

EXHIBIT 4

Chart A-43

Claim Chart of the Lycos, Inc. Form S-1 Registration Statement, dated February 14, 1996
("Lycos S-1")

as prior art to

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

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

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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 Lycos S-1 discloses a method for providing advertisements to a user searching for desired information within a data network.</p> <p>Lycos S-1 at GOOG-WRD-00872:</p> <p align="center">The Company</p> <p>Lycos, Inc. ("Lycos" or the "Company") develops and provides online guides to the Internet's World Wide Web (the "Web") that serve as a new medium for information access. The Company's products and services enable users of the Internet to quickly, easily and accurately identify, select and access the resources and information of interest to them. The Company's easy to use, visually appealing products and services are offered free of charge and include the Lycos Catalog, which the Company believes is one of the most comprehensive indexes of the Web, the A2Z Directory, introduced on a limited basis in February 1996 as a convenient way to browse general categories of interest on the Web, and Point Reviews, which provides high quality editorial reviews and ratings of popular sites and activities on the Web. The Company believes that the Lycos Catalog and Point Reviews are two of the most popular sites on the Web, serving tens of millions of information requests per month. More than a single directory or search engine, the Company's family of products and services supplies viewers with a one-stop information destination for navigating the Web.</p> <p>The rapid growth in the number of users of the Internet and in the number of Web sites has made it increasingly difficult for users to find information relating to their particular interests. To address these needs, users are increasingly relying on catalogs, directories and reviews of information and resources on the Internet. The Company believes that its Lycos Catalog is differentiated from other Internet catalogs based on its size, relevancy of search results and ability to index non-textual information and to scale with the continuing growth of Internet content. The Company's A2Z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web.</p>

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	<p>The Internet and associated information services are increasingly developing attributes of conventional mass media where advertising and other revenues are generated from viewership and use. The Company believes that the sizable traffic flow created by its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company seeks to help advertisers exploit the capabilities of the Internet as an advertising medium by offering innovative solutions that enable greater customization and more precise target marketing than traditional advertising options.</p> <p>The Company generates revenues primarily through selling advertising on its services and by licensing its products and technology to a range of companies seeking to enhance the value of their Internet offerings. As of January 31, 1996, over 50 customers had placed advertisements on the Company's Web services, including AT&T, Hearst New Media, IBM, MasterCard International, Microsoft, Netscape, NYNEX, Prudential Securities, Time Warner and Ziff-Davis. The Company's licensees include CompuServe, Europe On Line (Germany) and Microsoft.</p> <p><i>Id.</i> at GOOG-WRD-00872556:</p> <p><i>Reliance on Advertising Revenues.</i> The Company derives substantially all of its revenues from the sale of advertisements on its Web pages. For the six months ended January 31, 1996, advertising revenues represented 90.2% of the Company's total revenues. The Company's strategy is to continue to develop advertising and other methods of generating revenues through the use of its products and services. The</p> <p><i>Id.</i> at GOOG-WRD-00872557:</p> <p>advertisers and the expansion of the Company's advertising sales force. In addition, there is fluid and intense competition in the sale of advertising on the Internet, resulting in a wide range of rates quoted by different vendors for a variety of advertising services which makes it difficult to project future levels of advertising revenues which will be realized generally or by any specific company. Further, significant and consistent</p> <p><i>Id.</i> at GOOG-WRD-00872558:</p> <p><i>Competition.</i> The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p> <p><i>Id.</i> at GOOG-WRD-00872559:</p> <p><i>Dependence on Proprietary Rights.</i> The Company's Internet search and indexing technology was developed by Dr. Mauldin as a faculty member of CMU and licensed by CMU to the Company. The Mauldin and employees under his direction at CMU and made available to the Company under the License Agreement. The search and indexing technology underlying the Lycos Catalog, as well as the Lycos Catalog and the Lycos trademark and logo, is licensed to or owned by CMU and licensed to the Company pursuant to the License Agreement. Although the License Agreement is terminable by CMU only if the Company ceases</p> <p><i>Id.</i> at GOOG-WRD-00872568:</p> <p>The Company's strategy is to leverage the high visibility and popularity of both the Company's and its licensees' Web sites by pursuing potential Internet advertisers and by providing them with greater customization and more precise target marketing than traditional advertising options. Advertising revenues consist of revenues derived by the Company from the sale of advertisements on pages within its Web sites. In</p> <p><i>Id.</i> at GOOG-WRD-00872573:</p>

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	<p>Overview</p> <p>Lycos develops and provides online guides to the Internet's World Wide Web that serve as a new medium for information access. The Company's products and services enable users of the Internet to quickly, easily and accurately identify, select and access the resources and information of interest to them. The Company provides a family of easy to use, visually appealing products and services free of charge to users of the Internet, including the Lycos Catalog, which the Company believes is one of the most comprehensive indexes of the Web, the AZZ Directory, which was introduced on a limited basis in February 1996 as a convenient way to browse general categories of interest on the Web, and Point Reviews, which provides high quality editorial reviews and ratings of popular sites and activities on the Web. The Company believes that the Lycos Catalog and Point Reviews are two of the most popular sites on the Web, serving tens of millions of information requests per month. The Company generates revenues primarily through selling advertising on its services and by licensing its products and technology to businesses seeking to enhance the value of their Internet products and services. The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information on the Internet.</p> <p><i>Id.</i> at GOOG-WRD-00872576-577:</p> <p>Lycos Solution</p> <p>The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's AZZ Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.</p> <p>The Company believes that the sizable traffic flow generated from its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company combines technical skills with advertising industry expertise to provide differentiated solutions to advertisers to help them exploit the capabilities of the Internet as an advertising medium.</p> <p>Strategy</p> <p>The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information and resources on the Internet. The Company seeks to leverage the high volume of traffic created by its products and services into a platform for advertisers to reach their targeted audiences. Key elements of the Company's strategy include:</p> <p><i>Pursue Innovative Advertising Solutions.</i> The Company is actively seeking to develop innovative ways for advertisers to reach their target audiences through the Internet effectively. The Company designs and offers customized packages which include the ability to change advertisements quickly and frequently, to link a specific search term to an advertisement, to conduct advertising test campaigns with rapid result delivery and to track daily usage statistics.</p> <p><i>Id.</i> at GOOG-WRD-00872582-583:</p> <p>Competition</p> <p>The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web</p>

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	<p>browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company.</p> <p><i>Id.</i> at GOOG-WRD-00872584:</p> <p>The Company relies upon copyright law, trade secret protection and confidentiality and/or license agreements with its employees, customers and others to protect its proprietary technology. Effective trademark, copyright and trade secret protection may not be available in every foreign country in which the Company's products are distributed. CMU has no patent protection for the Lycos search and indexing technology. Although CMU has filed a patent application with respect to the Lycos search and indexing technology, there can be no assurance that such patent will be granted. There can be no assurance that the steps taken by the Company or CMU to protect their proprietary technology will be adequate to prevent misappropriation of their technology by third parties, or that third parties will not be able to independently develop similar technology. In addition, there can be no assurance that other parties will not assert technology infringement claims against the Company.</p>
<p>[a] receiving, from the user, a search request including a search argument corresponding to the desired information;</p>	<p>The Lycos S-1 discloses receiving, from the user, a search request including a search argument corresponding to the desired information.</p> <p><i>Id.</i> at GOOG-WRD-00872554:</p> <div data-bbox="571 827 1430 1276"> <p>LYCOS CATALOG HTTP://WWW.LYCOS.COM Comprehensive index of over 19 million Web addresses</p> <p>Available Lycos Services</p> <p>Search field for entering queries</p> <p>Interactive advertisements link directly to an advertiser's site</p> </div> <p><i>Id.</i> at GOOG-WRD-00872616:</p> <div data-bbox="571 1352 1430 1766"> <p>POINT REVIEWS HTTP://WWW.POINTCOM.COM Free review and rating guide of popular Web sites</p> </div> <p><i>Id.</i> at GOOG-WRD-00872558:</p>

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	<p data-bbox="581 254 1430 632"><i>Competition.</i> The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p> <p data-bbox="581 667 971 699"><i>Id.</i> at GOOG-WRD-00872574:</p> <p data-bbox="597 703 755 730"><i>Navigating the Web</i></p> <p data-bbox="581 735 1430 892">The rapid growth in the number of users of the Internet and in the number of Web sites has made it increasingly difficult both for users to find information relating to a particular interest and for content providers to inform users of the availability of their particular information and services. For casual users, browsing on the Web can be an entertaining adventure. For a person who wants to conduct a fast or focused search, the task is often frustrating and unproductive. In addition, users often find that content providers' descriptions of Web sites and their content are incomplete, incorrect or non-existent, making for a time-consuming and unrewarding experience.</p> <p data-bbox="581 934 971 966"><i>Id.</i> at GOOG-WRD-00872575:</p> <p data-bbox="581 970 1430 1218">Although catalogs, directories and reviews are enjoying widespread popularity, many current offerings have limitations. Many catalogs cannot meet users' requirements for efficient and comprehensive searches because they are incomplete compared to the size and accelerating growth of the Internet. Likewise, many catalogs do not provide a high percentage of relevant responses to queries and are frequently slow due to hardware or software limitations. Similarly, directories are limited by the quality of any underlying catalog or database on which they are based. Many current directories cannot be maintained or updated in a timely manner because they lack the ability to monitor the status of links and home pages automatically. Finally, Web site reviews have often simply provided descriptions of the Web site without any critical assessment of its content. As a result of these limitations, content providers and advertisers cannot rely on many current catalogs, directories and reviews to identify their content accurately and users cannot rely on them to locate desired information in a timely or accurate manner, if at all.</p> <p data-bbox="581 1260 971 1291"><i>Id.</i> at GOOG-WRD-00872576:</p> <p data-bbox="581 1295 706 1323"><i>Lycos Solution</i></p> <p data-bbox="581 1327 1430 1591">The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's A2Z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.</p> <p data-bbox="581 1633 971 1665"><i>Id.</i> at GOOG-WRD-00872577:</p> <p data-bbox="581 1669 1430 1780"><i>Relevancy.</i> Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enables the Lycos Catalog to deliver more relevant search results.</p> <p data-bbox="581 1822 971 1854"><i>Id.</i> at GOOG-WRD-00872578:</p>

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

Response Speed. In order to be practical for most users, catalogs must return results to queries quickly. The ability of a catalog to respond quickly to queries depends fundamentally on its underlying indexing technology. The Company's use of abstracts reduces the amount of information required to be stored in the database, resulting in faster responses to queries. Moreover, as the number of Web pages and viewers increases, the Company believes that its method of creating abstracts should enable the Company to continue to update and increase the number of Web pages indexed in the Lycos Catalog without significantly degrading response time.

Products and Services

The Company offers a family of products that enables users to sort, find, filter and access the tremendous wealth of information and resources on the Internet. Without such products, navigating the Internet would be difficult for non-technical users. Internet users access the Company's products and services directly through the Lycos Catalog, A2Z Directory and Point Reviews home pages by using Web browsers such as the Netscape Navigator or the Microsoft Internet Explorer.

The Lycos Catalog

The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of January 31, 1996, the Lycos Catalog had indexed over 19 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is www.lycos.com.

Id. at GOOG-WRD-00872582:

The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the A2Z Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog.

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

Id. at GOOG-WRD-00872554:

The screenshot shows a web browser window displaying search results for the query "yellow pages". The page includes a navigation menu at the top, a search bar, and a list of search results. Annotations on the right side of the screenshot explain the following features:

- Search results ranked in order of relevancy:** Points to the top of the search results list.
- Web page title links to actual page:** Points to the title of a search result.
- Abstracts describe contents of each page:** Points to the abstract text provided for each search result.
- Web address:** Points to the URL listed for each search result.

Annotations on the left side of the screenshot explain the search process:

- Ads appear on a rotating basis or are linked to specific search terms or topics:** Points to a banner advertisement for "RYPHED INTERACTIVE YELLOW PAGES".
- Results from a Lycos search indicate how many matches were found:** Points to the text "Lycos search: yellow pages" and "Found 185805 documents matching at least one search term."

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	<p><i>Id.</i> at GOOG-WRD-00872558:</p> <p><i>Competition.</i> The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p> <p><i>Id.</i> at GOOG-WRD-00872574:</p> <p><i>Catalogs, Directories and Reviews</i></p> <p>To address these needs, users are increasingly relying on catalogs, directories and reviews of information and resources on the Internet.</p> <ul style="list-style-type: none"> • <i>Catalogs.</i> Catalogs are computer-generated indexes of Web resources used to conduct a focused search from detailed information about millions of Web pages. A catalog must be comprehensive and provide relevant responses to queries in a timely manner to be useful to a viewer. To maintain its usefulness, a catalog must be able to scale effectively as the size of the Web grows and as the number of queries per day increases. • <i>Directories.</i> Directories are manually compiled categorizations of a selected universe of Web sites organized into broad subject areas. Directories are useful when an Internet user wishes to browse Web content within general, popular topics of interest. Deliberately small in scale and focused, directories provide the Internet user with a quick and easy means of locating basic summary information on Web sites. To be useful, directories must offer topics that are of appeal to users and correctly define such topics so that relevant information is captured. • <i>Reviews.</i> Reviews are brief descriptions and critical assessments of Web sites. Reviews are useful when an Internet user wishes to find the highest quality sites within a subject, as identified and evaluated by an independent source. Reviews are also used by a user as a quick and easy means to stay current with what's new and most popular on the Web. To be useful, reviews must be credible, consistent and timely. <p><i>Id.</i> at GOOG-WRD-00872576:</p> <p>Lycos Solution</p> <p>The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's A2Z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.</p> <p><i>Id.</i> at GOOG-WRD-00872577:</p>

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	<p>Technology</p> <p>The foundation of currently available Internet catalogs is a database comprised of the indexed content and addresses of Web pages. The underlying database for most Internet catalogs is created through the use of "spiders," which are software programs that autonomously roam the Web by following hypertext links, automatically identifying and collecting material to be included in the database index. Catalogs also provide retrieval software that enables a user to conduct a search of the database and extract a list of Web pages that match the search.</p> <p>The Lycos Catalog is built with the Company's proprietary spider indexing technology that enables it to collect and organize information on millions of Web pages and links in a highly efficient manner. The Lycos technology creates and stores abstracts of Web pages in the Lycos Catalog database instead of only indexing limited information such as Web addresses or headers or copying the full text of indexed Web pages. The Company believes that this approach best balances a useful amount of information without the limitations on scalability and comprehensiveness imposed by copying full text. The Company's abstracts are a concise summary of the content and key words of a Web page, as well as its address. These abstracts include the title, outline, 100 most important words and the smaller of the first 20 lines or 20% of each page. The Lycos spider eliminates approximately 50 of the most common function words such as "the," "a," "and," "or" and "it," which the Company believes add no value and slow down a search. The Company's spider technology allows it to differentiate its Lycos Catalog and related products and services in the following ways:</p> <p><i>Size.</i> A catalog with a larger underlying database will generally produce a higher number of results to a query. Lycos currently has indexed over 19 million Web pages which the Company believes is one of the largest catalogs of Internet resources. By constructing abstracts of Web pages, Lycos' spider technology facilitates the ability of the Lycos Catalog to scale proportionally with the growth of the Internet.</p> <p><i>Using Popularity to Guide the Exploration.</i> Popular Web pages are more likely to be interesting and useful. The popularity of Web pages can be measured by the number of pages on other computers that have hypertext links to that page. The Company believes that the Lycos spider technology is the only indexing technology that uses popularity as a basis for searching Web pages. The Lycos spider explores the most popular pages on the Web by using proprietary algorithms to track the number of external hypertext links to each Web page. The Company also uses popularity ranking to determine how frequently the Web pages should be revisited, ensuring that the most popular pages in the Lycos Catalog are updated frequently.</p> <p><i>Relevancy.</i> Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enables the Lycos Catalog to deliver more relevant search results.</p> <p><i>Id. at GOOG-WRD-00872578:</i></p> <p><i>Response Speed.</i> In order to be practical for most users, catalogs must return results to queries quickly. The ability of a catalog to respond quickly to queries depends fundamentally on its underlying indexing technology. The Company's use of abstracts reduces the amount of information required to be stored in the database, resulting in faster responses to queries. Moreover, as the number of Web pages and viewers increases, the Company believes that its method of creating abstracts should enable the Company to continue to update and increase the number of Web pages indexed in the Lycos Catalog without significantly degrading response time.</p> <p><i>The Lycos Catalog</i></p> <p>The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of January 31, 1996, the Lycos Catalog had indexed over 19 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is www.lycos.com.</p>

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	<p><i>A2Z Directory</i></p> <p>The A2Z Directory, introduced on a limited basis on the Internet in February 1996, provides a convenient way to browse and locate the most popular Web sites on the Internet grouped into 15 general categories, which in turn are divided into over 150 subcategories. The A2Z Directory, which is a subset of the Lycos Catalog, organizes collections of pages grouped into preselected categories. In this manner, viewers may browse through a series of categories and subcategories such as Science & Technology→Space & Astronomy→Planets & the Solar System. Users may then view a listing of the titles with both short descriptions of the sites in the category and a hypertext link to each site. The Company believes that its directory will have advantages over competing directories because of the capability of the Lycos search and indexing technology to index Web pages by popularity, thereby allowing the A2Z Directory to be built upon the most popular Web sites.</p> <p><i>Id.</i> at GOOG-WRD-00872578-579:</p> <p><i>Point Reviews</i></p> <p>Point Reviews is a collection of critical reviews of what the Company considers to be among the most popular sites on the Web. Point Reviews permits users to focus on high quality sites and read critical reviews to determine if the site is likely to be of interest. Each review includes a link that allows the viewer to visit any chosen site or destination. Web sites are selected for inclusion in one of three ways: by being among the most popular Web sites as measured by the number of hypertext links to the site, by being selected by the Company's editorial staff as a site of general interest, or by being nominated for review by Point viewers. Informative and entertaining reviews are prepared by the Company's professional writers and editors. Point Reviews provides a numeric rating for the selected Web sites based on content, presentation and viewer experience that allows users to differentiate among rated Web sites. As of January 31, 1996, the Company had reviewed over 6,000 sites and is adding hundreds of Web site reviews each month.</p> <p><i>Id.</i> at GOOG-WRD-00872581:</p> <p>Product Development</p> <p>Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses.</p> <p><i>Id.</i> at GOOG-WRD-00872582:</p> <p>The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the A2Z Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog.</p>
<p>[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information; and</p>	<p>The Lycos S-1 discloses correlating the received search argument to a particular advertisement in a second database having advertisement related information.</p> <p><i>Id.</i> at GOOG-WRD-00872554:</p>

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	<div data-bbox="576 254 1430 577" data-label="Image"> </div> <p data-bbox="576 619 966 651"><i>Id.</i> at GOOG-WRD-00872558:</p> <p data-bbox="576 655 1430 1029"> Competition. The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, </p> <p data-bbox="576 1071 966 1102"><i>Id.</i> at GOOG-WRD-00872576:</p> <p data-bbox="576 1106 1430 1197"> The Company believes that the sizable traffic flow generated from its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company combines technical skills with advertising industry expertise to provide differentiated solutions to advertisers to help them exploit the capabilities of the Internet as an advertising medium. </p> <p data-bbox="576 1228 649 1260">Strategy</p> <p data-bbox="576 1264 1430 1375"> The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information and resources on the Internet. The Company seeks to leverage the high volume of traffic created by its products and services into a platform for advertisers to reach their targeted audiences. Key elements of the Company's strategy include: </p> <p data-bbox="576 1417 1031 1449"><i>Id.</i> at GOOG-WRD-00872576-577:</p> <p data-bbox="576 1453 1430 1564"> Pursue Innovative Advertising Solutions. The Company is actively seeking to develop innovative ways for advertisers to reach their target audiences through the Internet effectively. The Company designs and offers customized packages which include the ability to change advertisements quickly and frequently, to link a specific search term to an advertisement, to conduct advertising test campaigns with rapid result delivery and to track daily usage statistics. </p> <p data-bbox="576 1606 1031 1638"><i>Id.</i> at GOOG-WRD-00872579-580:</p>

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	<p>Advertising Sales and Services</p> <p>The Company has to date derived substantially all of its revenues from the sale of advertisements on its Web pages. For the six months ended January 31, 1996, advertising revenues represented 90.2% of the Company's total revenues. In addition, based on available industry information, the Company believes that it has already established itself as a premier site for advertisers as evidenced by its ranking as one of the top ten recipients of Internet advertising revenues in the fourth quarter of 1995. The Company has established a direct sales force experienced in the advertising business to address the new and evolving requirements of the Internet advertising market. The Company's direct sales force consists of four individuals from the advertising industry who are focused on enabling Lycos' advertising customers to take advantage of the Internet as an advertising medium. The Company believes that an experienced sales force is critical to initiating and maintaining relationships with advertisers and advertising agencies. The Company's sales personnel are based in Boston, New York, San Francisco and Pittsburgh. The Company's sales force sells advertising space on each of the Company's services. Under one of the Company's license agreements, the Company's sales force also sells advertising space on the Company's services as offered by the licensee, for which the Company receives a sales commission in addition to a percentage of the advertising revenue as specified in the license agreement.</p> <p>Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, A2Z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when <i>yellow pages</i> is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers.</p> <p><i>Id.</i> at GOOG-WRD-00872581:</p> <p>Product Development</p> <p>Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B1 & B2</p>
[d] providing the search results together with the particular advertisement to the user.	<p>The Lycos S-1 discloses providing the search results together with the particular advertisement to the user.</p> <p><i>Id.</i> at GOOG-WRD-00872554:</p>

Ads appear on a rotating basis or are linked to specific search terms or topics

SEARCH RESULTS

Our sponsor: INTERACTIVE YELLOW PAGES

Lycos search: yellow pages

Lycos Feb 1, 1996 catalog: 12,125,127 items (73)

Found 185805 documents matching at least one search term.
Pricing only the first 10 of 13345 documents with at least scores of 0.01

Found 315 matching words (number of documents): 200 (19853), 142

Results from a Lycos search indicate how many matches were found

Search results ranked in order of relevancy; Web page title links to actual page

Abstracts describe contents of each page

Web address

Id. at GOOG-WRD-00872558:

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

Id. at GOOG-WRD-00872575:

Catalogs, directories and reviews also offer content providers and advertisers the opportunity to make their information more easily accessible. By enabling access to and filtering of information on the Web, catalogs, directories and reviews are increasingly functioning as conduits between millions of Internet users and the wealth of Internet resources.

Id. at GOOG-WRD-00872576:

Provide a One-Stop Information Source. The Company seeks to provide viewers with a one-stop information destination for identifying, selecting and accessing resources and information on the Web. The Company intends to integrate its catalog, directory and review product offerings, enabling the user to conduct a comprehensive Web search with the results displaying the contents of the Lycos Catalog along with an icon providing a link to any relevant categories within the A2Z Directory and any applicable Point Reviews rating and review of the site.

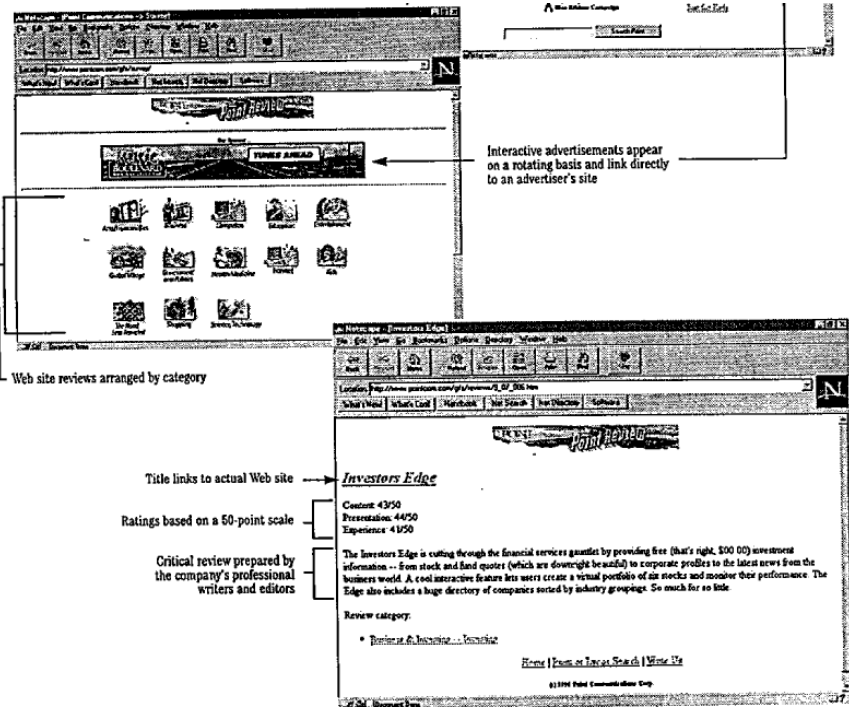
Id. at GOOG-WRD-00872577:

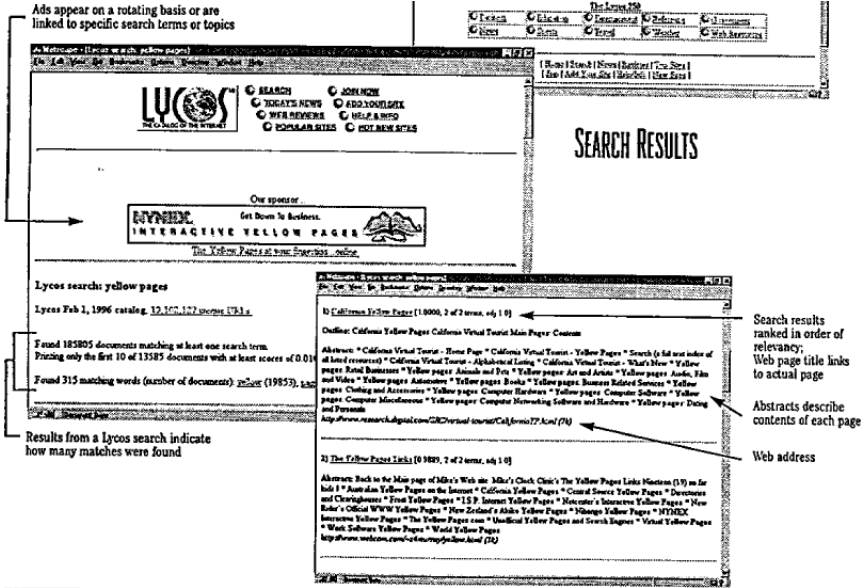
Relevancy. Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enables the Lycos Catalog to deliver more relevant search results.

<p align="center">'969 Patent</p>	<p align="center">LYCOS S-1</p>
	<p><i>Id.</i> at GOOG-WRD-00872578:</p> <p><i>The Lycos Catalog</i></p> <p>The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of January 31, 1996, the Lycos Catalog had indexed over 19 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is www.lycos.com.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B1, B2, B3, and B7</p>
<p align="center">Claim 2</p>	
<p>2. A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p>	<p>The Lycos S-1 discloses correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile.</p> <p>Lycos S-1 at GOOG-WRD-00872552:</p> <p>The Internet and associated information services are increasingly developing attributes of conventional mass media where advertising and other revenues are generated from viewership and use. The Company believes that the sizable traffic flow created by its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company seeks to help advertisers exploit the capabilities of the Internet as an advertising medium by offering innovative solutions that enable greater customization and more precise target marketing than traditional advertising options.</p> <p><i>Id.</i> at GOOG-WRD-00872557:</p> <p>pages. The Company's ability to generate significant advertising revenues will depend, among other things, on advertisers' acceptance of the Internet as an attractive and sustainable medium, the development of a large base of users of the Company's products and services possessing demographic characteristics attractive to advertisers and the expansion of the Company's advertising sales force. In addition, there is fluid and intense</p> <p><i>Id.</i> at GOOG-WRD-00872558:</p> <p><i>Competition.</i> The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p> <p><i>Id.</i> at GOOG-WRD-00872568:</p>

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	<p>The Company's strategy is to leverage the high visibility and popularity of both the Company's and its licensees' Web sites by pursuing potential Internet advertisers and by providing them with greater customization and more precise target marketing than traditional advertising options. Advertising revenues consist of revenues derived by the Company from the sale of advertisements on pages within its Web sites. In the future, advertising revenues will also consist of the Company's share of any advertising revenues derived from the sale of advertisements on the Web pages of its licensees. Advertising revenues from the sale of advertising space are recognized in the period in which the advertisement is displayed on a Web page of the Company or its licensees. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending primarily on the number of impressions purchased.</p> <p><i>Id.</i> at GOOG-WRD-00872574:</p> <p>The rapid deployment of the Web has introduced fundamental and structural changes in the way information can be produced, distributed and consumed, lowering the cost of publishing information and extending its potential reach. Companies from many industries are publishing product and company information or advertising materials and collecting customer feedback and demographic information interactively. The structure of Web documents allows an organization to publish significant quantities of product information while simultaneously allowing each user to view selectively only those elements of the information which are of particular interest. This feature makes possible the dynamic tailoring of information delivery to each user's interest in a cost effective and timely fashion. The Web, by facilitating the publishing and exchange of information, is dramatically increasing the amount of information—both relevant and irrelevant—available to users.</p> <p><i>Id.</i> at GOOG-WRD-00872575:</p> <p><i>Internet as a Mass Medium</i></p> <p>The Internet and associated information services, such as catalogs, directories and reviews, are increasingly developing attributes of conventional mass media where advertising and other revenues are generated from viewership and use. The findings of the 1995 Commerce Net/Nielsen Internet Demographics Survey (the "Nielsen Survey") indicated that 24 million people in the United States and Canada had used the Internet in the three month period prior to the survey, that Internet users average 5 hours and 28 minutes per week on the Internet and that total Internet usage is equivalent to the total viewing time of rented video tapes. In addition, approximately 18 million of the 24 million people who used the Internet in that preceding three month period used the Web. The Nielsen Survey also indicated that on average, Web users are upscale, professional and educated. As a result of these demographics, advertisers are increasingly attracted to the Internet. A report by Forrester Research estimates that the market for advertising on the Internet is projected to be \$74 million in 1996 and to grow to over \$2 billion by the year 2000.</p> <p>In contrast to conventional media, the Internet offers capabilities to target advertising to specific audiences, to measure the popularity of content, to make timely changes in response, to reach worldwide audiences cost-effectively and to create innovative and interactive advertisements. By collecting customer feedback and demographic information, advertisers can direct highly customized marketing campaigns at defined targets. In addition, the Internet enables advertisers to transact with prospective customers much more rapidly than with conventional media.</p> <p>However, to communicate their message effectively on the Internet, advertisers need to place their advertisements where targeted audiences will view them. Catalogs, directories and reviews in particular generate sizable traffic flow and have the ability to monitor and track usage patterns, consequently offering advertisers a cost-effective means to reach a broad and demographically appealing audience.</p> <p>The Company believes that advertisers will seek to advertise on Web sites that offer a high volume of traffic and feature flexible advertisement programs capable of reaching targeted audiences. Likewise, the Company believes that as advertisers increasingly embrace the Internet as an advertising vehicle, their participation will subsidize in part the creation and expansion of the information and resources available on the Web which in turn is expected to stimulate further traffic flow. However, the Internet as an advertising medium is still evolving and, consequently, advertisers seek demonstration of its effectiveness as a media purchase. Due to the limited information and experience on Web advertising and a general unfamiliarity with the concept of interactive advertising, advertisers require assistance with the design and placement of advertisements on the Internet.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B1, B2 & B4</p>

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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 Lycos S-1 discloses that the user profile data includes selections of the user from previous search arguments.</p> <p><i>Id.</i> at GOOG-WRD-00872558:</p> <p><i>Competition.</i> The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p> <p><i>Id.</i> at GOOG-WRD-00872574:</p> <ul style="list-style-type: none"> • <i>Directories.</i> Directories are manually compiled categorizations of a selected universe of Web sites organized into broad subject areas. Directories are useful when an Internet user wishes to browse Web content within general, popular topics of interest. Deliberately small in scale and focused, directories provide the Internet user with a quick and easy means of locating basic summary information on Web sites. To be useful, directories must offer topics that are of appeal to users and correctly define such topics so that relevant information is captured. • <i>Reviews.</i> Reviews are brief descriptions and critical assessments of Web sites. Reviews are useful when an Internet user wishes to find the highest quality sites within a subject, as identified and evaluated by an independent source. Reviews are also used by a user as a quick and easy means to stay current with what's new and most popular on the Web. To be useful, reviews must be credible, consistent and timely. <p><i>Id.</i> at GOOG-WRD-00872576:</p> <p>Lycos Solution</p> <p>The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's A2Z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.</p> <p><i>Provide a One-Stop Information Source.</i> The Company seeks to provide viewers with a one-stop information destination for identifying, selecting and accessing resources and information on the Web. The Company intends to integrate its catalog, directory and review product offerings, enabling the user to conduct a comprehensive Web search with the results displaying the contents of the Lycos Catalog along with an icon providing a link to any relevant categories within the A2Z Directory and any applicable Point Reviews rating and review of the site.</p> <p><i>Id.</i> at GOOG-WRD-00872582:</p>

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	<p>The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the AZZ Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog.</p> <p><i>Id.</i> at GOOG-WRD-00872616:</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 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 Lycos S-1 discloses that the user profile data includes selections of the user from previous search results.</p> <p><i>See</i> Claim 3.</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 5	
<p>5. A method as claimed in</p>	<p>The Lycos S-1 discloses that the user profile data includes user</p>

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<p>claim 4, wherein the user profile data includes user specified preferences.</p>	<p>specified preferences.</p> <p>See Claim 3.</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	
<p>6. A method as claimed in claim 1, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p>	<p>The Lycos S-1 discloses that providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p> <p><i>Id.</i> at GOOG-WRD-00872554:</p>  <p><i>Id.</i> at GOOG-WRD-00872558:</p> <p>Competition. The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p>

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	<p><i>Id.</i> at GOOG-WRD-00872578: Products and Services</p> <p>The Company offers a family of products that enables users to sort, find, filter and access the tremendous wealth of information and resources on the Internet. Without such products, navigating the Internet would be difficult for non-technical users. Internet users access the Company's products and services directly through the Lycos Catalog, A2Z Directory and Point Reviews home pages by using Web browsers such as the Netscape Navigator or the Microsoft Internet Explorer.</p> <p><i>Id.</i> at GOOG-WRD-00872580:</p> <p>Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, A2Z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when <i>yellow pages</i> is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers.</p> <p><i>See</i> Claim 1[d], 2.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. <i>See, e.g.:</i> Tables B1, B2 & B3</p>
Claim 8	
8. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	<p>The Lycos S-1 discloses providing advertisements to a user searching for desired information within a data network.</p> <p><i>See</i> Claim 1[preamble].</p>
[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>The Lycos S-1 discloses receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information.</p> <p><i>See</i> Claim 1[a].</p>
[b] searching, by the server computer based upon the received search argument, a first database to generate	<p>The Lycos S-1 discloses searching a first database to generate search results, the first database having data network related information and being contained on the server computer.</p>

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<p>search results, the first database having data network related information and being contained on the server computer;</p>	<p>See Claim 1[b].</p> <p><i>Id.</i> at GOOG-WRD-00872558:</p> <p><i>Competition.</i> The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p> <p><i>Id.</i> at GOOG-WRD-00872560:</p> <p><i>Risk of Capacity Constraints and System Failure Relating to the Lycos Products and Services.</i> A key element of the Company's strategy is to generate a high volume of traffic to its products and services, which the Company makes available free of charge to users of the Internet. Accordingly, the performance of the Company's products and services is critical to the Company's reputation, its ability to attract advertisers to the Company's Web sites and market acceptance of these products and services. Any system failure that causes interruptions in the availability or increases response time of the Company's products and services would result in less traffic to the Company's Web sites and, if sustained or repeated, would reduce the attractiveness of the Company's products and services to advertisers and licensees. An increase in the volume of searches conducted through the Company's products and services could strain the capacity of the software or hardware deployed by the Company, which could lead to slower response time or system failures. In addition, as the number of Web pages and users increase, there can be no assurance that the Company's products and services will be able to scale proportionately. The Company is also dependent upon Web browsers and Internet and online service providers for access to its products and services and users have experienced difficulties due to system failures unrelated to the Company's systems, products and services. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment and services used to provide its products and services. Substantially all of the Company's hardware operations are located at its computer facility located in Pittsburgh, Pennsylvania. There can be no assurance that a system failure at this location would not adversely affect the performance of the Company's products and services. This system is vulnerable to damage from fire, floods, earthquakes, power loss, telecommunications failures, break-ins and similar events. The Company does not presently have a disaster recovery plan. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to users of the Company's products and services. The occurrence of any of these risks could have a material adverse effect on the Company's business, results of operations and financial condition. See "Business—Properties."</p>
<p>[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and</p>	<p>The Lycos S-1 discloses correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p>See Claim 1[a, c].</p> <p><i>Id.</i> at GOOG-WRD-00872558:</p>

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	<p><i>Competition.</i> The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company expects that competition will continue to intensify. Although the Company believes that the diverse segments of the Internet market will provide opportunities for more than one supplier of products and services similar to those of the Company, it is possible that a single supplier may dominate one or more market segments. The Company believes that the principal competitive factors in this market are name recognition, performance, ease of use, variety of value-added services, functionality and features and quality of support. A number of companies offer competitive products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors,</p> <p><i>Id.</i> at GOOG-WRD-00872573:</p> <p>The Web can be accessed using software that allows non-technical users to exploit the capabilities of the Internet easily. Electronic documents or "Web pages," which may contain textual, audio and video information, are published on Web sites in a common format. Each Web site could contain hundreds of Web pages. Users can view these Web pages by using widely available software called "Web browsers" such as the Netscape Navigator or the Microsoft Internet Explorer. Users specify which electronic documents they wish to view with their Web browser by entering a document's unique electronic Web address, or Universal Resource Locator ("URL"). Alternatively, users can navigate the Web by making use of the hypertext link capability of Web documents. Hypertext links are active areas on a Web page which when selected by a user automatically cause the browser to display a specific page which can be located anywhere else on the Web. This feature enables users to move from one page of content and activity to another related page, without having to know the underlying address or URL of either document.</p> <p><i>Id.</i> at GOOG-WRD-00872575:</p> <p>Although catalogs, directories and reviews are enjoying widespread popularity, many current offerings have limitations. Many catalogs cannot meet users' requirements for efficient and comprehensive searches because they are incomplete compared to the size and accelerating growth of the Internet. Likewise, many catalogs do not provide a high percentage of relevant responses to queries and are frequently slow due to hardware or software limitations. Similarly, directories are limited by the quality of any underlying catalog or database on which they are based. Many current directories cannot be maintained or updated in a timely manner because they lack the ability to monitor the status of links and home pages automatically. Finally, Web site reviews have often simply provided descriptions of the Web site without any critical assessment of its content. As a result of these limitations, content providers and advertisers cannot rely on many current catalogs, directories and reviews to identify their content accurately and users cannot rely on them to locate desired information in a timely or accurate manner, if at all.</p> <p><i>Id.</i> at GOOG-WRD-00872578:</p> <p>Products and Services</p> <p>The Company offers a family of products that enables users to sort, find, filter and access the tremendous wealth of information and resources on the Internet. Without such products, navigating the Internet would be difficult for non-technical users. Internet users access the Company's products and services directly through the Lycos Catalog, AZZ Directory and Point Reviews home pages by using Web browsers such as the Netscape Navigator or the Microsoft Internet Explorer.</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, B7</p>
[d] providing the search results together with the particular advertisement to the user.	<p>The Lycos S-1 discloses providing the search results together with the particular advertisement to the user.</p> <p><i>See</i> Claims 1[d], 6.</p>
Claim 9	

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<p>9. A method as claimed in claim 8, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.</p>	<p>The Lycos S-1 discloses that 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><i>See Claim 2.</i></p>
Claim 10	
<p>10. A method as claimed in claim 9, wherein the user profile data is based partially upon previous search arguments of the user.</p>	<p>The Lycos S-1 discloses that the user profile data is based partially upon previous search arguments of the user.</p> <p><i>See Claim 3.</i></p>
Claim 11	
<p>11. A method as claimed in claim 10, wherein the user profile data is based partially upon previous search results for the user.</p>	<p>The Lycos S-1 discloses that the user profile data is based partially upon previous search results for the user.</p> <p><i>See Claim 4.</i></p>
Claim 12	
<p>12. A method as claimed in claim 11, wherein the user profile data includes user specified preferences.</p>	<p>The Lycos S-1 discloses that the user profile data includes user specified preferences.</p> <p><i>See Claim 5.</i></p>
Claim 13	
<p>13. A method as claimed in claim 8, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p>	<p>The Lycos S-1 discloses that the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.</p> <p><i>See Claim 6.</i></p>

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Claim 14	
<p>14. A method as claimed in claim 8, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.</p>	<p>The Lycos S-1 discloses that correlating the received search argument to a particular advertisement in the second database was performed by the client computer.</p> <p><i>See Claim 8[c].</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 B2, B7</p>
Claim 17	
<p>17. An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:</p>	<p>The Lycos S-1 discloses an advertising machine for providing advertisements to a user searching for desired information within a data network.</p> <p><i>See Claim 8[preamble].</i></p>
<p>[a] a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;</p>	<p>The Lycos S-1 discloses a server computer coupled to the data network that received a search request from the user, the search request including a search argument corresponding to the desired information.</p> <p><i>See Claim 8[a].</i></p>
<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>	<p>The Lycos S-1 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.</p> <p><i>See Claim 8[b].</i></p>
<p>[c] an associative search engine coupled to the</p>	<p>The Lycos S-1 discloses an associative search engine coupled to the server computer that correlated the received search argument to</p>

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server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	a particular advertisement in a second database having advertisement related information. On information and belief, the second database was contained on a client computer. <i>See Claim 8[c].</i>
[d] the server computer providing the search results together with the particular advertisement to the user.	The Lycos S-1 discloses the server computer providing the search results together with the particular advertisement to the user. <i>See Claim 8[d].</i>
Claim 18	
18. The advertising machine of claim 17, wherein the associative search engine selects the particular advertisement based on the received search argument and user profile data.	The Lycos S-1 discloses that the associative search engine selects the particular advertisement based on the received search argument and user profile data. <i>See Claim 2.</i>
Claim 19	
19. The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments of the user.	The Lycos S-1 discloses that the user profile data is based partially upon previous search arguments of the user. <i>See Claim 3.</i>
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 Lycos S-1 discloses that the user profile data is based partially upon previous search results for the user. <i>See Claim 4.</i>
Claim 21	
21. The advertising machine of claim 18, wherein the user profile	The Lycos S-1 discloses that the user profile data includes user specified preferences.

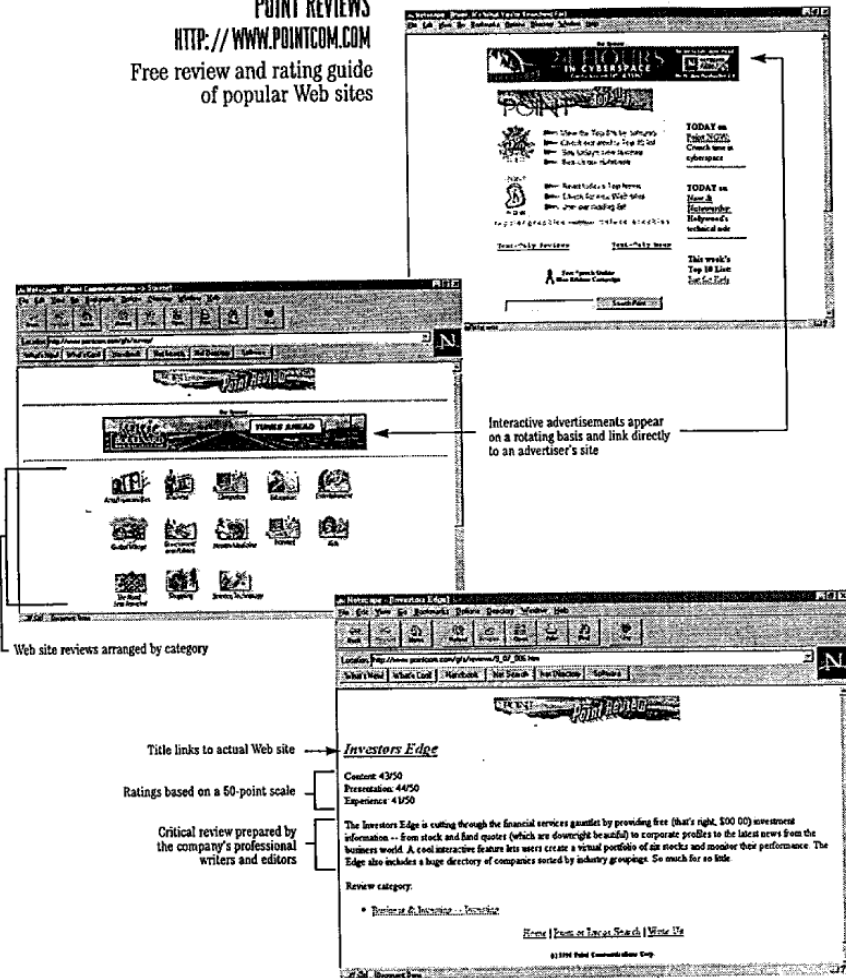
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data includes user specified preferences.	<i>See</i> Claim 5.
Claim 22	
22. An advertising machine coupled to a data network for providing advertisements to a user, the advertising machine comprising:	The Lycos S-1 discloses an advertising machine coupled to a data network for providing advertisements to a user. <i>See</i> Claim 17[preamble].
[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 Lycos S-1 discloses 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. <i>See</i> Claim 17[a].
[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 Lycos S-1 discloses a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first database having data network related information and being contained on the server computer. <i>See</i> Claim 17[b].
[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;	The Lycos S-1 discloses 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. <i>See</i> Claim 17[c].
[d] the server computer	The Lycos S-1 discloses the server computer providing the search

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providing the search results together with the particular advertisement to the user;	<p>results together with the particular advertisement to the user.</p> <p><i>See Claim 17[d].</i></p>
[e] the server computer determining whether the advertisement was successful; and	<p>The Lycos S-1 discloses the server computer determining whether the advertisement was successful.</p> <p><i>Id.</i> at GOOG-WRD-00872568: The Company's strategy is to leverage the high visibility and popularity of both the Company's and its licensees' Web sites by pursuing potential Internet advertisers and by providing them with greater customization and more precise target marketing than traditional advertising options. Advertising revenues consist of revenues derived by the Company from the sale of advertisements on pages within its Web sites. In the future, advertising revenues will also consist of the Company's share of any advertising revenues derived from the sale of advertisements on the Web pages of its licensees. Advertising revenues from the sale of advertising space are recognized in the period in which the advertisement is displayed on a Web page of the Company or its licensees. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending primarily on the number of impressions purchased.</p> <p><i>Id.</i> at GOOG-WRD-00872580: Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, A2Z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when <i>yellow pages</i> is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers.</p> <p><i>Id.</i> at GOOG-WRD-00872609: <i>Revenue Recognition</i> The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions for a fixed fee or on a per impression basis with an established minimum fee. Revenues from advertising are recognized as the services are performed.</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 Lycos S-1 discloses the server computer altering criteria for subsequent correlations of received search arguments to the second database.</p> <p><i>See Claims 2, 3.</i></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.: Tables B4, B6, and B7
Claim 23	
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.	The Lycos S-1 discloses that the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data. <i>See Claim 2.</i>

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Claim 1	
<p>1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:</p>	<p>The Lycos S-1 discloses 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 '969 Patent Claim 1[preamble].</i></p> <p>Lycos S-1 at GOOG-WRD-00872552:</p> <p>The Internet and associated information services are increasingly developing attributes of conventional mass media where advertising and other revenues are generated from viewership and use. The Company believes that the sizable traffic flow created by its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company seeks to help advertisers exploit the capabilities of the Internet as an advertising medium by offering innovative solutions that enable greater customization and more precise target marketing than traditional advertising options.</p> <p><i>Id.</i> at GOOG-WRD-00872578:</p> <p>Products and Services</p> <p>The Company offers a family of products that enables users to sort, find, filter and access the tremendous wealth of information and resources on the Internet. Without such products, navigating the Internet would be difficult for non-technical users. Internet users access the Company's products and services directly through the Lycos Catalog, A2Z Directory and Point Reviews home pages by using Web browsers such as the Netscape Navigator or the Microsoft Internet Explorer.</p>
<p>[a] receiving user preference input from the data processing device via the communications link;</p>	<p>The Lycos S-1 discloses receiving user preference input from the data processing device via the communications link.</p> <p><i>Id.</i> at GOOG-WRD-00872578:</p> <p><i>A2Z Directory</i></p> <p>The A2Z Directory, introduced on a limited basis on the Internet in February 1996, provides a convenient way to browse and locate the most popular Web sites on the Internet grouped into 15 general categories, which in turn are divided into over 150 subcategories. The A2Z Directory, which is a subset of the Lycos Catalog, organizes collections of pages grouped into preselected categories. In this manner, viewers may browse through a series of categories and subcategories such as Science & Technology→Space & Astronomy→Planets & the Solar System. Users may then view a listing of the titles with both short descriptions of the sites in the category and a hypertext link to each site. The Company believes that its directory will have advantages over competing directories because of the capability of the Lycos search and indexing technology to index Web pages by popularity, thereby allowing the A2Z Directory to be built upon the most popular Web sites.</p> <p><i>Id.</i> at GOOG-WRD-00872616:</p>

POINT REVIEWS
 HTTP://WWW.POINTCOM.COM
 Free review and rating guide
 of popular Web sites



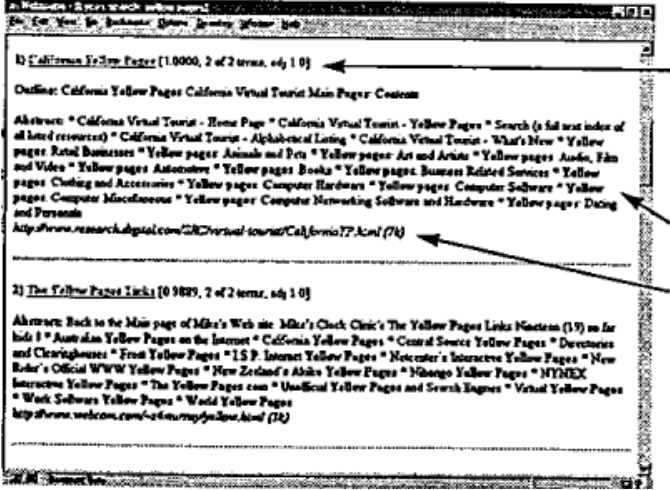
Id. at GOOG-WRD-00872573:

Overview

Lycos develops and provides online guides to the Internet's World Wide Web that serve as a new medium for information access. The Company's products and services enable users of the Internet to quickly, easily and accurately identify, select and access the resources and information of interest to them. The Company provides a family of easy to use, visually appealing products and services free of charge to users of the Internet, including the Lycos Catalog, which the Company believes is one of the most comprehensive indexes of the Web, the A2Z Directory, which was introduced on a limited basis in February 1996 as a convenient way to browse general categories of interest on the Web, and Point Reviews, which provides high quality editorial reviews and ratings of popular sites and activities on the Web. The Company believes that the Lycos Catalog and Point Reviews are two of the most popular sites on the Web, serving tens of millions of information requests per month. The Company generates revenues primarily through selling advertising on its services and by licensing its products and technology to businesses seeking to enhance the value of their Internet products and services. The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information on the Internet.

Id. at GOOG-WRD-00872574:

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	<ul style="list-style-type: none"> • <i>Directories.</i> Directories are manually compiled categorizations of a selected universe of Web sites organized into broad subject areas. Directories are useful when an Internet user wishes to browse Web content within general, popular topics of interest. Deliberately small in scale and focused, directories provide the Internet user with a quick and easy means of locating basic summary information on Web sites. To be useful, directories must offer topics that are of appeal to users and correctly define such topics so that relevant information is captured. • <i>Reviews.</i> Reviews are brief descriptions and critical assessments of Web sites. Reviews are useful when an Internet user wishes to find the highest quality sites within a subject, as identified and evaluated by an independent source. Reviews are also used by a user as a quick and easy means to stay current with what's new and most popular on the Web. To be useful, reviews must be credible, consistent and timely. <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4</p>
[b] creating user preference data based upon the user preference input;	<p>The Lycos S-1 discloses creating user preference data based upon the user preference input.</p> <p><i>See</i> '969 Patent Claim 3.</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 Lycos S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See</i> '969 Patent Claim 1[a].</p>
[d] searching at least one database using the search argument to produce search results;	<p>The Lycos S-1 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 preference data; and	<p>The Lycos S-1 discloses selecting at least one advertisement relating to the search argument using the user preference data, and on information and belief the advertisement was selected from an advertisement database.</p> <p><i>See</i> '969 Patent Claims 1[c], 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 B2, B4</p>
[f] transmitting the search	<p>The Lycos S-1 discloses transmitting the search results together</p>

<p align="center">'245 Patent</p>	<p align="center">LYCOS S-1</p>
<p>results together with the at least one advertisement via the communications link to the data processing device.</p>	<p>with the at least one advertisement via the communications link to the data processing device</p> <p><i>See '969 Patent Claims 1[d].</i></p>
<p align="center">Claim 3</p>	
<p>3. The method of claim 1, further comprising ordering the search results based upon the user preference data.</p>	<p>The Lycos S-1 discloses ordering the search results based upon the user preference data.</p> <p>Lycos S-1 at GOOG-WRD-00872554:</p>  <p>Search results ranked in order of relevancy; Web page title links to actual page</p> <p>Abstracts describe contents of each page</p> <p>Web address</p> <p><i>Id.</i> at GOOG-WRD-00872577:</p> <p><i>Relevancy.</i> Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enables the Lycos Catalog to deliver more relevant search results.</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 align="center">Claim 5</p>	
<p>5. The method of claim 1, further comprising:</p>	<p>To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses this method.</p> <p><i>See</i> Claim 1.</p>
<p>[a] receiving user preference edit input via the communications link from the data processing</p>	<p>The Lycos S-1 discloses receiving user preference edit input via the communications link from the data processing device.</p> <p><i>See</i> Claim 1[a].</p>

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device; and	<p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4</p>
[b] modifying the user preference data based upon the user preference edit input.	<p>On information and belief, the Lycos search engine modified the user preference data based upon the user preference edit input.</p> <p><i>See 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>
Claim 6	
6. The method of claim 1, further comprising:	<p>To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses this method.</p> <p><i>See Claim 1.</i></p>
[a] receiving user preference re-prioritization input; and	<p>The Lycos S-1 discloses receiving user preference re-prioritization input.</p> <p><i>See Claim 1[a].</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>
[b] re-prioritizing the user preference data based upon the user preference re-prioritization input.	<p>The Lycos S-1 discloses re-prioritizing the user preference data based upon the user preference re-prioritization input.</p> <p><i>See 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>
Claim 7	
7. The method of claim 1, wherein the user preference data is derived from prior	<p>The Lycos S-1 discloses that the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user</p>

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searching history.	profile data <i>See '969 Patent Claims 3, 4.</i>
Claim 8	
8. The method of claim 1, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses this method. <i>See Claim 1.</i>
[a] receiving search refinement input via the communications link from the data processing device of the user;	The Lycos S-1 discloses receiving search refinement input via the communications link from the data processing device of the user. <i>See Claim 1[a, c].</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 B7
[b] refining the search results based upon the search refinement input; and	The Lycos S-1 discloses refining the search results based upon the search refinement input. <i>See Claim 1[d].</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 B7
[c] transmitting the refined search results via the communications link to the data processing device.	The Lycos S-1 discloses transmitting the refined search results via the communications link to the data processing device. <i>See Claim 1[f].</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 B7
Claim 9	
9. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link	The Lycos S-1 discloses an advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user. <i>See Claim 1[preamble].</i>

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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 Lycos S-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p><i>See Claim 1[a, c].</i></p>
[b] a database search engine operable to:	<p>The Lycos S-1 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 Lycos S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See Claim 1[c].</i></p>
[d] search at least one database using the search argument to produce search results;	<p>The Lycos S-1 discloses searching at least one database using the search argument to produce search results.</p> <p><i>See Claim 1[d].</i></p>
[e] an associative search engine operable to:	<p>The Lycos S-1 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 Lycos S-1 discloses receiving 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 Lycos S-1 discloses creating user preference data based upon the user preference input.</p> <p><i>See 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>
[h] select at least one advertisement from an advertisement database relating to the search	<p>The Lycos S-1 discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data.</p>

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argument using the user preference data; and	<i>See</i> Claim 1[e].
[i] the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The Lycos S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See</i> Claim 1[f].
Claim 16	
16. The advertising machine of claim 9, wherein the user preference data is derived from prior searching history.	The Lycos S-1 discloses that the user preference data is derived from prior searching history. <i>See</i> Claim 7.
Claim 17	
17. The advertising machine of claim 9, wherein the database search engine is further operable to:	To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses a database search engine. <i>See</i> Claim 9.
[a] receive search refinement input via the communications link from the data processing device of the user;	The Lycos S-1 discloses receiving search refinement input via the communications link from the data processing device of the user. <i>See</i> Claim 8[a].
[b] refine the search results based upon the search refinement input; and	The Lycos S-1 discloses refining the search results based upon the search refinement input. <i>See</i> Claim 8[b].
[c] transmit the refined search results via the communications link to the data processing device.	The Lycos S-1 discloses transmitting the refined search results via the communications link to the data processing device. <i>See</i> Claim 8[c].

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

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least one advertisement via the communications link to the data processing device;	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 Lycos S-1 discloses receiving a response from the data processing device via the communications link that indicates selection of an advertisement. <i>See</i> '969 Patent Claim 22[e].
[i] based upon the advertisement selection, generate a fee record.	<p>The Lycos S-1 discloses generating a fee record based upon the advertisement selection.</p> <p>Lycos S-1 at GOOG-WRD-00872568:</p> <p>The Company's strategy is to leverage the high visibility and popularity of both the Company's and its licensees' Web sites by pursuing potential Internet advertisers and by providing them with greater customization and more precise target marketing than traditional advertising options. Advertising revenues consist of revenues derived by the Company from the sale of advertisements on pages within its Web sites. In the future, advertising revenues will also consist of the Company's share of any advertising revenues derived from the sale of advertisements on the Web pages of its licensees. Advertising revenues from the sale of advertising space are recognized in the period in which the advertisement is displayed on a Web page of the Company or its licensees. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending primarily on the number of impressions purchased.</p> <p><i>Id.</i> at GOOG-WRD-00872579:</p> <p>Advertising Sales and Services</p> <p>The Company has to date derived substantially all of its revenues from the sale of advertisements on its Web pages. For the six months ended January 31, 1996, advertising revenues represented 90.2% of the Company's total revenues. In addition, based on available industry information, the Company believes that it has already established itself as a premier site for advertisers as evidenced by its ranking as one of the top ten recipients of Internet advertising revenues in the fourth quarter of 1995. The Company has established a direct sales force experienced in the advertising business to address the new and evolving requirements of the Internet advertising market. The Company's direct sales force consists of four individuals from the advertising industry who are focused on enabling Lycos' advertising customers to take advantage of the Internet as an advertising medium. The Company believes that an experienced sales force is critical to initiating and maintaining relationships with advertisers and advertising agencies. The Company's sales personnel are based in Boston, New York, San Francisco and Pittsburgh. The Company's sales force sells advertising space on each of the Company's services. Under one of the Company's license agreements, the Company's sales force also sells advertising space on the Company's services as offered by the licensee, for which the Company receives a sales commission in addition to a percentage of the advertising revenue as specified in the license agreement.</p> <p><i>Id.</i> at GOOG-WRD-00872580:</p> <p>Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, A2Z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when <i>yellow pages</i> is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers.</p>

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	<p><i>Id.</i> at GOOG-WRD-00872581:</p> <p><i>Microsoft.</i> Microsoft provides access to the Lycos Catalog and Point Reviews as part of its Microsoft MSN service. The Company's license agreement with Microsoft provides for the Company to receive a portion of any advertising revenue generated from the sale of advertisements on the Company's products offered as part of the Microsoft MSN service. The Company is initially responsible for selling such advertisements, for which the Company will receive a commission.</p> <p><i>Focus Magazine.</i> Focus, a leading German news magazine, has licensed the Lycos Catalog for use in the development of its online services that are provided in Germany. This license arrangement enables the Company to expand the market and name recognition for its products and services internationally. The Company's agreement with Focus provides for the Company to receive a portion of the advertising revenue received by Focus from the sale of advertisements on the Company's Web pages included in the online service.</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 B6</p>
Claim 2	
<p>2. The advertising machine of claim 1, wherein the advertising machine is further operable to extract a toll based upon the fee record.</p>	<p>The Lycos S-1 discloses that the advertising machine is further operable to extract a toll based upon the fee record.</p> <p><i>See</i> Claim 1[i].</p> <p>Lycos S-1 at GOOG-WRD-00872609:</p> <p><i>Revenue Recognition</i></p> <p>The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions for a fixed fee or on a per impression basis with an established minimum fee. Revenues from advertising are recognized as the services are performed.</p> <p>The Company's license and product revenues are derived principally from product licensing fees and fees from maintenance and support of its products. License and product revenues are generally recognized upon delivery provided that no significant Company obligations remain and collection of the receivable is probable. In cases where there are significant remaining obligations, the Company recognizes revenue ratably over the period for which remaining obligations exist. Fees from maintenance and support of the Company's products are recognized ratably over the service period.</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 B6</p>
Claim 3	
<p>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.</p>	<p>The Lycos S-1 discloses that the advertising machine is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.</p> <p><i>See</i> Claim 1[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</p>

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	skill in the art renders this claim element obvious. See, e.g.: Table B2 & B3
Claim 4	
<p>4. The advertising machine of claim 1, wherein the advertising machine is further operable to update preference data for the user based upon the selection of the advertisement.</p>	<p>The Lycos S-1 discloses that the advertising machine is further operable to update preference data for the user based upon the selection of the advertisement.</p> <p><i>See Claim 1[i].</i></p> <p>Lycos S-1 at GOOG-WRD-00872575: <i>Internet as a Mass Medium</i></p> <p>The Internet and associated information services, such as catalogs, directories and reviews, are increasingly developing attributes of conventional mass media where advertising and other revenues are generated from viewership and use. The findings of the 1995 Commerce Net/Nielsen Internet Demographics Survey (the "Nielsen Survey") indicated that 24 million people in the United States and Canada had used the Internet in the three month period prior to the survey, that Internet users average 5 hours and 28 minutes per week on the Internet and that total Internet usage is equivalent to the total viewing time of rented video tapes. In addition, approximately 18 million of the 24 million people who used the Internet in that preceding three month period used the Web. The Nielson Survey also indicated that on average, Web users are upscale, professional and educated. As a result of these demographics, advertisers are increasingly attracted to the Internet. A report by Forrester Research estimates that the market for advertising on the Internet is projected to be \$74 million in 1996 and to grow to over \$2 billion by the year 2000.</p> <p>In contrast to conventional media, the Internet offers capabilities to target advertising to specific audiences, to measure the popularity of content, to make timely changes in response, to reach worldwide audiences cost-effectively and to create innovative and interactive advertisements. By collecting customer feedback and demographic information, advertisers can direct highly customized marketing campaigns at defined targets. In addition, the Internet enables advertisers to transact with prospective customers much more rapidly than with conventional media.</p> <p>However, to communicate their message effectively on the Internet, advertisers need to place their advertisements where targeted audiences will view them. Catalogs, directories and reviews in particular generate sizable traffic flow and have the ability to monitor and track usage patterns, consequently offering advertisers a cost-effective means to reach a broad and demographically appealing audience.</p> <p>The Company believes that advertisers will seek to advertise on Web sites that offer a high volume of traffic and feature flexible advertisement programs capable of reaching targeted audiences. Likewise, the Company believes that as advertisers increasingly embrace the Internet as an advertising vehicle, their participation will subsidize in part the creation and expansion of the information and resources available on the Web which in turn is expected to stimulate further traffic flow. However, the Internet as an advertising medium is still evolving and, consequently, advertisers seek demonstration of its effectiveness as a media purchase. Due to the limited information and experience on Web advertising and a general unfamiliarity with the concept of interactive advertising, advertisers require assistance with the design and placement of advertisements on the Internet.</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 5	
<p>5. The advertising machine of claim 1, wherein the advertising machine is further operable to update the advertisement database</p>	<p>The Lycos S-1 discloses that the advertising machine is further operable to update the advertisement database based upon the selection of the advertisement.</p> <p><i>See Claim 4; '969 Patent Claim 22[f].</i></p>

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

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least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	based upon at least one of the search argument and the search results. <i>See Claim 1[e].</i>
[f] the advertising machine operable to:	The Lycos S-1 discloses an advertising machine. <i>See Claim 1[f].</i>
[g] transmit the search results together with the at least one advertisement via the communications link to the data processing device;	The Lycos S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See Claim 1[g].</i>
[h] receive a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	The Lycos S-1 discloses receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement. <i>See '969 Claim 22[e].</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.: Tables B4 & B6
Claim 11	
11. The advertising machine of claim 10, wherein:	To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses the claimed advertising machine. <i>See Claim 10.</i>
[a] the associative search engine is further operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement; and	The Lycos S-1 discloses that the associative search engine is further operable to select at least one differing advertisement based upon the non-selection of the at least one advertisement. <i>See Claim 10[h].</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] the advertising machine is further operable to	The Lycos S-1 discloses that the advertising machine is further operable to transmit the at least one differing advertisement via the

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<p>transmit the at least one differing advertisement via the communications link to the data processing device.</p>	<p>communications link to the data processing device.</p> <p><i>See</i> Claim 10[h].</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 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 Lycos S-1 discloses that 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; '969 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. <i>See, e.g.:</i> 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 Lycos S-1 discloses that 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; '969 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. <i>See, e.g.:</i> Table B4</p>
Claim 14	
<p>14. The advertising machine of claim 10, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.</p>	<p>The Lycos S-1 discloses that 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</i> '969 Patent Claim 6.</p>
Claim 15	

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

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the data processing device;	
[e] the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement; and	<p>The Lycos S-1 discloses the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement.</p> <p><i>See Claim 1[h].</i></p>
[f] the advertising machine generating a fee record based upon the selection of the advertisement.	<p>The Lycos S-1 discloses the advertising machine generating a fee record based upon the selection of the advertisement.</p> <p><i>See Claim 1[i].</i></p>
Claim 18	
18. The method of claim 17, further comprising the advertising machine extracting a toll based upon the fee record.	<p>The Lycos S-1 discloses the advertising machine extracting a toll based upon the fee record.</p> <p><i>See Claim 2.</i></p>
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.	<p>The Lycos S-1 discloses the advertising machine directing the data processing device to a website corresponding to the selection of the advertisement.</p> <p><i>See Claim 3.</i></p>
Claim 20	
20. The method of claim 17, further comprising the advertising machine updating preference data for the user based upon the selection of the advertisement.	<p>The Lycos S-1 discloses that the advertising machine updating preference data for the user based upon the selection of the advertisement.</p> <p><i>See Claim 4.</i></p>
Claim 21	
21. The method of claim 17, further comprising the advertising machine updating the advertisement database based upon the	<p>The Lycos S-1 discloses that the advertising machine updating the advertisement database based upon the selection of the advertisement.</p> <p><i>See Claim 5.</i></p>

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selection of the advertisement.	
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.	<p>The Lycos S-1 discloses that 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 '969 Patent Claim 6.</i></p>
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.	<p>The Lycos S-1 discloses the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument.</p> <p><i>See Claim 8.</i></p>
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:	<p>The Lycos S-1 discloses a method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user.</p> <p><i>See Claim 10[preamble].</i></p>
[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	<p>The Lycos S-1 discloses the advertising machine 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 Lycos S-1 discloses the advertising machine searching at least one database using the search argument to produce search results.</p> <p><i>See Claim 10[d].</i></p>

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[c] the advertising machine selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results;	The Lycos S-1 discloses 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. <i>See Claim 10[e].</i>
[d] the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device; and	The Lycos S-1 discloses the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See Claim 10[g].</i>
[e] the advertising machine receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement.	The Lycos S-1 discloses 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. <i>See Claim 10[h].</i>
Claim 27	
27. The method of claim 26, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses the claimed method. <i>See Claim 26.</i>
[a] the advertising machine selecting at least one differing advertisement based upon the non-selection of the at least one advertisement; and	The Lycos S-1 discloses the advertising machine selecting at least one differing advertisement based upon the non-selection of the at least one advertisement. <i>See Claim 11[a].</i>
[b] the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device.	The Lycos S-1 discloses the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device. <i>See Claim 11[b].</i>
Claim 28	
28. The method of claim 26, further comprising the advertising machine	The Lycos S-1 discloses the advertising machine updating preference data for the user based upon the non-selection of the at least one advertisement.

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updating preference data for the user based upon the non-selection of the at least one advertisement.	<i>See Claim 12.</i>
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 Lycos S-1 discloses the advertising machine updating the advertisement database based upon the non-selection of the advertisement. <i>See Claim 13.</i>
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 Lycos S-1 discloses that 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 14.</i>
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 search argument.	The Lycos S-1 discloses the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument. <i>See Claim 15.</i>
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:	The Lycos S-1 discloses a server computer that is operable to provide advertisements via a communications link to a data processing device of a user. <i>See Claim 1 [preamble].</i>
[a] at least one communications interface	The Lycos S-1 discloses at least one communications interface operable to interface with the data processing device of the user, a

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operable to interface with the data processing device of the user, a database search engine, and an associative search engine;	database search engine, and an associative search engine. <i>See Claim 1[a].</i>
[b] the server computer, using the at least one communications interface, is operable to:	The Lycos S-1 discloses the server computer, using the at least one communications interface. <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 Lycos S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument. <i>See Claim 1[c].</i>
[d] interact with the database search engine to receive search results from the database search engine that are selected based upon the search argument;	The Lycos S-1 discloses interacting with the database search engine to receive search results from the database search engine that are selected based upon the search argument. <i>See Claim 1[d].</i>
[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	The Lycos S-1 discloses interacting with the associative search engine to receive an advertisement that is selected based upon at least one of the search argument and the search results. <i>See Claim 1[e].</i>
[f] transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The Lycos S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See Claim 1[g].</i>
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 Lycos S-1 discloses the server computer in conjunction with the at least one communications interface. <i>See Claim 33.</i>
[a] receive a response from	The Lycos S-1 discloses receiving a response from the data

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the data processing device via the communications link that indicates selection of an advertisement; and	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 Lycos S-1 discloses generating a fee record based upon the advertisement selection. <i>See Claim 1[i].</i>
Claim 35	
35. The server computer of claim 34, wherein the server computer is further operable to extract a toll based upon the fee record.	The Lycos S-1 discloses that 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 Lycos S-1 discloses that 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 preference data for the user based upon the selection of the advertisement.	The Lycos S-1 discloses that the server computer is further operable to update preference data for the user based upon the selection of the advertisement. <i>See Claim 4.</i>
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 Lycos S-1 discloses that the search results and the at least one advertisement are included in a web page. <i>See '969 Patent Claim 6.</i>
Claim 39	
39. The server computer of	The Lycos S-1 discloses that the server computer, using the at least

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<p>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.</p>	<p>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.</p> <p><i>See Claim 8.</i></p>
Claim 41	
<p>41. A method of operating a server computer to provide advertisements comprising:</p>	<p>The Lycos S-1 discloses operating a server computer to provide advertisements.</p> <p><i>See Claim 33[preamble].</i></p>
<p>[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</p>	<p>The Lycos S-1 discloses the server computer receiving from a data processing device via at least one communications interface a search request that includes a search argument.</p> <p><i>See Claim 33[c].</i></p>
<p>[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;</p>	<p>The Lycos S-1 discloses 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.</p> <p><i>See Claim 33[d].</i></p>
<p>[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>	<p>The Lycos S-1 discloses 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.</p> <p><i>See Claim 33[e].</i></p>
<p>[d] the server computer transmitting the search</p>	<p>The Lycos S-1 discloses the server computer transmitting the search results together with the at least one advertisement via the</p>

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<p>results together with the at least one advertisement via the at least one communications interface to the data processing device.</p>	<p>at least one communications interface to the data processing device.</p> <p><i>See Claim 33[f].</i></p>
Claim 42	
<p>42. The method of claim 41, further comprising:</p>	<p>To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses the claimed method.</p> <p><i>See Claim 41.</i></p>
<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>	<p>The Lycos S-1 discloses the server computer receiving a response from the data processing device via the at least one communications interface that indicates selection of an advertisement.</p> <p><i>See Claim 34[a].</i></p>
<p>[b] based upon the advertisement selection, generating a fee record.</p>	<p>The Lycos S-1 discloses generating a fee record based upon the advertisement selection.</p> <p><i>See Claim 34[b].</i></p>
Claim 43	
<p>43. The method of claim 41, further comprising the server computer extracting a toll based upon the fee record.</p>	<p>The Lycos S-1 discloses the server computer extracting a toll based upon the fee record.</p> <p><i>See Claim 35.</i></p>
Claim 44	
<p>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.</p>	<p>The Lycos S-1 discloses the server computer directing the data processing device to a website corresponding to the selection of the advertisement.</p> <p><i>See Claim 36.</i></p>
Claim 45	
<p>45. The method of claim 41, further comprising the server computer updating</p>	<p>The Lycos S-1 discloses the server computer updating preference data for the user based upon the selection of the advertisement.</p>

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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.	<p>The Lycos S-1 discloses that the search results and the at least one advertisement are included in a web page.</p> <p><i>See Claim 38.</i></p>
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.	<p>The Lycos S-1 discloses 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.</p> <p><i>See Claim 39.</i></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:	The Lycos S-1 discloses an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user. <i>See '970 Patent Claim 17[preamble].</i>
[a] receiving from the data processing device via the communications link a search request that includes a search argument;	The Lycos S-1 discloses receiving from the data processing device via the communications link 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 Lycos S-1 discloses searching at least one database using the search argument to produce search results. <i>See '970 Patent Claim 17[b].</i>
[c] selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results;	The Lycos S-1 discloses selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results. <i>See '970 Patent Claim 17[c].</i>
[d] transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	The Lycos S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See '970 Patent Claim 17[d].</i>
[e] receiving search refinement input from the data processing device via the communications link;	The Lycos S-1 discloses receiving search refinement input from the data processing device via the communications link. <i>See '245 Patent Claim 8[a].</i>
[f] producing modified search results based upon at least the search refinement input;	The Lycos S-1 discloses producing modified search results based upon at least the search refinement input. <i>See '245 Patent Claim 8[b, c].</i>

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<p>[g] 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; and</p>	<p>The Lycos S-1 discloses selecting at least one other advertisement from the advertisement database based upon at least one of the search refinement input and the modified search results.</p> <p><i>See</i> Claim 1[f]; '245 Claim 22[b], 23:[b]; '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. <i>See, e.g.:</i> Table B2 & B3</p>
<p>[h] transmitting at least one of the modified search results and the at least one other advertisement via the communications link to the data processing device.</p>	<p>The Lycos S-1 discloses transmitting at least one of the modified search results and the at least one other advertisement via the communications link to the data processing device.</p> <p><i>See</i> '970 Patent Claim 17[d].</p> <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 B1, B4, B7</p>
Claim 5	
<p>5. The method of claim 1, wherein the search refinement input comprises at least one additional search argument.</p>	<p>The Lycos S-1 discloses that 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. <i>See, e.g.:</i> Table B1</p>
Claim 6	
<p>6. The method of claim 1, wherein the search refinement input comprises additional search criteria.</p>	<p>The Lycos S-1 discloses that the search refinement input comprises 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. <i>See, e.g.:</i> Table B1</p>
Claim 7	

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7. The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The Lycos S-1 discloses that the at least one advertisement includes a link to a website sponsoring the advertisement. <i>See '970 Patent Claim 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 Lycos S-1 discloses this method. <i>See Claim 1</i>
[a] determining, via communication with the data processing device that the user does not select the at least one advertisement; and	The Lycos S-1 discloses determining, via communication with the data processing device that the user does not select the at least one advertisement. <i>See '970 Patent Claim 10[h].</i>
[b] updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement.	The Lycos S-1 discloses updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement. <i>See '970 Patent Claim 12, 13.</i>
Claim 9	
9. The method of claim 1, further comprising selecting the at least one advertisement based upon a least one of user profile data and user preference data.	The Lycos S-1 discloses selecting the at least one advertisement based upon a least one of user profile data and user preference data. <i>See '969 Patent Claim 1[c], 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 Lycos S-1 discloses selecting the search results based upon at least one of user profile data and user preference data. <i>See '969 Patent Claim 1[b], 1[c], 2, 9.</i>
Claim 12	
12. A method for operating	The Lycos S-1 discloses a method for operating a data processing

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

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

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does not select the at least one advertisement to the advertising machine via the communications link.	machine via the communications link. <i>See Claim 8[a].</i>
Claim 18	
18. The method of claim 12 , further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos S-1 discloses this method. <i>See Claim 12.</i>
[a] receiving user input to indicate selection of the at least one advertisement; and	The Lycos S-1 discloses receiving user input to indicate selection of the at least one advertisement. <i>See '970 Patent Claim 1[h].</i>
[b] transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.	The Lycos S-1 discloses transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link. <i>See '970 Patent Claim 1[h].</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:	<p>The Lycos S-1 discloses 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 Lycos S-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument.</p> <p><i>See '970 Patent Claim 1[a].</i></p>
[b] searching at least one database using the search argument to produce search results;	<p>The Lycos S-1 discloses searching at least one database using the search argument to produce search results.</p> <p><i>See '970 Patent Claim 1[b].</i></p>
[c] selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	<p>The Lycos S-1 discloses selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results.</p> <p><i>See '970 Patent Claim 1[c].</i></p>
[d] transmitting the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data	<p>The Lycos S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device in a web page data format that causes the data processing device to display the search results in a first display portion of a display of the data processing device and to display the at least one advertisement in a second display portion of the display of the data processing device.</p> <p><i>See '970 Patent Claim 1[d], '969 Patent Claim 6.</i></p>

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processing device.	
Claim 2	
2. The method of claim 1, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	<p>The Lycos S-1 discloses that the at least one advertisement includes a link to a website sponsoring the advertisement.</p> <p><i>See '178 Patent Claim 7.</i></p>
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.	<p>The Lycos S-1 discloses that 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 1[d].</i></p>
Claim 6	
6. The method of claim 1, wherein the at least one computer is operated by a search engine provider.	<p>The Lycos S-1 discloses that the at least one computer is operated by a search engine provider.</p> <p><i>See Claim 1[preamble].</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 B1</p>
Claim 7	
7. The method of claim 1, further comprising compiling user profile data for the user based upon at least the search term.	<p>The Lycos S-1 discloses compiling user profile data for the user based upon at least the search term.</p> <p><i>See '969 Patent Claim 3.</i></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 Lycos S-1 discloses this method.</p> <p><i>See Claim 1.</i></p>
[a] determining, via	The Lycos S-1 discloses determining, via communication with the

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communication with the data processing device that the user does not select the at least one advertisement; and	data processing device that the user does not select the at least one advertisement. <i>See '970 Patent Claim 10[h].</i>
[b] using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.	The Lycos S-1 discloses using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations. <i>See '970 Patent Claims 11, 12, 13; '178 Patent Claim 8.</i>
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 Lycos S-1 discloses 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>
[a] based upon interaction with the user, creating a search request that includes a search argument;	The Lycos S-1 discloses creating a search request that includes a search argument based upon interaction with the user. <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 Lycos S-1 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 Lycos S-1 discloses receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument. <i>See Claim 1[d].</i>
[d] displaying the search results in a first display portion of a display of the	The Lycos S-1 discloses displaying the search results in a first display portion of a display of the data processing device.

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

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

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

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<p>argument using the user profile data; and</p>	<p><i>See</i> '245 Patent Claim 1[e].</p>
<p>[f] transmitting the search results together with the at least one advertisement via the communications link to the data processing device.</p>	<p>The Lycos S-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device.</p> <p><i>See</i> '245 Patent Claim 1[f].</p>
<p align="center">Claim 2</p>	
<p>2. The method of claim 1, wherein the user profile data includes prior purchasing information regarding the user.</p>	<p>The Lycos S-1 discloses that the user profile data includes prior purchasing information regarding the user.</p> <p>Lycos S-1 at GOOG-WRD-00872580: Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, A2Z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when <i>yellow pages</i> is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from \$20,000 to \$50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers.</p> <p>Lycos S-1 at GOOG-WRD-00872575: <i>Internet as a Mass Medium</i> The Internet and associated information services, such as catalogs, directories and reviews, are increasingly developing attributes of conventional mass media where advertising and other revenues are generated from viewership and use. The findings of the 1995 Commerce Net/Nielsen Internet Demographics Survey (the "Nielsen Survey") indicated that 24 million people in the United States and Canada had used the Internet in the three month period prior to the survey, that Internet users average 5 hours and 28 minutes per week on the Internet and that total Internet usage is equivalent to the total viewing time of rented video tapes. In addition, approximately 18 million of the 24 million people who used the Internet in that preceding three month period used the Web. The Nielsen Survey also indicated that on average, Web users are upscale, professional and educated. As a result of these demographics, advertisers are increasingly attracted to the Internet. A report by Forrester Research estimates that the market for advertising on the Internet is projected to be \$74 million in 1996 and to grow to over \$2 billion by the year 2000.</p> <p>In contrast to conventional media, the Internet offers capabilities to target advertising to specific audiences, to measure the popularity of content, to make timely changes in response, to reach worldwide audiences cost-effectively and to create innovative and interactive advertisements. By collecting customer feedback and demographic information, advertisers can direct highly customized marketing campaigns at defined targets. In addition, the Internet enables advertisers to transact with prospective customers much more rapidly than with conventional media.</p>

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	<p>However, to communicate their message effectively on the Internet, advertisers need to place their advertisements where targeted audiences will view them. Catalogs, directories and reviews in particular generate sizable traffic flow and have the ability to monitor and track usage patterns, consequently offering advertisers a cost-effective means to reach a broad and demographically appealing audience.</p> <p>The Company believes that advertisers will seek to advertise on Web sites that offer a high volume of traffic and feature flexible advertisement programs capable of reaching targeted audiences. Likewise, the Company believes that as advertisers increasingly embrace the Internet as an advertising vehicle, their participation will subsidize in part the creation and expansion of the information and resources available on the Web which in turn is expected to stimulate further traffic flow. However, the Internet as an advertising medium is still evolving and, consequently, advertisers seek demonstration of its effectiveness as a media purchase. Due to the limited information and experience on Web advertising and a general unfamiliarity with the concept of interactive advertising, advertisers require assistance with the design and placement of advertisements on the Internet.</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	
<p>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>	<p>The Lycos S-1 discloses that 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	
<p>4. The method of claim 1, wherein storing the user profile data comprises storing the user profile data on the data processing device.</p>	<p>The Lycos S-1 discloses 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> <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. The method of claim 1, wherein the user profile data is based upon prior search history of the user.</p>	<p>The Lycos S-1 discloses that 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	
<p>6. The method of claim 1, wherein the user profile data is based upon user interests selected from the</p>	<p>The Lycos S-1 discloses that 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</p>

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<p>group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p>	<p>interests.</p> <p><i>See</i> Claim 1[a].</p> <p>Lycos S-1 at GOOG-WRD-00872575: <small>In contrast to conventional media, the Internet offers capabilities to target advertising to specific audiences, to measure the popularity of content, to make timely changes in response, to reach worldwide audiences cost-effectively and to create innovative and interactive advertisements. By collecting customer feedback and demographic information, advertisers can direct highly customized marketing campaigns at defined targets. In addition, the Internet enables advertisers to transact with prospective customers much more rapidly than with conventional media.</small></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</i>, e.g.: Table B4</p>
Claim 7	
<p>7. The method of claim 1, further comprising updating the user profile data based upon the search argument.</p>	<p>The Lycos S-1 discloses updating the user profile data based upon the search argument.</p> <p><i>See</i> '969 Patent Claim 3.</p>
Claim 8	
<p>8. The method of claim 1, further comprising updating the user profile data using data obtained via interaction with the data processing device.</p>	<p>The Lycos S-1 discloses updating the user profile data using data obtained via interaction with the data processing device.</p> <p><i>See</i> Claim 1[a, b].</p>
Claim 9	
<p>9. The method of claim 1, further comprising sorting the search results based upon the user profile data.</p>	<p>The Lycos S-1 discloses sorting the search results based upon the user profile data.</p> <p><i>See</i> '245 Patent Claim 3.</p>
Claim 10	
<p>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</p>	<p>The Lycos S-1 discloses that 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.</p> <p><i>See</i> '969 Patent Claim 1[b, c].</p>

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advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.	
Claim 20	
20. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	<p>The Lycos S-1 discloses an advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user.</p> <p><i>See Claim 1[preamble].</i></p>
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	<p>The Lycos S-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link.</p> <p><i>See Claim 1[c].</i></p>
[b] a database search engine operable to:	<p>The Lycos S-1 discloses a database search engine.</p> <p><i>See Claim 1[d].</i></p>
[c] receive from the data processing device via the communications interface a search request that includes a search argument; and	<p>The Lycos S-1 discloses receiving from the data processing device via the communications interface a search request that includes a search argument.</p> <p><i>See Claim 1[c].</i></p>
[d] search at least one database having data network related information using the search argument to generate search results;	<p>The Lycos S-1 discloses searching at least one database having data network related information using the search argument to generate search results.</p> <p><i>See Claim 1[d].</i></p>
[e] an associative search engine operable to:	<p>The Lycos S-1 discloses an associative search engine.</p> <p><i>See Claim 1[e].</i></p>
[f] create user profile data for the user;	<p>The Lycos S-1 discloses creating user profile data for the user.</p>

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	<i>See</i> Claim 1[a].
[g] store the user profile data; and	The Lycos S-1 discloses storing the user profile data. <i>See</i> Claim 1[b].
[h] select at least one advertisement from an advertisement database relating to the search argument using the user profile data; and	The Lycos S-1 discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data. <i>See</i> Claim 1[e].
[i] the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The Lycos S-1 discloses the advertising machine operable to transmit the search results together with the at least one advertisement via the communications link to the data processing device. <i>See</i> Claim 1[f].
Claim 21	
21. The advertising machine of claim 20, wherein the user profile data includes prior purchasing information regarding the user.	The Lycos S-1 discloses that the user profile data includes prior purchasing information regarding the user. <i>See</i> Claim 2.
Claim 22	
22. The advertising machine of claim 20, wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine.	The Lycos S-1 discloses that the associative search engine is operable to store the user profile data in a user profile database of the advertising machine. <i>See</i> Claim 3.
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	The Lycos S-1 discloses that the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage. <i>See</i> Claim 4.

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to the data processing device for storage.	
Claim 24	
24. The advertising machine of claim 20, wherein the user profile data is based upon prior search history of the user.	The Lycos S-1 discloses that the user profile data is based upon prior search history of the user. <i>See Claim 5.</i>
Claim 25	
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.	The Lycos S-1 discloses that 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. <i>See Claim 6.</i>
Claim 28	
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.	The Lycos S-1 discloses that the at least one database having data network related information and the advertisement database comprise distinct differing databases. <i>See Claim 10.</i>