EXHIBIT 5

Chart A-44

Claim Chart of the Lycos, Inc. Registration Statement No. 333-354, dated April 3, 1996
("Lycos Prospectus")

as prior art to
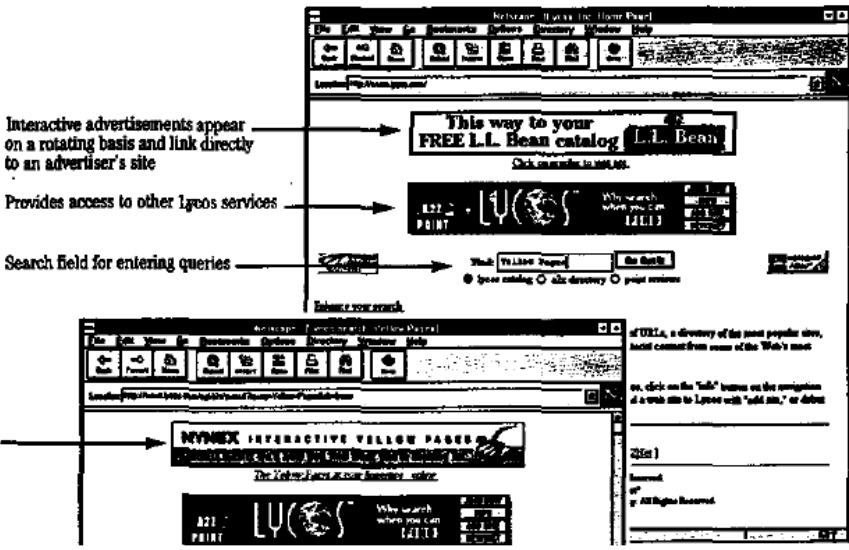
Asserted Claims of U.S. Patent No. 7,236,969 B1 ("'969 Patent")
and
Asserted Claims of U.S. Patent No. 7,469,245 B2 ("'245 Patent")
and
Asserted Claims of U.S. Patent No. 7,672,970 B2 ("'970 Patent")
and
Asserted Claims of U.S. Patent No. 7,895,178 B2 ("'178 Patent")
and
Asserted Claims of U.S. Patent 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.

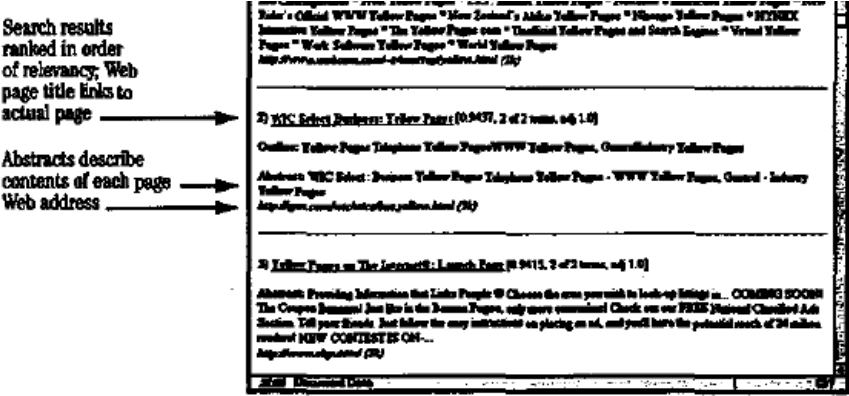| '969 Patent	LYCOS PROSPECTUS
Claim 1	
1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	The Lycos Prospectus discloses a method for providing advertisements to a user searching for desired information within a data network. Lycos Prospectus at GOOG-WRD-00872478: **The Company** 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 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. Based on information compiled by the Company, 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. 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.

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	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. 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. These customers (and their respective percentage contribution to the Company's revenues for the six months ended January 31, 1996) include AT&T (8.4%), Hearst New Media (5.3%), IBM (3.6%), MasterCard International (0.5%), Microsoft (4.7%), Netscape (0.9%), NYNEX (2.7%), Prudential Insurance (0.5%), Time Warner (1.4%) and Ziff-Davis (23.7%). The Company's licensees include AT&T, CompuServe, Focus On Line (Germany) and Microsoft. *Id.* at GOOG-WRD-00872480: *Reliance on Advertising Revenues.* 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 *Id.* at GOOG-WRD-00872481: 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 investment on the Internet by *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872483: *Dependence on Proprietary Rights.* The Company's Internet search and indexing technology was developed primarily by Dr. Mauldin as a faculty member of CMU and licensed by CMU to the Company. his direction at CMU and made available to the Company under the License Agreement. The key 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. *Id.* at GOOG-WRD-00872492: 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 *Id.* at GOOG-WRD-00872497:

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	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 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. Based on information compiled by the Company, 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-00872500-501:

Lycos Solution

The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's a2z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.

The Company believes that the sizable traffic flow generated from its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company combines technical skills with advertising industry expertise to provide differentiated solutions to advertisers to help them exploit the capabilities of the Internet as an advertising medium.

Strategy

The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information and resources on the Internet. The Company seeks to leverage the high volume of traffic created by its products and services into a platform for advertisers to reach their targeted audiences. Key elements of the Company's strategy include:

Pursue Innovative Advertising Solutions. The Company is actively seeking to develop innovative ways for advertisers to reach their target audiences through the Internet effectively. The Company designs and offers customized packages which include the ability to change advertisements quickly and frequently, to link a specific search term to an advertisement, to conduct advertising test campaigns with rapid result delivery and to track daily usage statistics.

Id. at GOOG-WRD-00872506: |

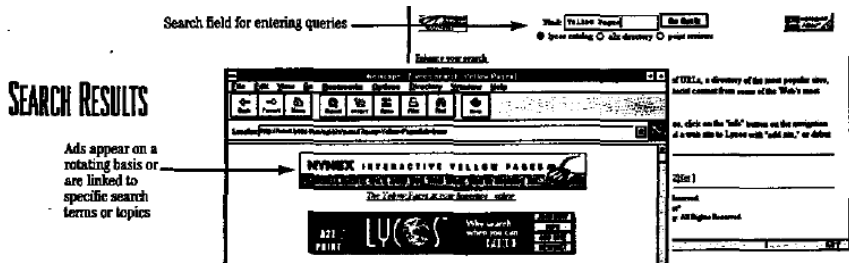| **'969 Patent**	LYCOS PROSPECTUS
	Competition The market for Internet products and services is highly competitive. In addition, the Company expects the market for Internet advertising, to the extent it develops, to be intensely competitive. There are no substantial barriers to entry, and the Company 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 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, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. *Id.* at GOOG-WRD-00872508: 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.
[a] receiving, from the user, a search request including a search argument corresponding to the desired information;	The Lycos Prospectus discloses receiving, from the user, a search request including a search argument corresponding to the desired information. *Id.* at GOOG-WRD-00872477: *Id.* at GOOG-WRD-00872548:

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Id. at GOOG-WRD-00872482:

products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of

Id. at GOOG-WRD-00872498:

Navigating the Web

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.

Id. at GOOG-WRD-00872499:

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.

Id. at GOOG-WRD-00872500:

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	Lycos Solution

The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's a2z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.

Id. at GOOG-WRD-00872501:

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

Id. at GOOG-WRD-00872502:

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

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 February 29, 1996, the Lycos Catalog had indexed over 25 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is *www.lycos.com.*

Id. at GOOG-WRD-00872506:

The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the a2z Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog. |
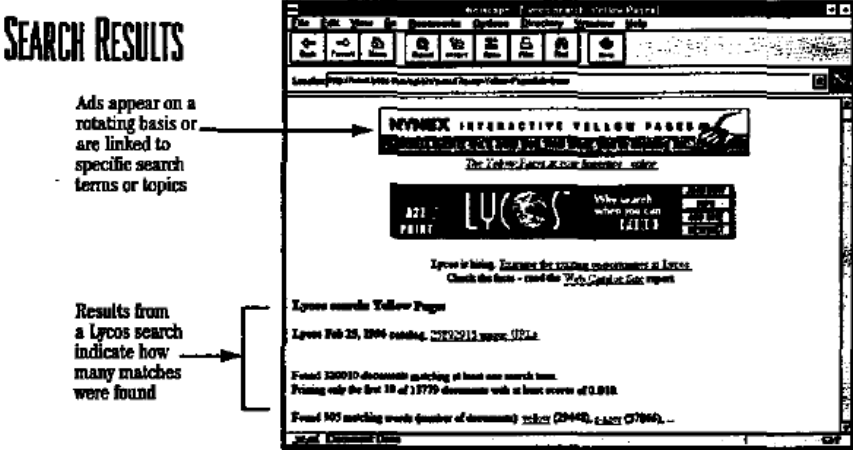| [b] searching, based upon the received search argument, a first database having data network related | The Lycos Prospectus discloses searching, based upon the received search argument, a first database having data network related information to generate search results. |

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information to generate search results;	*Id.* at GOOG-WRD-00872477:

Id. at GOOG-WRD-00872482:

products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of

Id. at GOOG-WRD-00872498:

Catalogs, Directories and Reviews

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

- *Catalogs.* Catalogs are computer-generated indexes of Web resources used to conduct a focused search from detailed information about millions of Web pages. A catalog must be comprehensive and provide relevant responses to queries in a timely manner to be useful to a viewer. To maintain its usefulness, a catalog must be able to scale effectively as the size of the Web grows and as the number of queries per day increases.

Id. at GOOG-WRD-00872500:

Lycos Solution

The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's a2z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.

Id. at GOOG-WRD-00872501:

Technology

The foundation of currently available Internet catalogs is a database comprised of the indexed content and addresses of Web pages. The underlying database for most Internet catalogs is created through the use of "spiders," which are software programs that autonomously roam the Web by following hypertext links, automatically identifying and collecting material to be included in the database index. Catalogs also provide retrieval software that enables a user to conduct a search of the database and extract a list of Web pages that match the search.

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	The Lycos Catalog is built with the Company's proprietary spider indexing technology that enables it to collect and organize information on millions of Web pages and links in a highly efficient manner. The Lycos technology creates and stores abstracts of Web pages in the Lycos Catalog database instead of only indexing limited information such as Web addresses or headers or copying the full text of indexed Web pages. The Company believes that this approach best balances a useful amount of information without the limitations on scalability and comprehensiveness imposed by copying full text. The Company's abstracts are a concise summary of the content and key words of a Web page, as well as its address. These abstracts include the title, outline, 100 most important words and the smaller of the first 20 lines or 20% of each page. The Lycos spider eliminates approximately 50 of the most common function words such as "the," "a," "and," "or" and "it," which the Company believes add no value and slow down a search. The Company's spider technology allows it to differentiate its Lycos Catalog and related products and services in the following ways:

Size. A catalog with a larger underlying database will generally produce a higher number of results to a query. Lycos currently has indexed over 25 million Web pages which the Company believes is one of the largest catalogs of Internet resources. By constructing abstracts of Web pages, Lycos' spider technology facilitates the ability of the Lycos Catalog to scale proportionally with the growth of the Internet.

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

Id. at GOOG-WRD-00872502:

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

The Lycos Catalog

The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of February 29, 1996, the Lycos Catalog had indexed over 25 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is *www.lycos.com*.

a2z Directory

The a2z Directory, introduced on the Internet in February 1996, provides a convenient way to browse and locate the most popular Web sites on the Internet grouped into 16 general categories, which in turn are divided into over 600 subcategories. The a2z Directory, which is a subset of the Lycos Catalog, organizes collections of pages grouped into preselected categories. In this manner, viewers may browse through a series of categories and subcategories such as Science & Technology→Space & Astronomy→Planets & The Solar System. Users may then view a listing of the titles with both short descriptions of the sites in the category and a hypertext link to each site. The Company believes that its directory has advantages over competing directories because of the capability of the Lycos search and indexing technology to index Web pages by popularity, thereby allowing the a2z Directory to be built upon the most popular Web sites. The Web address for the a2z Directory is *a2z.lycos.com*.

Id. at GOOG-WRD-00872502-503:

Point Reviews

Point Reviews is a collection of critical reviews of what the Company considers to be among the most popular sites on the Web. Point Reviews permits users to focus on high quality sites and read critical reviews to determine if the sites are likely to be of interest. Each review includes a link that allows the viewer to visit any chosen site or destination. Web sites are selected for inclusion in one of three ways: by being among the |

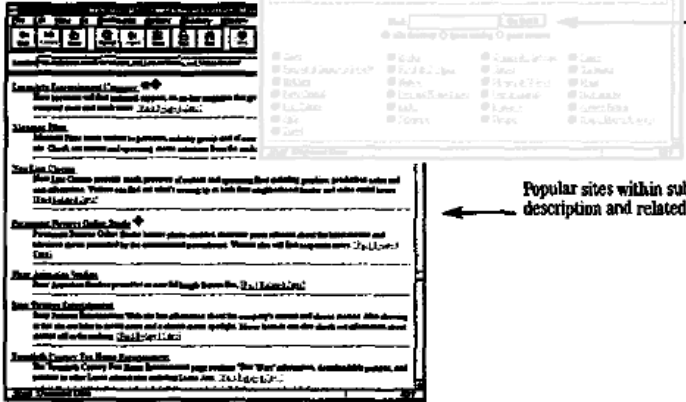| '969 Patent	LYCOS PROSPECTUS
	most popular Web sites as measured by the number of hypertext links to the site, by being selected by the Company's editorial staff as a site of general interest, or by being nominated for review by Point viewers. Informative and entertaining reviews are prepared by the Company's professional writers and editors. Point Reviews provides a numeric rating for the selected Web sites based on content, presentation and viewer experience that allows users to differentiate among rated Web sites. As of January 31, 1996, the Company had reviewed over 6,000 sites and is adding hundreds of Web site reviews each month. *Id.* at GOOG-WRD-00872505: **Product Development** Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses. *Id.* at GOOG-WRD-00872506: The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the a2z Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog.
[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information; and	The Lycos Prospectus discloses correlating the received search argument to a particular advertisement in a second database having advertisement related information. *Id.* at GOOG-WRD-00872477: *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872500: The Company believes that the sizable traffic flow generated from its products and services provides an attractive platform for measurable, targeted, cost-effective and interactive advertising on the Internet. The Company combines technical skills with advertising industry expertise to provide differentiated solutions to advertisers to help them exploit the capabilities of the Internet as an advertising medium.

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Strategy

The Company's objective is to establish its Internet navigational products and services as a ubiquitous, branded media service that millions of viewers routinely go to or go through to find information and resources on the Internet. The Company seeks to leverage the high volume of traffic created by its products and services into a platform for advertisers to reach their targeted audiences. Key elements of the Company's strategy include:

Id. at GOOG-WRD-00872500-501:

Pursue Innovative Advertising Solutions. The Company is actively seeking to develop innovative ways for advertisers to reach their target audiences through the Internet effectively. The Company designs and offers customized packages which include the ability to change advertisements quickly and frequently, to link a specific search term to an advertisement, to conduct advertising test campaigns with rapid result delivery and to track daily usage statistics.

Id. at GOOG-WRD-00872503-504:

Advertising Sales and Services

The Company has to date derived substantially all of its revenues from the sale of advertisements on its Web pages. For the six months ended January 31, 1996, advertising revenues represented 90.2% of the Company's total revenues. In addition, based on available industry information, the Company believes that it has already established itself as a premier site for advertisers as evidenced by its ranking as one of the top ten recipients of Internet advertising revenues in the fourth quarter of 1995. The Company has established a direct sales force experienced in the advertising business to address the new and evolving requirements of the Internet advertising market. The Company's direct sales force consists of four individuals from the advertising industry who are focused on enabling Lycos' advertising customers to take advantage of the Internet as an advertising medium. The Company believes that an experienced sales force is critical to initiating and maintaining relationships with advertisers and advertising agencies. The Company's sales personnel are based in Boston, New York, San Francisco and Pittsburgh. The Company's sales force sells advertising space on each of the Company's services. Under one of the Company's license agreements, the Company's sales force also sells advertising space on the Company's services as offered by the licensee, for which the Company receives a sales commission in addition to a percentage of the advertising revenue as specified in the license agreement.

Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, a2z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when *yellow pages* is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from $20,000 to $50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers.

Id. at GOOG-WRD-00872505:

Product Development

Lycos believes that its future success will depend in large part on its ability to continue to enhance its products and services and to develop other products and services based on or complementary to its core catalog and search and indexing technology. An important factor in the future success of the Lycos Catalog will be the Company's ability to provide more content, functionality and features than those typically available in other competitive offerings and to continually refine the search and indexing technology such that the Lycos Catalog will be able to scale with the growth in Web pages. Accordingly, the Company's product development efforts are focused on enhancing its offerings with these features as well as expanding the capabilities of the Lycos Catalog by improving its user interface and interoperability with other Web technologies. In order to respond to rapidly changing competitive and technological conditions, the Company may seek to enhance or expand its product offerings through acquisitions of complementary technologies, products or businesses.

To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary

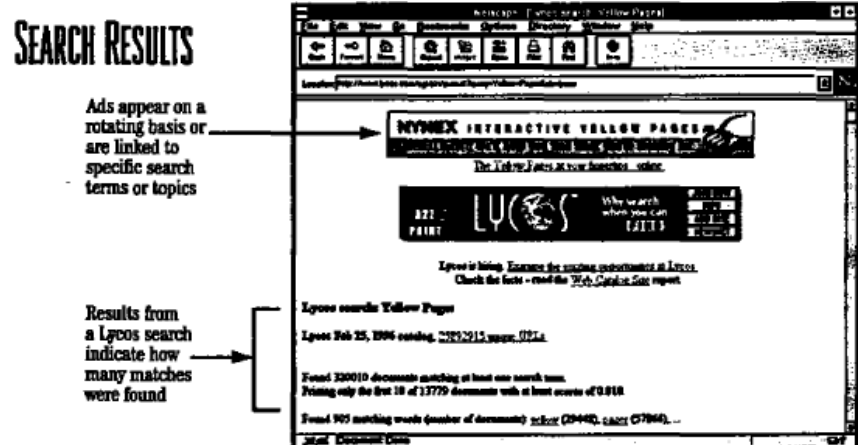| '969 Patent	LYCOS PROSPECTUS
	skill in the art renders this claim element obvious. See, e.g.: Tables B1 & B2
[d] providing the search results together with the particular advertisement to the user.	The Lycos Prospectus discloses providing the search results together with the particular advertisement to the user. *Id.* at GOOG-WRD-00872477: *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872499: Catalogs, directories and reviews also offer content providers and advertisers the opportunity to make their information more easily accessible. By enabling access to and filtering of information on the Web, catalogs, directories and reviews are increasingly functioning as conduits between millions of Internet users and the wealth of Internet resources. *Id.* at GOOG-WRD-00872500: *Provide a One-Stop Information Source.* The Company seeks to provide viewers with a one-stop information destination for identifying, selecting and accessing resources and information on the Web. The Company has recently integrated its catalog, directory and review product offerings such that viewers have access to all of the Company's products and services from any of the Company's sites. The Company intends to further integrate its three product offerings, enabling the user to conduct a comprehensive Web search with the results displaying the contents of the Lycos Catalog along with an icon providing a link to any relevant categories within the a2z Directory and any applicable Point Reviews rating and review of the site. *Id.* at GOOG-WRD-00872501: *Relevancy.* Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enable the Lycos Catalog to deliver more relevant search results.

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	Id. at GOOG-WRD-00872502: **The Lycos Catalog** The Lycos Catalog provides what the Company believes to be one of the most comprehensive indexes of the Web available and also one of the most popular and widely known destinations on the Internet. To use the Lycos Catalog, a user accesses the Lycos home page through a Web browser and enters a query consisting of one or more keywords in the search field such as "Shakespeare." The search results then appear on the screen showing the number of matches, title, relevancy ranking, abstract and Web address of the Web pages relevant to Shakespeare. The Lycos Catalog also provides a direct hypertext link to the actual pages matching the search. As of February 29, 1996, the Lycos Catalog had indexed over 25 million Web pages, up from approximately 4 million in June 1995. The Company believes that its proprietary search and indexing technology enables the Lycos Catalog to service more queries to a larger database while producing more relevant results. The Lycos Catalog serviced tens of millions of queries in January 1996, compared to approximately 6 million in June 1995. The Web address for the Lycos Catalog is *www.lycos.com*. 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
Claim 2	
2. A method as claimed in claim **1**, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.	The Lycos Prospectus discloses correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile. Lycos Prospectus at GOOG-WRD-00872478: 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. *Id.* at GOOG-WRD-00872480: program. 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 competition in *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872492:

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	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.

Id. at GOOG-WRD-00872498:

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.

Id. at GOOG-WRD-00872499:

Internet as a Mass Medium

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.

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.

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.

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.

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.: |

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	Tables B1, B2 & B4
Claim 3	
3. A method as claimed in claim **2**, wherein the user profile data includes selections of the user from previous search arguments.	The Lycos Prospectus discloses that the user profile data includes selections of the user from previous search arguments.

The Lycos Prospectus discloses that the user profile data includes selections of the user from previous search arguments.

Id. at GOOG-WRD-00872498:

Directories. Directories are manually compiled categorizations of a selected universe of Web sites organized into broad subject areas. Directories are useful when an Internet user wishes to browse Web content within general, popular topics of interest. Deliberately small in scale and focused, directories provide the Internet user with a quick and easy means of locating basic summary information on Web sites. To be useful, directories must offer topics that are of appeal to users and correctly define such topics so that relevant information is captured.

Reviews. Reviews are brief descriptions and critical assessments of Web sites. Reviews are useful when an Internet user wishes to find the highest quality sites within a subject, as identified and evaluated by an independent source. Reviews are also used by a user as a quick and easy means to stay current with what's new and most popular on the Web. To be useful, reviews must be credible, consistent and timely.

Id. at GOOG-WRD-00872500:

Lycos Solution

The Company offers a family of products and services that enables users to sort, find, filter and access the tremendous amount of information and resources on the Internet. The Company believes that its Lycos Catalog is one of the most comprehensive indexes of the Web and is differentiated from other catalogs based on its size, ability to index non-textual information, relevancy of search results and ability to scale along with the continuing growth of Internet content. Using the Lycos Catalog, a user may enter a search term or terms and review a list of the best matches from all indexed Web pages, along with a relevancy ranking of those pages, thereby allowing a user to sort through the information available on the Web quickly and efficiently. The Company's a2z Directory and Point Reviews provide added value to users beyond the search capabilities of the Lycos Catalog by organizing and reviewing the most popular sites on the Web. More than a single directory or search engine, the Company's family of complementary products provides viewers with a single source to meet the full range of users' information needs from conducting detailed searches on specific subjects to browsing general topics and casual viewing, to accessing critical reviews of popular Web sites.

Provide a One-Stop Information Source. The Company seeks to provide viewers with a one-stop information destination for identifying, selecting and accessing resources and information on the Web. The Company has recently integrated its catalog, directory and review product offerings such that viewers have access to all of the Company's products and services from any of the Company's sites. The Company intends to further integrate its three product offerings, enabling the user to conduct a comprehensive Web search with the results displaying the contents of the Lycos Catalog along with an icon providing a link to any relevant categories within the a2z Directory and any applicable Point Reviews rating and review of the site.

Id. at GOOG-WRD-00872506:

The Company is also continuing to develop products that are complementary to the Lycos Catalog, including specialty directories and navigational services designed to assist viewers in locating information and resources on the Internet. The Company is currently developing "clustered" versions of the Lycos Catalog, which are subcatalogs segmented by general interest areas. These subsets of the Lycos Catalog will be linked to the a2z Directory and Point Reviews in order to provide users with the opportunity to conduct focused searches of that part of the Lycos Catalog that is relevant and to conduct a more rapid search than in the full-sized catalog.

Id. at GOOG-WRD-00872548:

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	Popular sites within subcategories with title, description and related site search option
	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 4	
4. A method as claimed in claim **3**, wherein the user profile data includes selections of the user from previous search results.	The Lycos Prospectus discloses that the user profile data includes selections of the user from previous search results. *See* Claim 3. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 5	
5. A method as claimed in claim **4**, wherein the user profile data includes user specified preferences.	The Lycos Prospectus discloses that the user profile data includes user specified preferences. *See* Claim 3. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 6	
6. A method as claimed in claim **1**, wherein the step of providing the search results and the particular	The Lycos Prospectus 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.

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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.	*Id.* at GOOG-WRD-00872477:
	
	Id. at GOOG-WRD-00872482:
	
	products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of
	
	Id. at GOOG-WRD-00872501:
	
	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.
	
	Id. at GOOG-WRD-00872503-504:
	
	    Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, a2z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when *yellow pages* is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from $20,000 to $50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers.
	
	See Claim 1[d], 2.

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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 B1, B2 & B3
Claim 8	
8. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	The Lycos Prospectus discloses providing advertisements to a user searching for desired information within a data network. *See* Claim 1[preamble].
[a] receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;	The Lycos Prospectus discloses receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information. *See* Claim 1[a].
[b] searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;	The Lycos Prospectus discloses searching a first database to generate search results, the first database having data network related information and being contained on the server computer. *See* Claim 1[b]. *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872484:

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	Risk of Capacity Constraints and System Failure Relating to the Lycos Products and Services. 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 or the capacity of the Company's network infrastructure, which could lead to slower response time or system failures. Any failure to expand the capacity of the Company's hardware or network infrastructure on a timely basis or on commercially reasonable terms could have a material adverse effect on the Company's business, results of operations and financial condition. 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."
[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	The Lycos Prospectus 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. *See* Claim 1[a, c]. *Id.* at GOOG-WRD-00872482: products addressing certain of the Company's target markets. The primary competitors of the Company's products and services are other Internet catalog, directory and review services, including America Online's Web Crawler, Architext Software, Inc.'s excite, Digital Equipment Corporation's Alta Vista, Infoseek Corporation, The McKinley Group, Open Text Corporation and Yahoo! Corporation. In addition, the Company competes with metasearch services that allow a user to search the databases of several catalogs and directories simultaneously. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from providers of Web browser software and other Internet products and services that incorporate search and retrieval features into their offerings. Many of the Company's existing competitors, as well as a number of potential new competitors, have significantly greater financial, technical and marketing resources than the Company. The Company may also be adversely affected by competition from licensees of *Id.* at GOOG-WRD-00872497-498: 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. *Id.* at GOOG-WRD-00872499:

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	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. *Id.* at GOOG-WRD-00872502: **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. 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
[d] providing the search results together with the particular advertisement to the user.	The Lycos Prospectus discloses providing the search results together with the particular advertisement to the user. *See* Claims 1[d], 6.
Claim 9	
9. A method as claimed in claim **8**, wherein the step of correlating the received search argument to the particular advertisement includes selecting the particular advertisement based on the received search argument and user profile data.	The Lycos Prospectus 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. *See* Claim 2.
Claim 10	
10. A method as claimed in claim **9**, wherein the user profile data is based partially upon previous search arguments of the user.	The Lycos Prospectus discloses that the user profile data is based partially upon previous search arguments of the user. *See* Claim 3.
Claim 11	

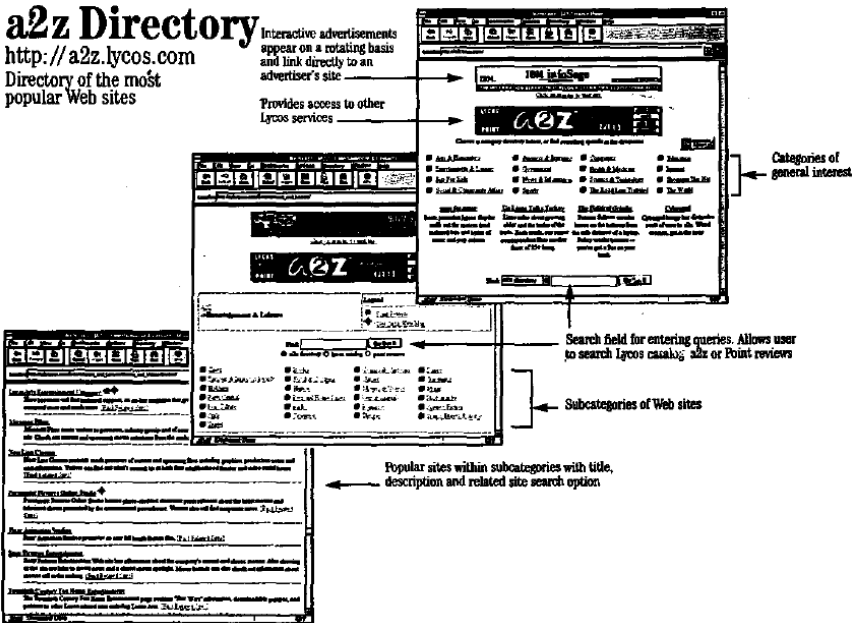| '969 Patent	LYCOS PROSPECTUS
11. A method as claimed in claim **10**, wherein the user profile data is based partially upon previous search results for the user.	The Lycos Prospectus discloses that the user profile data is based partially upon previous search results for the user. *See* Claim 4.
Claim 12	
12. A method as claimed in claim **11**, wherein the user profile data includes user specified preferences.	The Lycos Prospectus discloses that the user profile data includes user specified preferences. *See* Claim 5.
Claim 13	
13. A method as claimed in claim **8**, wherein the step of providing the search results and the particular advertisement to the user includes displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.	The Lycos Prospectus 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. *See* Claim 6.
Claim 14	
14. A method as claimed in claim **8**, wherein the step of correlating the received search argument to a particular advertisement in the second database is performed by the client computer.	The Lycos Prospectus discloses that correlating the received search argument to a particular advertisement in the second database was performed by the client computer. *See* Claim 8[c]. 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
Claim 17	
17. An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:	The Lycos Prospectus discloses an advertising machine for providing advertisements to a user searching for desired information within a data network. *See* Claim 8[preamble].

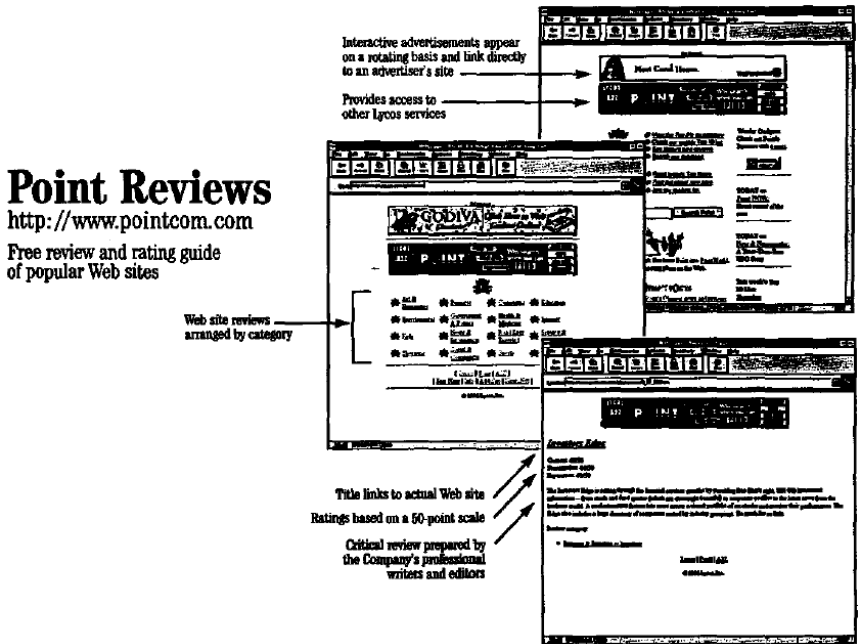| '969 Patent	LYCOS PROSPECTUS
[a] a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;	The Lycos Prospectus discloses a server computer coupled to the data network that received a search request from the user, the search request including a search argument corresponding to the desired information. *See* Claim 8[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 Prospectus 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. *See* Claim 8[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; and	The Lycos Prospectus discloses an associative search engine coupled to the server computer that correlated the received search argument to a particular advertisement in a second database having advertisement related information. On information and belief, the second database was contained on a client computer. *See* Claim 8[c].
[d] the server computer providing the search results together with the particular advertisement to the user.	The Lycos Prospectus discloses the server computer providing the search results together with the particular advertisement to the user. *See* Claim 8[d].
Claim 18	
18. The advertising machine of claim **17**, wherein the associative search engine selects the	The Lycos Prospectus discloses that the associative search engine selects the particular advertisement based on the received search argument and user profile data.

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particular advertisement based on the received search argument and user profile data.	*See* Claim 2.
Claim 19	
19. The advertising machine of claim **18**, wherein the user profile data is based partially upon previous search arguments of the user.	The Lycos Prospectus discloses that the user profile data is based partially upon previous search arguments of the user. *See* Claim 3.
Claim 20	
20. The advertising machine of claim **18**, wherein the user profile data is based partially upon previous search results for the user.	The Lycos Prospectus discloses that the user profile data is based partially upon previous search results for the user. *See* Claim 4.
Claim 21	
21. The advertising machine of claim **18**, wherein the user profile data includes user specified preferences.	The Lycos Prospectus discloses that the user profile data includes user specified preferences. *See* 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 Prospectus discloses an advertising machine coupled to a data network for providing advertisements to a user. *See* 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 Prospectus 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. *See* Claim 17[a].

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[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 Prospectus 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. *See* 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 Prospectus 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. *See* Claim 17[c].
[d] the server computer providing the search results together with the particular advertisement to the user;	The Lycos Prospectus discloses the server computer providing the search results together with the particular advertisement to the user. *See* Claim 17[d].
[e] the server computer determining whether the advertisement was successful; and	The Lycos Prospectus discloses the server computer determining whether the advertisement was successful. *Id*. at GOOG-WRD-00872492: 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. *Id*. at GOOG-WRD-00872503-504:

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	Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, a2z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when *yellow pages* is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from $20,000 to $50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers. *Id.* at GOOG-WRD-00872535: *Revenue Recognition* 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. 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
[f] the server computer altering criteria for subsequent correlations of received search arguments to the second database.	The Lycos Prospectus discloses the server computer altering criteria for subsequent correlations of received search arguments to the second database. *See* Claims 2, 3. 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 Prospectus 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. *See* Claim 2.

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The Lycos Prospectus 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. *See* '969 Patent Claim 1[preamble]. Lycos Prospectus at GOOG-WRD-00872478: 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. *Id.* at GOOG-WRD-00872502: **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.
[a] receiving user preference input from the data processing device via the communications link;	The Lycos Prospectus discloses receiving user preference input from the data processing device via the communications link. *See* '969 Patent Claim 1[a], 2, and 5. *Id.* at GOOG-WRD-00872548:

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	  Id. at GOOG-WRD-00872497: **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 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. Based on information compiled by the Company, 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-00872498: • *Directories.* Directories are manually compiled categorizations of a selected universe of Web sites organized into broad subject areas. Directories are useful when an Internet user wishes to browse Web content within general, popular topics of interest. Deliberately small in scale and focused, directories provide the Internet user with a quick and easy means of locating basic summary information on Web sites. To be useful, directories must offer topics that are of appeal to users and correctly define such topics so that relevant information is captured. • *Reviews.* Reviews are brief descriptions and critical assessments of Web sites. Reviews are useful when an Internet user wishes to find the highest quality sites within a subject, as identified and evaluated by an independent source. Reviews are also used by a user as a quick and easy means to stay current with what's new and most popular on the Web. To be useful, reviews must be credible, consistent and timely. 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] creating user preference	The Lycos Prospectus discloses creating user preference data

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data based upon the user preference input;	based upon the user preference input. *See* '969 Patent Claim 1[a], 2, 3, and 5. 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
[c] receiving from the data processing device via the communications link a search request that includes a search argument;	The Lycos Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* '969 Patent Claim 1[a].
[d] searching at least one database using the search argument to produce search results;	The Lycos Prospectus discloses searching at least one database using the search argument to produce search results. *See* '969 Patent Claim 1[b].
[e] selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	The Lycos Prospectus 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. *See* '969 Patent Claims 1[c], 2. 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
[f] transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	The Lycos Prospectus discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device *See* '969 Patent Claims 1[d].
Claim 3	
3. The method of claim **1**, further comprising ordering the search results based upon the user preference data.	The Lycos Prospectus discloses ordering the search results based upon the user preference data. Lycos Prospectus at GOOG-WRD-00872477:

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	  Id. at GOOG-WRD-00872548: *Id.* at GOOG-WRD-00872501: *Relevancy.* Relevancy measures how closely the results of a search conform to a specific query. The ability of a catalog to deliver relevant responses depends upon the comprehensiveness of the underlying database and the accuracy of the retrieval software. The Company believes that its retrieval software, which uses position, frequency and proximity of words to assign relevancy scores, together with the comprehensiveness of the Lycos Catalog, enable the Lycos Catalog to deliver more relevant search results. 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

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Claim 5	
5. The method of claim **1**, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos Prospectus discloses this method. *See* Claim 1.
[a] receiving user preference edit input via the communications link from the data processing device; and	The Lycos Prospectus discloses receiving user preference edit input via the communications link from the data processing device. *See* Claim 1[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
[b] modifying the user preference data based upon the user preference edit input.	On information and belief, the Lycos search engine modified the user preference data based upon the user preference edit input. *See* Claim 1[b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 6	
6. The method of claim **1**, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos Prospectus discloses this method. *See* Claim 1.
[a] receiving user preference re-prioritization input; and	The Lycos Prospectus discloses receiving user preference re-prioritization input. *See* Claim 1[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
[b] re-prioritizing the user preference data based upon the user preference re-prioritization input.	The Lycos Prospectus discloses re-prioritizing the user preference data based upon the user preference re-prioritization input. *See* Claim 1[b]

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	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 7	
7. The method of claim **1**, wherein the user preference data is derived from prior searching history.	The Lycos Prospectus 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

See '969 Patent Claims 3, 4. |
| **Claim 8** | |
| 8. The method of claim **1**, further comprising: | To the extent that this preamble may be construed to be limiting, the Lycos Prospectus discloses this method.

See Claim 1. |
| [a] receiving search refinement input via the communications link from the data processing device of the user; | The Lycos Prospectus discloses receiving search refinement input via the communications link from the data processing device of the user.

See Claim 1[a, c].

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 Prospectus discloses refining the search results based upon the search refinement input.

See Claim 1[d].

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 Prospectus discloses transmitting the refined search results via the communications link to the data processing device.

See Claim 1[f]. |

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	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B7
Claim 9	
9. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	The Lycos Prospectus 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. *See* Claim 1[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The Lycos Prospectus discloses a communications interface operable to interface with the data processing device of the user via the communications link. *See* Claim 1[a, c].
[b] a database search engine operable to:	The Lycos Prospectus discloses a database search engine. *See* Claim 1[d].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The Lycos Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* Claim 1[c].
[d] search at least one database using the search argument to produce search results;	The Lycos Prospectus discloses searching at least one database using the search argument to produce search results. *See* Claim 1[d].
[e] an associative search engine operable to:	The Lycos Prospectus discloses an associative search engine. *See* Claim 1[e].
[f] receive user preference input from the data processing device via the communications link;	The Lycos Prospectus discloses receiving user preference input from the data processing device via the communications link. *See* Claim 1[a].
[g] create user preference data based upon the user	The Lycos Prospectus discloses creating user preference data based upon the user preference input.

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preference input; and	*See* Claim 1[b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
[h] select at least one advertisement from an advertisement database relating to the search argument using the user preference data; and	The Lycos Prospectus discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user preference data. *See* 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 Prospectus discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. *See* 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 Prospectus discloses that the user preference data is derived from prior searching history. *See* 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 Prospectus discloses a database search engine. *See* Claim 9.
[a] receive search refinement input via the communications link from the data processing device of the user;	The Lycos Prospectus discloses receiving search refinement input via the communications link from the data processing device of the user. *See* Claim 8[a].
[b] refine the search results based upon the search refinement input; and	The Lycos Prospectus discloses refining the search results based upon the search refinement input. *See* Claim 8[b].

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[c] transmit the refined search results via the communications link to the data processing device.	The Lycos Prospectus discloses transmitting the refined search results via the communications link to the data processing device. *See* 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 Prospectus 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. *See* '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 Prospectus discloses a communications interface operable to interface with the data processing device of the user via the communications link. *See* '245 Patent Claim 9[a].
[b] a database search engine operable to:	The Lycos Prospectus discloses a database search engine. *See* '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 Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* '245 Patent Claim 9[c].
[d] search at least one database using the search argument to produce search results;	The Lycos Prospectus discloses searching at least one database using the search argument to produce search results. *See* '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 Prospectus discloses an associative search engine operable to select at least one advertisement from an advertisement database based upon the search argument. *See* '245 Patent Claim 9[e, h].
[f] the advertising machine operable to:	The Lycos Prospectus discloses an advertising machine. *See* '245 Patent Claim 9[i].
[g] transmit the search results together with the at	The Lycos Prospectus discloses transmitting the search results together with the at least one advertisement via the

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least one advertisement via the communications link to the data processing device;	communications link to the data processing device. *See* '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 Prospectus discloses receiving a response from the data processing device via the communications link that indicates selection of an advertisement. *See* '969 Patent Claim 22[e].
[i] based upon the advertisement selection, generate a fee record.	The Lycos Prospectus discloses generating a fee record based upon the advertisement selection. Lycos Prospectus at GOOG-WRD-00872492: 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. *Id.* at GOOG-WRD-00872503-504: **Advertising Sales and Services** The Company has to date derived substantially all of its revenues from the sale of advertisements on its Web pages. For the six months ended January 31, 1996, advertising revenues represented 90.2% of the Company's total revenues. In addition, based on available industry information, the Company believes that it has already established itself as a premier site for advertisers as evidenced by its ranking as one of the top ten recipients of Internet advertising revenues in the fourth quarter of 1995. The Company has established a direct sales force experienced in the advertising business to address the new and evolving requirements of the Internet advertising market. The Company's direct sales force consists of four individuals from the advertising industry who are focused on enabling Lycos' advertising customers to take advantage of the Internet as an advertising medium. The Company believes that an experienced sales force is critical to initiating and maintaining relationships with advertisers and advertising agencies. The Company's sales personnel are based in Boston, New York, San Francisco and Pittsburgh. The Company's sales force sells advertising space on each of the Company's services. Under one of the Company's license agreements, the Company's sales force also sells advertising space on the Company's services as offered by the licensee, for which the Company receives a sales commission in addition to a percentage of the advertising revenue as specified in the license agreement. Advertising revenue is generated by advertisers placing billboard advertisements on any of the multiple screens that are displayed on the Lycos Catalog, a2z Directory and Point Reviews services. The Company's advertising revenues are derived principally from short-term advertising contracts in which the Company guarantees a minimum number of impressions (an impression is a one-on-one view of an advertisement by the end user) for a fixed fee or on a per impression basis with an established minimum fee. The Company also sells advertising on a keyword basis that links an advertisement to a specific search term or topic (for example, when *yellow pages* is searched, a NYNEX Interactive Yellow Pages advertisement appears). Keyword advertising permits advertisers to target advertisements to selected audiences. The Company advises advertisers on advertisement placement and design to enable them to develop advertisements and monitor them for effectiveness. To assist advertisers in monitoring the effectiveness of their advertisements and making appropriate changes, the Company can provide advertisers with daily reports showing advertising impressions and the number of times users "click on" an ad to visit the advertiser's site. The Company's standard rates for advertising range from $20,000 to $50,000 per million impressions. These advertising rates vary depending upon whether or not the advertising package is keyword based. To date, the duration of the Company's advertising commitments have ranged from one week to one year depending on the number of impressions purchased. Because the Internet as an advertising medium is new and developing, it is difficult to predict the purchasing patterns of advertisers. *Id.* at GOOG-WRD-00872503-505:

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	CompuServe. CompuServe has licensed the Lycos Catalog, a2z Directory and Point Reviews to offer access to such products as part of its WOW! online service. The Company's license agreement with Compuserve provides that the Company will receive a license fee and that, after a certain date, the Company will receive a portion of any advertising revenue generated from the sale of advertisements on the Company's products offered as part of CompuServe's WOW! service.
	Focus On Line (Germany). *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.
	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B6
Claim 2	
2. The advertising machine of claim **1**, wherein the advertising machine is further operable to extract a toll based upon the fee record.	The Lycos Prospectus discloses that the advertising machine is further operable to extract a toll based upon the fee record. *See* Claim 1[i]. Lycos Prospectus at GOOG-WRD-00872535: *Revenue Recognition* 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. 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 defers such revenue until those obligations are satisfied. Fees from maintenance and support of the Company's products including revenues bundled with the initial licensing fees are deferred and recognized ratably over the service period. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B6
Claim 3	
3. The advertising machine of claim **1**, wherein the advertising machine is further operable to direct the data processing device to a website corresponding to the selection of the advertisement.	The Lycos Prospectus discloses that the advertising machine is further operable to direct the data processing device to a website corresponding to the selection of the advertisement. *See* Claim 1[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 B2 & B3

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Claim 4	
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.	The Lycos Prospectus discloses that the advertising machine is further operable to update preference data for the user based upon the selection of the advertisement. *See* Claim 1[i]. Lycos Prospectus at GOOG-WRD-00872499: *Internet as a Mass Medium* 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. 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. 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. 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. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 5	
5. The advertising machine of claim **1**, wherein the advertising machine is further operable to update the advertisement database based upon the selection of	The Lycos Prospectus discloses that the advertising machine is further operable to update the advertisement database based upon the selection of the advertisement. *See* Claim 4; '969 Patent Claim 22[f].

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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.	The Lycos Prospectus 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. *See* '245 Patent Claim 9[e, h].
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:	The Lycos Prospectus 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. *See* Claim 1[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The Lycos Prospectus discloses a communications interface operable to interface with the data processing device of the user via the communications link. *See* Claim 1[a].
[b] a database search engine operable to:	The Lycos Prospectus discloses a database search engine. *See* Claim 1[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The Lycos Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* Claim 1[c].
[d] search at least one database using the search argument to produce search results;	The Lycos Prospectus discloses searching at least one database using the search argument to produce search results. *See* Claim 1[d].
[e] an associative search engine operable to select at least one advertisement	The Lycos Prospectus 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

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from an advertisement database based upon at least one of the search argument and the search results; and	search results. *See* Claim 1[e].
[f] the advertising machine operable to:	The Lycos Prospectus discloses an advertising machine. *See* Claim 1[f].
[g] transmit the search results together with the at least one advertisement via the communications link to the data processing device;	The Lycos Prospectus discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. *See* Claim 1[g].
[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 Prospectus discloses receiving a response from the data processing device via the communications link that indicates non-selection of the at least one advertisement. *See* '969 Claim 22[e]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables 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 Prospectus discloses the claimed advertising machine. *See* Claim 10.
[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 Prospectus 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. *See* Claim 10[h]. 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 transmit the at least one	The Lycos Prospectus discloses that the advertising machine is further operable to transmit the at least one differing advertisement via the communications link to the data processing device.

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differing advertisement via the communications link to the data processing device.	*See* Claim 10[h]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B2, B3 & B4
Claim 12	
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.	The Lycos Prospectus 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. *See* Claim 4; '969 Claim 22[e]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 13	
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.	The Lycos Prospectus discloses that the advertising machine is further operable to update the advertisement database based upon the non-selection of the advertisement. *See* Claim 5; '969 Claim 22[e]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 14	
14. The advertising machine of claim **10**, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	The Lycos Prospectus 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. *See* '969 Patent Claim 6.
Claim 15	
15. The advertising	The Lycos Prospectus discloses that the associative search engine

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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.	is operable to select at least one advertisement from an advertisement database based upon at least the search argument. *See* Claim 8.
Claim 17	
17. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The Lycos Prospectus 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. *See* Claim 1[preamble].
[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	The Lycos Prospectus discloses the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument. *See* Claim 1[c].
[b] the advertising machine searching at least one database using the search argument to produce search results;	The Lycos Prospectus discloses the advertising machine searching at least one database using the search argument to produce search results. *See* Claim 1[d].
[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 Prospectus 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. *See* Claim 1[e].
[d] the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	The Lycos Prospectus discloses the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device. *See* Claim 1[g].

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[e] the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement; and	The Lycos Prospectus discloses the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement. *See* Claim 1[h].
[f] the advertising machine generating a fee record based upon the selection of the advertisement.	The Lycos Prospectus discloses the advertising machine generating a fee record based upon the selection of the advertisement. *See* Claim 1[i].
Claim 18	
18. The method of claim **17**, further comprising the advertising machine extracting a toll based upon the fee record.	The Lycos Prospectus discloses the advertising machine extracting a toll based upon the fee record. *See* Claim 2.
Claim 19	
19. The method of claim **17**, further comprising the advertising machine directing the data processing device to a website corresponding to the selection of the advertisement.	The Lycos Prospectus discloses the advertising machine directing the data processing device to a website corresponding to the selection of the advertisement. *See* Claim 3.
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.	The Lycos Prospectus discloses that the advertising machine updating preference data for the user based upon the selection of the advertisement. *See* Claim 4.
Claim 21	
21. The method of claim **17**, further comprising the advertising machine updating the advertisement database based upon the	The Lycos Prospectus discloses that the advertising machine updating the advertisement database based upon the selection of the advertisement. *See* Claim 5.

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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.	The Lycos Prospectus 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. *See* '969 Patent Claim 6.
Claim 24	
24. The method of claim **17**, further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument.	The Lycos Prospectus discloses the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument. *See* Claim 8.
Claim 26	
26. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The Lycos Prospectus 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. *See* Claim 10[preamble].
[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	The Lycos Prospectus discloses the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument. *See* Claim 10[c].
[b] the advertising machine searching at least one database using the search argument to produce search results;	The Lycos Prospectus discloses the advertising machine searching at least one database using the search argument to produce search results. *See* Claim 10[d].

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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 Prospectus 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. *See* Claim 10[e].
[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 Prospectus discloses the advertising machine transmitting the search results together with the at least one advertisement via the communications link to the data processing device. *See* Claim 10[g].
[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 Prospectus 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. *See* Claim 10[h].
Claim 27	
27. The method of claim **26**, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos Prospectus discloses the claimed method. *See* Claim 26.
[a] the advertising machine selecting at least one differing advertisement based upon the non-selection of the at least one advertisement; and	The Lycos Prospectus discloses the advertising machine selecting at least one differing advertisement based upon the non-selection of the at least one advertisement. *See* Claim 11[a].
[b] the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device.	The Lycos Prospectus discloses the advertising machine transmitting the at least one differing advertisement via the communications link to the data processing device. *See* Claim 11[b].
Claim 28	
28. The method of claim **26**, further comprising the advertising machine	The Lycos Prospectus 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.	*See* Claim 12.
Claim 29	
29. The method of claim **26**, further comprising the advertising machine updating the advertisement database based upon the non-selection of the advertisement.	The Lycos Prospectus discloses the advertising machine updating the advertisement database based upon the non-selection of the advertisement. *See* Claim 13.
Claim 30	
30. The method of claim **26**, wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link.	The Lycos Prospectus 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. *See* Claim 14.
Claim 31	
31. The method of claim **26**, further comprising the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument.	The Lycos Prospectus discloses the advertising machine selecting at least one advertisement from an advertisement database based upon at least the search argument. *See* Claim 15.
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 Prospectus discloses a server computer that is operable to provide advertisements via a communications link to a data processing device of a user. *See* Claim 1[preamble].
[a] at least one communications interface	The Lycos Prospectus discloses at least one communications interface operable to interface with the data processing device of

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operable to interface with the data processing device of the user, a database search engine, and an associative search engine;	the user, a database search engine, and an associative search engine. *See* Claim 1[a].
[b] the server computer, using the at least one communications interface, is operable to:	The Lycos Prospectus discloses the server computer, using the at least one communications interface. *See* Claim 1[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The Lycos Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* Claim 1[c].
[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 Prospectus discloses interacting with the database search engine to receive search results from the database search engine that are selected based upon the search argument. *See* Claim 1[d].
[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 Prospectus 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. *See* Claim 1[e].
[f] transmit the search results together with the at least one advertisement via the communications link to the data processing device.	The Lycos Prospectus discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. *See* Claim 1[g].
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 Prospectus discloses the server computer in conjunction with the at least one communications interface. *See* Claim 33.
[a] receive a response from	The Lycos Prospectus 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. *See* Claim 1[h].
[b] based upon the advertisement selection, generate a fee record.	The Lycos Prospectus discloses generating a fee record based upon the advertisement selection. *See* Claim 1[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 Prospectus discloses that the server computer is further operable to extract a toll based upon the fee record. *See* Claim 2.
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 Prospectus discloses that the server computer is further operable to direct the data processing device to a website corresponding to the selection of the advertisement. *See* Claim 3.
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 Prospectus discloses that the server computer is further operable to update preference data for the user based upon the selection of the advertisement. *See* Claim 4.
Claim 38	
38. The server computer of claim **34**, wherein the search results and the at least one advertisement are included in a web page.	The Lycos Prospectus discloses that the search results and the at least one advertisement are included in a web page. *See* '969 Patent Claim 6.
Claim 39	
39. The server computer of	The Lycos Prospectus discloses that the server computer, using the

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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.	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. *See* Claim 8.
Claim 41	
41. A method of operating a server computer to provide advertisements comprising:	The Lycos Prospectus discloses operating a server computer to provide advertisements. *See* Claim 33[preamble].
[a] the server computer receiving from a data processing device via at least one communications interface a search request that includes a search argument; and	The Lycos Prospectus discloses the server computer receiving from a data processing device via at least one communications interface a search request that includes a search argument. *See* Claim 33[c].
[b] the server computer interacting with a database search engine via the at least one communications interface to receive search results from the database search engine that are selected based upon the search argument;	The Lycos Prospectus 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. *See* Claim 33[d].
[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	The Lycos Prospectus 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. *See* Claim 33[e].
[d] the server computer transmitting the search	The Lycos Prospectus discloses the server computer transmitting the search results together with the at least one advertisement via

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

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preference data for the user based upon the selection of the advertisement.	*See* Claim 37.
Claim 46	
46. The method of claim **41**, wherein the search results and the at least one advertisement are included in a web page.	The Lycos Prospectus discloses that the search results and the at least one advertisement are included in a web page. *See* Claim 38.
Claim 47	
47. The method of claim **41**, further comprising the server computer interacting with an associative search engine via the at least one communication interface to receive an advertisement that is selected based upon at least the search argument.	The Lycos Prospectus 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. *See* Claim 39.

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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 Prospectus 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. *See* '970 Patent Claim 17[preamble].
[a] receiving from the data processing device via the communications link a search request that includes a search argument;	The Lycos Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* '970 Patent Claim 17[a].
[b] searching at least one database using the search argument to produce search results;	The Lycos Prospectus discloses searching at least one database using the search argument to produce search results. *See* '970 Patent Claim 17[b].
[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 Prospectus discloses selecting at least one advertisement from an advertisement database relating to at least one of the search argument and the search results. *See* '970 Patent Claim 17[c].
[d] transmitting the search results together with the at least one advertisement via the communications link to the data processing device;	The Lycos Prospectus discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. *See* '970 Patent Claim 17[d].
[e] receiving search refinement input from the data processing device via the communications link;	The Lycos Prospectus discloses receiving search refinement input from the data processing device via the communications link. *See* '245 Patent Claim 8[a].
[f] producing modified search results based upon at least the search refinement input;	The Lycos Prospectus discloses producing modified search results based upon at least the search refinement input. *See* '245 Patent Claim 8[b, c].

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[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	The Lycos Prospectus 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. *See* Claim 1[f]; '245 Claim 22[b], 23:[b]; '970 Patent Claim 17[c]. 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 & B3
[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.	The Lycos Prospectus 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. *See* '970 Patent Claim 17[d]. 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, B4, B7
Claim 5	
5. The method of claim **1**, wherein the search refinement input comprises at least one additional search argument.	The Lycos Prospectus discloses that the search refinement input comprises at least one additional search argument. *See* '245 Patent Claim 8[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B1
Claim 6	
6. The method of claim **1**, wherein the search refinement input comprises additional search criteria.	The Lycos Prospectus discloses that the search refinement input comprises additional search criteria. *See* '245 Patent Claim 8[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B1
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 Prospectus discloses that the at least one advertisement includes a link to a website sponsoring the advertisement. *See* '970 Patent Claim 3.
Claim 8	
8. The method of claim **1**, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos Prospectus discloses this method. *See* Claim 1
[a] determining, via communication with the data processing device that the user does not select the at least one advertisement; and	The Lycos Prospectus discloses determining, via communication with the data processing device that the user does not select the at least one advertisement. *See* '970 Patent Claim 10[h].
[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 Prospectus discloses updating advertisements provided to the data processing device based upon a determination that the user does not select the at least one advertisement. *See* '970 Patent Claim 12, 13.
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 Prospectus discloses selecting the at least one advertisement based upon a least one of user profile data and user preference data. *See* '969 Patent Claim 1[c], 2.
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 Prospectus discloses selecting the search results based upon at least one of user profile data and user preference data. *See* '969 Patent Claim 1[b], 1[c], 2, 9.
Claim 12	
12. A method for operating	The Lycos Prospectus discloses a method for operating a data

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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:	processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer. *See* Claim 1[preamble].
[a] based upon interaction with the user, creating a search request that includes a search argument;	The Lycos Prospectus discloses creating a search request that includes a search argument based upon interaction with the user. *See* Claim 1[a].
[b] transmitting to the advertising machine via the communications link the search request that includes the search argument;	The Lycos Prospectus discloses transmitting to the advertising machine via the communications link the search request that includes the search argument. *See* Claim 1[a].
[c] receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;	The Lycos Prospectus 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. *See* Claim 1[d].
[d] displaying the search results and the at least one advertisement on a display of the data processing device;	The Lycos Prospectus discloses displaying the search results and the at least one advertisement on a display of the data processing device. *See* Claim 1[d].
[e] based upon interaction with the user, receiving search refinement input;	The Lycos Prospectus discloses receiving search refinement input based upon interaction with the user. *See* Claim 1[e].
[f] transmitting the search refinement input to the advertising machine via the communications link;	The Lycos Prospectus discloses transmitting the search refinement input to the advertising machine via the communications link. *See* Claim 1[e].
[g] receiving modified search results and at least one other advertisement	The Lycos Prospectus 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	*See* Claim 1[h].
[h] displaying the modified search results and the at least one other advertisement on the display of the data processing device.	The Lycos Prospectus discloses displaying the modified search results and the at least one other advertisement on the display of the data processing device. *See* Claim 1[h].
Claim 14	
14. The method of claim **12**, wherein the search refinement input comprises at least one additional search argument.	The Lycos Prospectus discloses that the search refinement input comprises at least one additional search argument. *See* Claim 5.
Claim 15	
15. The method of claim **12**, wherein the search refinement input comprises additional search criteria.	The Lycos Prospectus discloses that the search refinement input comprises additional search criteria. *See* Claim 6.
Claim 16	
16. The method of claim **12**, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The Lycos Prospectus discloses that the at least one advertisement includes a link to a website sponsoring the advertisement. *See* Claim 7.
Claim 17	
17. The method of claim **12**, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos Prospectus discloses this method. *See* Claim 12.
[a] determining that the user does not select the at least one advertisement; and	The Lycos Prospectus discloses determining that the user does not select the at least one advertisement. *See* Claim 8[a].
[b] transmitting the indication that the user	The Lycos Prospectus discloses transmitting the indication that the user does not select the at least one advertisement to the

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does not select the at least one advertisement to the advertising machine via the communications link.	advertising machine via the communications link. *See* Claim 8[a].
Claim 18	
18. The method of claim **12**, further comprising:	To the extent that this preamble may be construed to be limiting, the Lycos Prospectus discloses this method. *See* Claim 12.
[a] receiving user input to indicate selection of the at least one advertisement; and	The Lycos Prospectus discloses receiving user input to indicate selection of the at least one advertisement. *See* '970 Patent Claim 1[h].
[b] transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.	The Lycos Prospectus discloses transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link. *See* '970 Patent Claim 1[h].

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Claim 1	
1. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The Lycos Prospectus 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. *See* '970 Patent Claim 1[preamble].
[a] receiving from the data processing device via the communications link a search request that includes a search argument;	The Lycos Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* '970 Patent Claim 1[a].
[b] searching at least one database using the search argument to produce search results;	The Lycos Prospectus discloses searching at least one database using the search argument to produce search results. *See* '970 Patent Claim 1[b].
[c] selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results; and	The Lycos Prospectus discloses selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results. *See* '970 Patent Claim 1[c].
[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	The Lycos Prospectus 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. *See* '970 Patent Claim 1[d], '969 Patent Claim 6.

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

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communication with the data processing device that the user does not select the at least one advertisement; and	with the data processing device that the user does not select the at least one advertisement. *See* '970 Patent Claim 10[h].
[b] using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations.	The Lycos Prospectus discloses using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations. *See* '970 Patent Claims 11, 12, 13; '178 Patent Claim 8.
Claim 9	
9. A method for operating a data processing device of a user to receive advertisements via a communications link from an advertising machine implemented on at least one computer, the method comprising:	The Lycos Prospectus 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. *See* Claim 1[preamble].
[a] based upon interaction with the user, creating a search request that includes a search argument;	The Lycos Prospectus discloses creating a search request that includes a search argument based upon interaction with the user. *See* Claim 1[a].
[b] transmitting to the advertising machine via the communications link the search request that includes the search argument;	The Lycos Prospectus discloses transmitting to the advertising machine via the communications link the search request that includes the search argument. *See* Claim 1[a].
[c] receiving search results and at least one advertisement via the communications link from the advertising machine, the at least one advertisement relating to the search argument;	The Lycos Prospectus 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. *See* Claim 1[d].
[d] displaying the search results in a first display portion of a display of the	The Lycos Prospectus 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	*See* 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 Prospectus discloses displaying the at least one advertisement in a second display portion of the display of the data processing device. *See* 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 Prospectus discloses that the at least one advertisement includes a link to a website sponsoring the advertisement. *See* 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 Prospectus 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. *See* 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 Prospectus discloses transmitting user preference data to the advertising machine via the communications interface. *See* '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 Prospectus discloses this method. *See* 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 Prospectus discloses determining, via communication with the data processing device that the user does not select the at least one advertisement. *See* 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.	The Lycos Prospectus discloses using the determination that the user does not select the at least one advertisement in subsequent advertisement selection operations. *See* Claim 8[b].
Claim 14	
14. An advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user, the advertising machine comprising:	The Lycos Prospectus 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. *See* Claim 1[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The Lycos Prospectus discloses a communications interface operable to interface with the data processing device of the user via the communications link. *See* Claim 1[a].
[b] a database search engine operable to:	The Lycos Prospectus discloses a database search engine. *See* Claim 1[b].
[c] receive from the data processing device via the communications link a search request that includes a search argument; and	The Lycos Prospectus discloses receiving from the data processing device via the communications link a search request that includes a search argument. *See* Claim 1[a].
[d] search at least one database using the search argument to produce search results;	The Lycos Prospectus discloses searching at least one database using the search argument to produce search results. *See* Claim 1[b].
[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 Prospectus 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. *See* Claim 1[c].

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[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.	The Lycos Prospectus 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. *See* Claim 1[d].
Claim 15	
15. The advertising machine of claim **14**, wherein the at least one advertisement includes a link to a website sponsoring the advertisement.	The Lycos Prospectus discloses that the at least one advertisement includes a link to a website sponsoring the advertisement. *See* Claim 2.
Claim 18	
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.	The Lycos Prospectus 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. *See* Claim 5.
Claim 20	
20. The advertising machine of claim **14**, wherein the advertising machine is further operable to compile user profile data	The Lycos Prospectus discloses that the advertising machine is further operable to compile user profile data for the user based upon at least the search term. *See* Claim 7.

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

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relating to the search argument using the user profile data; and	*See* '245 Patent Claim 1[e].
[f] transmitting the search results together with the at least one advertisement via the communications link to the data processing device.	The Lycos Prospectus discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. *See* '245 Patent Claim 1[f].
Claim 2	
2. The method of claim **1**, wherein the user profile data includes prior purchasing information regarding the user.	The Lycos Prospectus discloses that the user profile data includes prior purchasing information regarding the user. Lycos Prospectus at GOOG-WRD-00872503-504: Lycos Prospectus at GOOG-WRD-00872499:

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	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. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 3	
3. The method of claim **1**, wherein storing the user profile data comprises storing the user profile data in a user profile database of the advertising machine.	The Lycos Prospectus discloses that storing the user profile data comprises storing the user profile data in a user profile database of the advertising machine. *See* Claim 1[b].
Claim 4	
4. The method of claim **1**, wherein storing the user profile data comprises storing the user profile data on the data processing device.	The Lycos Prospectus discloses storing the user profile data comprises storing the user profile data on the data processing device. *See* Claim 1[b]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 5	
5. The method of claim **1**, wherein the user profile data is based upon prior search history of the user.	The Lycos Prospectus discloses that the user profile data is based upon prior search history of the user. *See* '245 Patent Claim 7.
Claim 6	
6. The method of claim **1**, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests,	The Lycos Prospectus 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.

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political interests, technological interests, geographical interests, environmental interests, and educational interests.	*See* Claim 1[a]. Lycos Prospectus at GOOG-WRD-00872499: 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. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4
Claim 7	
7. The method of claim **1**, further comprising updating the user profile data based upon the search argument.	The Lycos Prospectus discloses updating the user profile data based upon the search argument. *See* '969 Patent Claim 3.
Claim 8	
8. The method of claim **1**, further comprising updating the user profile data using data obtained via interaction with the data processing device.	The Lycos Prospectus discloses updating the user profile data using data obtained via interaction with the data processing device. *See* Claim 1[a, b].
Claim 9	
9. The method of claim **1**, further comprising sorting the search results based upon the user profile data.	The Lycos Prospectus discloses sorting the search results based upon the user profile data. *See* '245 Patent Claim 3.
Claim 10	
10. The method of claim **1**, wherein searching at least one database having data network related information using the search argument to generate search results and selecting at least one advertisement from an advertisement database	The Lycos Prospectus 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. *See* '969 Patent Claim 1[b, c].

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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:	The Lycos Prospectus 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. *See* Claim 1[preamble].
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The Lycos Prospectus discloses a communications interface operable to interface with the data processing device of the user via the communications link. *See* Claim 1[c].
[b] a database search engine operable to:	The Lycos Prospectus discloses a database search engine. *See* Claim 1[d].
[c] receive from the data processing device via the communications interface a search request that includes a search argument; and	The Lycos Prospectus discloses receiving from the data processing device via the communications interface a search request that includes a search argument. *See* Claim 1[c].
[d] search at least one database having data network related information using the search argument to generate search results;	The Lycos Prospectus discloses searching at least one database having data network related information using the search argument to generate search results. *See* Claim 1[d].
[e] an associative search engine operable to:	The Lycos Prospectus discloses an associative search engine. *See* Claim 1[e].
[f] create user profile data for the user;	The Lycos Prospectus discloses creating user profile data for the user. *See* Claim 1[a].

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[g] store the user profile data; and	The Lycos Prospectus discloses storing the user profile data. *See* 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 Prospectus discloses selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data. *See* 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 Prospectus 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. *See* 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 Prospectus discloses that the user profile data includes prior purchasing information regarding the user. *See* Claim 2.
Claim 22	
22. The advertising machine of clam **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 Prospectus discloses that the associative search engine is operable to store the user profile data in a user profile database of the advertising machine. *See* 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 to the data processing device for storage.	The Lycos Prospectus 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. *See* Claim 4.

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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 Prospectus discloses that the user profile data is based upon prior search history of the user. *See* Claim 5.
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 Prospectus 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. *See* Claim 6.
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 Prospectus discloses that the at least one database having data network related information and the advertisement database comprise distinct differing databases. *See* Claim 10.