database.	<p>The Excite SB-2 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]; see also:</p>

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	<p data-bbox="586 258 1425 478">Web advertising has typically been based on the traditional advertising metric of dollars per thousands of exposures or impressions (known as "CPM"). The Company believes that the pure CPM model, which is based on passive exposure to a viewing consumer, may change because it does not take advantage of the interactive power of the Web. Because of its interactivity, the Company believes that the Web gives advertisers the potential to account accurately for the actual results of their advertising. With advances in Web navigation usage and technologies, advertisers should also benefit from the ability to formulate marketing strategies, each tailored to consumers with varying navigational identities, usage modes and demographic identity. In particular, the Company believes that the Internet will allow advertisers not only to expose a mass of consumers to the advertising message, but also to expose targeted messages to affinity groups and directly to individuals.</p> <p data-bbox="574 527 967 556">Id. at GOOG-WRD-00872037.</p> <p data-bbox="607 604 699 623"><i>Advertisers</i></p> <p data-bbox="589 636 1425 787">The Company believes that offering a suite of consumer segmented navigational services allows for more specifically tailored advertising. For example, Excite's navigational services permit advertisers to target the mass audience of Internet consumers or tailor an advertising strategy for specific affinity groups or individuals possessing certain demographic traits. In addition, the Company has begun to offer advertising packages that allow advertisers to move from the traditional CPM-based advertising model to one of delivered value, in which an advertisement is priced based upon the amount of business generated from the advertisement as opposed to the number of times it is displayed.</p> <p data-bbox="574 835 967 865">Id. at GOOG-WRD-00872039.</p> <p data-bbox="589 913 769 932"><i>Advertising and Sales</i></p> <p data-bbox="589 945 1425 1230">The Company intends to derive substantially all of its revenues from the sale of advertisements. Excite generally enters into agreements with its advertising customers pursuant to which the Company guarantees a minimum number of impressions for a fixed fee. The Company charges higher per impression fees for advertising products that target a specific audience. The Company's list prices for advertising currently range from \$25 to \$50 per thousand impressions (CPM). Advertisers have placed ads with the Company pursuant to agreements ranging from two weeks to one year in duration. The Company's advertising products permit advertisers to measure certain aspects of the success of its ads, such as the number of consumers who view the advertiser's Web site. As a result, the Company also has the capability to sell advertising based on a "delivered value" model, where advertisers are charged based on the value of the business generated by the advertisement. The Company has recently entered into two such arrangements which provide for the advertiser to pay the Company a commission percentage of its net sales revenue generated through advertising on the Company's services. See "Risk Factors — Reliance on Advertising Revenues."</p> <p data-bbox="574 1278 967 1308">Id. at GOOG-WRD-00872043.</p>

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	<p>The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when <i>Windows 95</i> is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p><i>Personal Excite.</i> The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p>Id. at GOOG-WRD-00872044.</p> <p>Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p>Id.</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 search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.</p>	<p>The Excite SB-2 discloses correlating the received search argument to the particular advertisement based on the received search argument and the user profile data.</p> <p>See Claim 2.</p>

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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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 a search argument;	<p>The Excite SB-2 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See</i> '969 Patent Claim 1[a].</p>
[d] searching at least one database using the search argument to produce search results;	<p>The Excite SB-2 discloses searching at least one database using the search argument to produce search results.</p> <p><i>See</i> '969 Patent Claim 1[b].</p>
[e] selecting at least one advertisement from an advertisement database relating to the search argument using the user	<p>The Excite SB-2 discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data.</p> <p><i>See</i> '969 Patent Claims 1[c], 2 and 5.</p>

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preference data; and	
[f] transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	<p>The Excite SB-2 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device.</p> <p>See '969 Patent Claim 1[d].</p>
Claim 3	
<p>3. The method of claim 1, further comprising ordering the search results based upon the user preference data.</p>	<p>The Excite SB-2 discloses ordering the search results based upon the user preference data.</p> <p><i>Personal Excite.</i> Personal Excite permits consumers to personalize their Internet interface. Consumers using Personal Excite create a personal profile to define and monitor favorite NetDirectory categories, receive briefs on personally selected categories of Reuters news articles, monitor stock quotes, check local movie times and receive updates on local weather. Additionally, consumers can customize their own interfaces to Excite's NetSearch service, thereby allowing them to define and easily access frequently used searches, favorite URLs and links to a number of popular daily columns on the Web. Personal Excite was launched commercially in February 1996 and has been used on a limited basis to date. There can be no assurance that Personal Excite will achieve enough consumer acceptance to support significant, directed advertising.</p> <p>Id. at GOOG-WRD-00872041.</p> <p>The Company offers a variety of advertising programs that enable advertisers to target their audiences at various levels of market segmentation: mass market placement, which does not have any market segmentation; affinity placement, which delivers advertisements to an audience with a specific topical or regional interest; and individual placement, which displays advertisements to users of a specific profile. The Company currently offers the following advertising programs:</p> <p><i>General Rotation.</i> The Company offers a general rotation program that allows advertisers to reach a large number of Web consumers. Advertising banners rotate through well-trafficked Excite pages, including the main NetSearch and NetDirectory pages and NetSearch results pages. This program delivers a higher volume of mass market consumers and provides frequent exposure to advertisers.</p> <p><i>City.Net and Regional Excite.</i> The Company provides a City.Net program and will provide a Regional Excite program that allow advertisers to direct advertisements to geographical affinity groups. This targeted approach can be used to complement a national marketing strategy with local or regional messages.</p> <p><i>Keywords.</i> The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when Windows '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to customize the targeted nature of potential customers, the Company is able to charge premium rates for such keyword advertising.</p> <p><i>Personal Excite.</i> The Company plans to allow advertisers to target users of the Company's Personal Excite service at a greater level of detail and precision than traditional advertising methods. Based upon the demographic information collected from subscribers of Personal Excite, advertisers can deliver finely targeted messages to groups of individuals. Because Personal Excite was first made available in February 1996, the Personal Excite advertising program is still in an experimental stage.</p> <p>Advertisers can also combine multiple advertising packages in order to develop a complete advertising plan that reaches multiple audiences and that is designed to maximize reach, frequency of exposure and customer response. For example, an airline company might have general rotation as a base of mass exposure. The advertising schedule could be enhanced based upon topical affinity, by displaying a banner every time a user searches using the word "travel" or "airfare," as well as by displaying an advertisement to all Personal Excite users who are interested in travel. The schedule could be further refined by placing banners on the Life & Style/Travel page in NetDirectory, as well as on a variety of U.S. and international city pages on City.Net that may correspond to hubs of national or international business.</p> <p>Id. at GOOG-WRD-00872044.</p>

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	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.
Claim 5	
5. The method of claim 1, further comprising:	To the extent that this preamble may be construed to be limiting, the Excite SB-2 discloses this method. <i>See Claim 1.</i>
[a] receiving user preference edit input via the communications link from the data processing device; and	The Excite SB-2 discloses receiving user preference edit input via the communications link from the data processing device. <i>See Claim 1[a].</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 B4.
[b] modifying the user preference data based upon the user preference edit input.	The Excite SB-2 discloses modifying the user preference data based upon the user preference edit input. <i>See Claim 1[b].</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 B4.
Claim 6	
6. The method of claim 1, further comprising:	To the extent that this preamble may be construed to be limiting, the Excite SB-2 discloses this method. <i>See Claim 1.</i>
[a] receiving user preference re-prioritization input; and	The Excite SB-2 discloses receiving user preference re-prioritization input. <i>See Claim 1[a].</i> To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary

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	skill in the art renders this claim element obvious. See, e.g.: Table B4.
[b] re-prioritizing the user preference data based upon the user preference re-prioritization input.	<p>The Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses this method.</p> <p><i>See</i> Claim 1.</p>
[a] receiving search refinement input via the communications link from the data processing device of the user;	<p>The Excite SB-2 discloses receiving search refinement input via the communications link from the data processing device of the user.</p> <p><i>See</i> Claim 1[c].</p>
[b] refining the search results based upon the search refinement input; and	<p>The Excite SB-2 discloses refining the search results based upon the search refinement input.</p> <p><i>See</i> Claim 1[d].</p>
[c] transmitting the refined search results via the communications link to the data processing device.	<p>The Excite SB-2 discloses transmitting the refined search results via the communications link to the data processing device.</p> <p><i>See</i> Claim 1[f].</p>
Claim 9	
9. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link	<p>The Excite SB-2 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.</p> <p><i>See</i> Claim 1[preamble].</p>

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to a data processing device of a user, the advertising machine comprising:	
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	<p>The Excite SB-2 discloses a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p><i>See Claim 1[a] and [c].</i></p>
[b] a database search engine operable to:	<p>The Excite SB-2 discloses a database search engine.</p> <p><i>See Claim 1[d].</i></p>
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	<p>The Excite SB-2 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 Excite SB-2 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:	<p>The Excite SB-2 discloses an associative search engine.</p> <p><i>See Claim 1[e].</i></p>
[f] receive user preference input from the data processing device via the communications link;	<p>The Excite SB-2 discloses an associative search engine operable to receive user preference input from the data processing device via the communications link.</p> <p><i>See Claim 1[a].</i></p>
[g] create user preference data based upon the user preference input; and	<p>The Excite SB-2 discloses an associative search engine operable to create user preference data based upon the user preference input.</p> <p><i>See Claim 1[b].</i></p>
[h] select at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	<p>The Excite SB-2 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.</p> <p><i>See Claim 1[e].</i></p>
[i] the advertising machine	The Excite SB-2 discloses the advertising machine operable to

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operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	transmit 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 16	
16. The advertising machine of claim 9, wherein the user preference data is derived from prior searching history.	The Excite SB-2 discloses wherein the user preference data is derived from prior searching history. <i>See Claim 7.</i>
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 Excite SB-2 discloses a search engine. <i>See Claim 9.</i>
[a] receive search refinement input via the communications link from the data processing device of the user;	The Excite SB-2 discloses receiving search refinement input via the communications link from the data processing device of the user. <i>See Claim 8[a].</i>
[b] refine the search results based upon the search refinement input; and	The Excite SB-2 discloses refining the search results based upon the search refinement input. <i>See Claim 8[b].</i>
[c] transmit the refined search results via the communications link to the data processing device.	The Excite SB-2 discloses transmitting the refined search results via the communications link to the data processing device. <i>See Claim 8[c].</i>

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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 Excite SB-2 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 '245 Patent Claim 9[preamble].</i>
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The Excite SB-2 discloses a communications interface operable to interface with the data processing device of the user via the communications link. <i>See '245 Patent Claim 9[a].</i>
[b] a database search engine operable to:	The Excite SB-2 discloses a database search engine. <i>See '245 Patent Claim 9[b].</i>
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The Excite SB-2 discloses receiving from the data processing device via the communications link a search request that includes a search argument. <i>See '245 Patent Claim 9[c].</i>
[d] search at least one database using the search argument to produce search results;	The Excite SB-2 discloses searching at least one database using the search argument to produce search results. <i>See '245 Patent Claim 9[d].</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 Excite SB-2 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 '245 Patent Claim 9[e] and [h].</i>
[f] the advertising machine operable to:	The Excite SB-2 discloses an advertising machine. <i>See '245 Patent Claim 9[i].</i>
[g] transmit the search results together with the at least one advertisement via	The Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses based upon the advertisement selection, the Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses an advertising machine.</p> <p><i>See Claim 10.</i></p>
[a] the associative search	The Excite SB-2 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</i> '969 Patent Claim 22[e].</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 Excite SB-2 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</i> '969 Patent Claim 22[e].</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 Excite SB-2 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</i> Claim 4.</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 Excite SB-2 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</i> Claim 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. See, e.g.: Table B4</p>
Claim 14	

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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.	The Excite SB-2 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 '245 Patent Claim 9[i].</i>
Claim 15	
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.	The Excite SB-2 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. <i>See Claim 8.</i>
Claim 17	
17. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The Excite SB-2 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 1[preamble].</i>
[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	The Excite SB-2 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>
[b] the advertising machine searching at least one database using the search argument to produce search results;	The Excite SB-2 discloses searching at least one database using the search argument to produce search results. <i>See Claim 1[d].</i>
[c] the advertising machine	The Excite SB-2 discloses selecting at least one advertisement

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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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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</i> Claim 4.
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 Excite SB-2 discloses updating the advertisement database based upon the selection of the advertisement. <i>See</i> Claim 5.
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 Excite SB-2 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> '245 Patent Claim 9[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 Excite SB-2 discloses selecting at least one advertisement from an advertisement database based upon at least the search argument. <i>See</i> Claim 8.
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 Excite SB-2 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</i> Claim 10[preamble].

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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;	<p>The Excite SB-2 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See Claim 10[c].</i></p>
[b] the advertising machine searching at least one database using the search argument to produce search results;	<p>The Excite SB-2 discloses searching at least one database using the search argument to produce search results</p> <p><i>See Claim 10[d].</i></p>
[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;	<p>The Excite SB-2 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 Claim 10[e].</i></p>
[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	<p>The Excite SB-2 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 10[g].</i></p>
[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.	<p>The Excite SB-2 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 Claim 10[h].</i></p>
Claim 27	
27. The method of claim 26, further comprising:	<p>To the extent that this preamble may be construed to be limiting, the Excite SB-2 discloses this method.</p> <p><i>See Claim 26.</i></p>
[a] the advertising machine selecting at least one differing advertisement based upon the non-	<p>The Excite SB-2 discloses selecting at least one differing advertisement based upon the non-selection of the at least one advertisement.</p>

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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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses wherein the search results and the at least one advertisement are included in a web page. <i>See</i> '245 Patent Claim 9[i].
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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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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based upon at least one of the search refinement input and the modified search results; and	<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>
[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>The Excite SB-2 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	
5. The method of claim 1, wherein the search refinement input comprises at least one additional search argument.	<p>The Excite SB-2 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	
6. The method of claim 1, wherein the search refinement input comprises additional search criteria.	<p>The Excite SB-2 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	
7. The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	<p>The Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses selecting search results based upon at least one of user profile data and user preference data. <i>See '969 Patent Claims 1[b], [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 Excite SB-2 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;	The Excite SB-2 discloses based upon interaction with the user, creating a search request that includes a search argument. <i>See Claim 1[a].</i>
[b] transmitting to the advertising machine via the communications link the search request that includes the search argument;	The Excite SB-2 discloses transmitting to the advertising machine via the communications link the search request that includes the search argument. <i>See Claim 1[a].</i>
[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 Excite SB-2 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 Claim 1[d].</i>
[d] displaying the search results and the at least one advertisement on a display of the data processing device;	The Excite SB-2 discloses displaying the search results and the at least one advertisement on a display of the data processing device. <i>See Claim 1[d].</i>
[e] based upon interaction with the user, receiving search refinement input;	The Excite SB-2 discloses based upon interaction with the user, receiving search refinement input. <i>See Claim 1[e].</i>
[f] transmitting the search refinement input to the advertising machine via the communications link;	The Excite SB-2 discloses transmitting the search refinement input to the advertising machine via the communications link. <i>See Claim 1[e].</i>
[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	The Excite SB-2 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. <i>See Claim 1[h].</i>
[h] displaying the modified search results and the at least one other	The Excite SB-2 discloses displaying the modified search results and the at least one other advertisement on the display of the data processing device.

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advertisement on the display of the data processing device.	<i>See</i> Claim 1[h].
Claim 14	
14. The method of claim 12 , wherein the search refinement input comprises at least one additional search argument.	The Excite SB-2 discloses wherein the search refinement input comprises at least one additional search argument. <i>See</i> Claim 5.
Claim 15	
15. The method of claim 12 , wherein the search refinement input comprises additional search criteria.	The Excite SB-2 discloses wherein the search refinement input comprises additional search criteria. <i>See</i> Claim 6.
Claim 16	
16. The method of claim 12 , wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The Excite SB-2 discloses wherein the at least one advertisement includes a link to a website sponsoring the advertisement. <i>See</i> Claim 7.
Claim 17	
17. The method of claim 12 , further comprising:	To the extent that this preamble may be construed to be limiting, the Excite SB-2 discloses this method. <i>See</i> Claim 12.
[a] determining that the user does not select the at least one advertisement; and	The Excite SB-2 discloses determining that the user did not select the at least one advertisement. <i>See</i> Claim 8[a].
[b] transmitting the indication that the user does not select the at least one advertisement to the advertising machine via the communications link.	The Excite SB-2 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</i> Claim 8[a].
Claim 18	
18. The method of claim 12 , further comprising:	To the extent that this preamble may be construed to be limiting, the Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses this method. <i>See Claim 1.</i>
[a] determining, via communication with the data processing device that	The Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses based upon interaction with the user, the Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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. See, e.g.: 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 Excite SB-2 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 method of claim 1, wherein storing the user profile data comprises storing the user profile data on the data processing device.	<p>The Excite SB-2 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 Excite SB-2 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 Excite SB-2 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>

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geographical interests, environmental interests, and educational interests.	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.
Claim 7	
7. The method of claim 1, further comprising updating the user profile data based upon the search argument.	The Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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	The Excite SB-2 discloses an advertising machine implemented on

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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:	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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 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 Excite SB-2 discloses an associative search engine. <i>See Claim 1[e].</i>
[f] create user profile data for the user;	The Excite SB-2 discloses creating user profile data for the user. <i>See Claim 1[a].</i>
[g] store the user profile data; and	The Excite SB-2 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	The Excite SB-2 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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profile data; and	
[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.	<p>The Excite SB-2 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[f].</i></p>
Claim 21	
21. The advertising machine of claim 20 , wherein the user profile data includes prior purchasing information regarding the user.	<p>The Excite SB-2 discloses wherein the user profile data includes prior purchasing information regarding the user.</p> <p><i>See Claim 2.</i></p>
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.	<p>The Excite SB-2 discloses wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine.</p> <p><i>See Claim 3.</i></p>
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.	<p>The Excite SB-2 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.</p> <p><i>See Claim 4.</i></p>
Claim 24	
24. The advertising machine of claim 20 , wherein the user profile data is based upon prior search history of the user.	<p>The Excite SB-2 discloses wherein the user profile data is based upon prior search history of the user.</p> <p><i>See Claim 5.</i></p>
Claim 25	

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<p>25. The advertising 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>The Excite SB-2 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 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 Excite SB-2 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>