

EXHIBIT 6

Chart A-45

Claim Chart of the Open Text Registration No. 33-98858, Form F-1, dated November 1, 1995
("Open Text Form F-1")

as prior art to

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

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

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

'969 Patent	OPEN TEXT FORM F-1
Claim 1	
1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:	The Open Text Form F-1 discloses a method for providing advertisements to a user searching for desired information within a data network.

OPEN TEXT CORPORATION™



www.opentext.com

Id. at GOOG-WRD-00873600.

The Company

Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.

Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.

Open Text Form F-1 at GOOG-WRD-00873603.

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	<p data-bbox="586 256 1252 277">Unproven Acceptance of the Company's Products and Services; Developing Market</p> <p data-bbox="586 287 1425 680">Many of the Company's products or product versions have been introduced only recently. In January 1994, the Company introduced <i>Open Text 5</i>, the most recent version of its search engine software. In March 1995, the Company introduced <i>Latitude</i>, its document distribution system, and made its <i>Open Text Index</i> available on the Internet. In May 1995, the latest version of <i>Internet Anywhere</i> was released. In addition, the Company plans to release its initial integration of the <i>Latitude</i> and <i>Livelink</i> products and other new products and product versions in the near future. The Company is in the process of making the <i>Open Text Index</i> available to users of the Internet through Yahoo!, internetMCI and IBM infoMarket, and has recently begun selling advertising on the <i>Open Text Index</i> offered through the Company's Web site. See "Business—Products." The Company's success will depend in large measure upon the success of these products and services. Failure of these products and services to achieve significant market acceptance and usage would adversely affect the Company's business, operating results and financial condition. Because certain of the Company's software is newly released, there can be no assurance that, despite testing by the Company, errors will not be found in such software after release, or, if discovered, that the Company will be able to successfully correct such errors in a timely manner. If the Company is unable to successfully market its current products and services, develop new software products and services and enhancements to current products and services, correct errors on a timely basis or complete products and services currently under development, or if such new products and services or enhancements do not achieve market acceptance, the Company's business, operating results and financial condition will be materially adversely affected.</p> <p data-bbox="573 722 969 751">Id. at GOOG-WRD-00873609.</p> <p data-bbox="586 795 1409 840">Dependence on the Internet; Uncertain Adoption of the Internet as a Medium of Communications and Commerce; Uncertain Future of the Internet as an Advertising Medium</p> <p data-bbox="586 848 1435 1159">Rapid growth in interest in and use of the Internet is a recent phenomenon. The market for certain of the Company's products and services are highly dependent upon the increased use of the Internet for information publication and distribution and commercial applications, and on the development of the Internet as an advertising medium. There can be no assurance that communication or commerce over the Internet will become widespread. Similarly, there can be no assurance that the Internet will develop as an attractive medium for advertisements, whether through Internet "gateways" with which the Company has relationships, through the <i>Open Text Index</i> or otherwise. See "Business—Gateway Agreements." Critical issues concerning the commercial use of the Internet, including security, reliability, cost, ease of use, access, quality of service and acceptance of advertising, remain unresolved and may retard the growth of Internet use or the placement of advertisements on the Internet. If widespread commercial use of the Internet does not develop, or if the Internet does not develop as an attractive medium for advertising, the Company's business, operating results and financial condition could be materially adversely affected. See "Business—Industry Overview." The Company also plans to distribute certain products electronically through the Internet. There can be no assurance that this method of distribution will be commercially successful.</p> <p data-bbox="573 1201 969 1230">Id. at GOOG-WRD-00873611.</p> <p data-bbox="586 1274 813 1295">Competition; New Entrants</p> <p data-bbox="586 1306 1435 1392">The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to persist, increase and intensify in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p data-bbox="586 1413 1435 1610">The primary competitors of the Company's <i>Open Text Index</i> are Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on Netscape Communications Corporation's ("Netscape") Netscape Navigator user interface and have superior name recognition. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p> <p data-bbox="573 1652 969 1682">Id. at GOOG-WRD-00873611.</p>

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	<p data-bbox="581 260 938 283">Dependence on Internet Gateway Providers</p> <p data-bbox="581 294 1437 762">The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into agreements with several Internet "gateways," including Yahoo! Corporation, internetMCI and IBM infoMarket (the "Gateways"), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's <i>Open Text Index</i> in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the <i>Open Text Index</i> initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Accordingly, the success of the Company is dependent to a large degree on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and may be terminated at the convenience of the other party. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial conditions.</p> <p data-bbox="571 802 969 831">Id. at GOOG-WRD-00873612.</p> <p data-bbox="586 879 1425 942">The Company has begun selling advertising on the <i>Open Text Index</i>. As the market for advertising on the Internet is new and rapidly evolving, the Company is exploring a variety of alternative marketing and sales strategies for this effort and has not yet dedicated full time marketing and sales personnel to it.</p> <p data-bbox="571 984 969 1014">Id. at GOOG-WRD-00873613.</p> <p data-bbox="581 1062 1209 1085">Risk of Capacity Constraints and System Failure Relating to <i>Open Text Index</i></p> <p data-bbox="581 1094 1437 1570">A key element of the Company's marketing strategy and promotional efforts is its use of the <i>Open Text Index</i>, which the Company makes available at no charge to users of the Internet, as a highly visible demonstration of the capabilities of the Company's search engine software. Accordingly, the performance of the <i>Open Text Index</i> is critical to the Company's reputation, the success of its relationships with Internet gateways and its ability to attract advertisers to the <i>Open Text Index</i>. Any system failure that causes interruptions in the availability or speed of the Company's <i>Open Text Index</i> could have a material adverse effect on the Company. An increase in the volume of searches conducted at the <i>Open Text Index</i> could strain the capacity of the Company's search engine or the hardware deployed at the <i>Open Text Index</i>, which could lead to slower response times or even a complete system failure. Recently, the <i>Open Text Index</i> experienced a period of significantly slower response times due to an increased volume of searches, until the Company added additional servers and communications capacity. The Company has made certain commitments under its gateway agreements to provide rapid response times and consistent system availability, and, accordingly, any slower response times or system failure could result in the termination of, or exposure to damages under, one or more of these agreements. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment used to provide the <i>Open Text Index</i>. Copies of the Company's <i>Open Text Index</i> are located at computer facilities located in Toronto, Ontario and Mountain View, California. While this system provides a redundant copy of the <i>Open Text Index</i>, there can be no assurance that a system failure at either of these locations would not adversely affect the performance of the <i>Open Text Index</i>. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's <i>Open Text Index</i> users.</p> <p data-bbox="571 1610 1011 1640">Id. at GOOG-WRD-00873613-14.</p> <p data-bbox="581 1688 1429 1885">In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.</p>

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	<p data-bbox="573 296 971 323">Id. at GOOG-WRD-00873634.</p> <ul data-bbox="573 373 1430 527" style="list-style-type: none"> <p data-bbox="573 373 1430 527">● <i>Capitalize on Web Advertising Revenue Opportunity.</i> An emerging revenue opportunity for highly visible, frequently accessed Web sites is the sale of advertising space on the screen that users view when visiting a Web page. The Company has begun to sell advertising on its <i>Open Text Index</i> home page and has entered into agreements with Yahoo! and internetMCI that provide for the Company to receive a share of the advertising revenue generated by the sale of advertising space visible to the Gateway user during the course of a search for information using the <i>Open Text Index</i> through the Gateway.</p> <p data-bbox="573 575 971 602">Id. at GOOG-WRD-00873637.</p> <p data-bbox="573 653 1430 1010">The Company has licensed the <i>Open Text Index</i> and ongoing updates to Yahoo!, internetMCI and IBM infoMarket. The Gateways provide the <i>Open Text Index</i> to their customers as part of their Web access service. The <i>Open Text Index</i> also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an <i>Open Text Index</i> search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the <i>Open Text Index</i>. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place "billboard" advertisements on the <i>Open Text Index</i>, which are visible on a portion of the screen displaying the <i>Open Text Index</i> user interface. Also available will be "embedded" advertisements, which are presented with the other results of a search using the <i>Open Text Index</i>. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an <i>Open Text Index</i> search service on its own home page Web site at no charge to the user. The Company has begun to sell billboard advertising space on the <i>Open Text Index</i> user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service.</p> <p data-bbox="573 1035 1430 1119">The Company intends to market the <i>Open Text Index</i> or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the <i>Open Text Index</i> will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue.</p> <p data-bbox="573 1167 971 1194">Id. at GOOG-WRD-00873642.</p> <p data-bbox="573 1245 1430 1329"><i>Open Text Index Advertising.</i> The Company has begun selling advertising on the <i>Open Text Index</i>. Because the market for advertising on the Internet is new and rapidly evolving, the Company is exploring a variety of alternative marketing and sales strategies for this effort and has not yet dedicated full time marketing and sales personnel to it.</p> <p data-bbox="573 1377 971 1404">Id. at GOOG-WRD-00873645.</p> <p data-bbox="573 1455 760 1482">Gateway Agreements</p> <p data-bbox="573 1493 1430 1556">The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the <i>Open Text 5</i> search engine and the <i>Open Text Index</i> for use with the Internet information resource products offered by the Gateways.</p> <p data-bbox="573 1566 1430 1745">The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the <i>Open Text Index</i>. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the <i>Open Text Index</i>. The internetMCI agreement also provides for monthly fees for ongoing updates of the <i>Open Text Index</i>. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers."</p> <p data-bbox="573 1793 971 1820">Id. at GOOG-WRD-00873646.</p>

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[a] receiving, from the user, a search request including a search argument corresponding to the desired information;

Competition

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

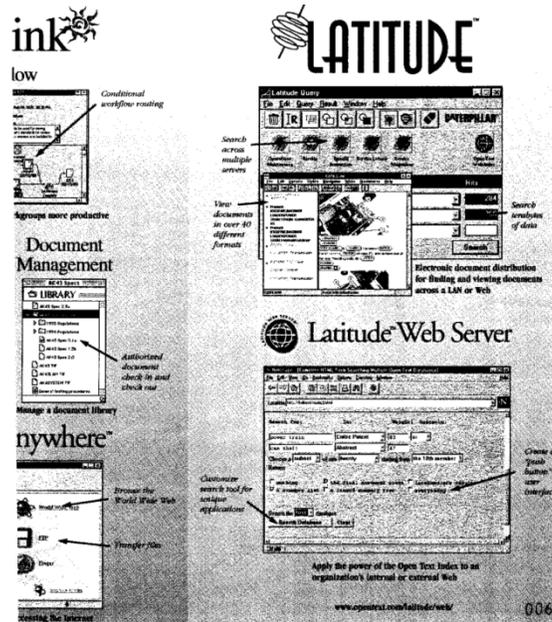
The primary competitors of the Company's *Open Text Index* include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the *Open Text Index*, are displayed on the Netscape Navigator user interface and have superior name recognition. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers the Internet. The Company believes that the *Open Text Index* is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the *Open Text Index* is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.

Id. at GOOG-WRD-00873647.

The Open Text Form F-1 discloses received, from the user, a search request including a search argument corresponding to the desired information.

The image is a collage of several screenshots from different web-based applications. On the left, there's a screenshot of 'Open Text 5' showing a search interface with fields for 'Search in', 'Region', and 'File'. Below it, text says 'High performance text retrieval and indexing engine.' In the center, there's a screenshot of 'Open Text Index' with logos for IBM, Yahoo!, and MCI. On the right, there's a screenshot of 'Live Work' showing a project management interface with a 'PROJECT' dropdown and buttons for 'Update', 'Members', 'Discussion', and 'Task List'. Below that, another screenshot shows 'Internet' with a search bar and buttons for 'Send' and 'Receive'. Various text annotations with arrows point to specific features in the screenshots, such as 'Powerful search techniques', 'Route documents from step to step', 'Collaborative Tools', and 'Send and receive electronic mail'.

Id. at GOOG-WRD-00873601.



Id. at GOOG-WRD-00873602.

The Company

Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.

Employing its search engine and related technologies, the Company has created the *Open Text Index*, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the *Open Text Index* as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.

The Company's search engine, currently marketed as *Open Text 5*, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of *Latitude*, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet.

The Company also markets *Livelink*, a workflow and document management system that combines the features of a traditional document management system with workflow management and collaborative computing functions. The Company is integrating *Latitude* and *Livelink* to enable users to find and retrieve information stored on an organization's networks and the Internet, establish collaborative workgroups and manage and track the progress of their work, and manage the distribution of the resulting work product and other information using networks or the Internet.

Id. at GOOG-WRD-00873603.

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

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	<p data-bbox="591 258 1429 390"><i>Open Text Index</i>, there can be no assurance that a system failure at either of these locations would not adversely affect the performance of the <i>Open Text Index</i>. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's <i>Open Text Index</i> users.</p> <p data-bbox="573 428 1011 457">Id. at GOOG-WRD-00873613-14.</p> <p data-bbox="583 504 1013 525">Liability for Information Retrieved from the Internet</p> <p data-bbox="583 533 1429 800">Because materials may be uploaded by the on-line or Internet services operated or facilitated by the Company or the Internet gateways with which it has a relationship and be subsequently distributed to others, there is a potential that claims will be made against the Company for defamation, negligence, copyright or trademark infringement or other theories based on the nature and content of such materials. Such claims have been brought, and sometimes successfully pressed, against on-line services, including a recent, successful high-profile case against Prodigy. Although the Company carries general liability insurance, the Company's insurance may not cover potential claims of this type, or may not be adequate to indemnify the Company for all liability that may be imposed. Any imposition of liability that is not covered by insurance or is in excess of insurance coverage could have a material adverse effect on the Company. In addition, recent legislative proposals aimed at limiting the use of the Internet to transmit indecent materials could, if successful, result in significant potential liability to Internet service providers including the Company, as well as additional costs and technological challenges in complying with any such legislation.</p> <p data-bbox="573 837 971 867">Id. at GOOG-WRD-00873615.</p> <p data-bbox="967 911 1058 932" style="text-align: center;">BUSINESS</p> <p data-bbox="587 945 1438 1257">Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p data-bbox="573 1295 971 1325">Id. at GOOG-WRD-00873633.</p> <p data-bbox="587 1371 1169 1392">The Company's suite of software products addresses the following needs:</p> <ul data-bbox="587 1417 1435 1667" style="list-style-type: none"> ● <i>Find Information.</i> The Company's proprietary string search technology enables users to search the full text of databases and documents in response to a user query that is not limited to document titles or keywords. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's search engine and related products, including <i>Open Text 5</i> and <i>Latitude</i>, enable users to find and view information, thus supporting both the creative and storage-related functions critical to individual and collaborative work processes. The Company's search and retrieval solutions address the needs of a variety of information users and include the <i>Open Text Index</i>, a service that allows computer users to search the Company's index of the Web, and <i>Latitude Web Server</i>, which will enable organizations to index and search for information on their local and wide area networks and the Internet. <p data-bbox="573 1705 1011 1734">Id. at GOOG-WRD-00873636-37.</p>

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	<p data-bbox="602 260 794 281">The Open Text Strategy</p> <p data-bbox="602 294 1433 359">The Company's objective is to be the leading provider of information search, work process management and information distribution solutions to the spectrum of users of local and wide area networks and the Internet. Key elements of the Company's strategy are summarized below:</p> <ul data-bbox="638 369 1433 674" style="list-style-type: none"> <li data-bbox="638 369 1433 558">● <i>Build Awareness of the "Open Text" Brand and Increase Internet Exposure through Alliances with Internet Gateways.</i> The Company believes that awareness of the Company and its software solutions will increase as Internet users are exposed to the Company's search and retrieval technology through their use of the <i>Open Text Index</i>. The Company has entered into agreements with popular Internet gateways, including Yahoo!, internetMCI and IBM infoMarket, to license its <i>Open Text Index</i> and search and retrieval technology for use with the Internet resource products offered by the Gateways. Each Gateway identifies the <i>Open Text Index</i> on the user interface when the Company's search technology is employed. The Company intends to pursue similar arrangements with other Internet gateways. <li data-bbox="638 569 1433 674">● <i>Provide Integrated Information Search, Work Process Management and Information Distribution Solutions.</i> The Company intends to integrate <i>Latitude</i>, its document search and distribution product, with <i>Livelink</i>, its workflow and document management system. The Company's goal is to offer an integrated information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. <p data-bbox="573 716 967 743">Id. at GOOG-WRD-00873637.</p> <p data-bbox="589 791 680 812">Technology</p> <p data-bbox="605 827 859 848"><i>Search and Retrieval Technology</i></p> <p data-bbox="589 863 1433 978"><i>Development History.</i> Much of the technology that characterizes the Company's full text retrieval indexing and search products evolved out of the work of the Oxford English Dictionary project undertaken at the University of Waterloo in 1984 and completed in 1989. This project, undertaken in cooperation with Oxford University Press, IBM and the Government of Canada, required the development of technology suitable for searching large databases containing complex, multilingual, highly irregular data structured in SGML format.</p> <p data-bbox="589 999 1433 1110">Modern text search and retrieval technologies are based on the full text index model. Full text retrieval software builds a comprehensive index of all terms that appear in the documents to be searched and completes searches by reading the index, rather than by accessing and reading the documents themselves. Unlike traditional relational database management systems, full text retrieval does not require that information be rigorously structured in row and column formats.</p> <p data-bbox="589 1136 1433 1312">Traditionally, full text retrieval systems have been based on the creation of an "inverted word index," which is a list of each indexed term that appears in a database. The inverted word index also lists the locations in the documents where the term appears. This approach is best suited to collections of documents that are relatively small, stored in one location, and in languages that employ the standard European alphabet. Inverted word search technology cannot practically index common words such as "and," "the" and "is," because these words occur in numerous locations in each document, rendering searches for phrases such as "The Limited," "We, the people" and "to be or not to be" impractical. By contrast, string search algorithms, such as those employed by the Company, permit efficient searches for such phrases.</p>

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

Open Architecture. The architecture of the search engine is modular and open, which allows applications of the Company's search technology to grow with a customer's requirements and databases and facilitates the customization of the product by the customer. The search engine is currently compatible with over 40 document formats, including major word processing and spreadsheet formats, which allows an organization to leave all of its data in original locations and formats. This eliminates the need for data duplication and conversion, which can create a significant risk of loss of high value data.

Comparison to Traditional Architecture: The Company's search engine supports the standard features expected of a commercial full text retrieval system. In addition, the Company believes that its search engine offers advantages over conventional systems, including the following:

- Search response time does not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed.
- Searches are not adversely affected by the use of common words. Using the Company's search engine, searches for phrases including common words, such as "The Limited," "We, the people" and "to be or not to be," return results rapidly.
- The Company's search engine is fully SGML compliant and can search for words or phrases that appear in specific structural elements of a document, such as titles, headings or footnotes.
- The Company's search technology does not depend on the word structure of European languages and supports searches in languages that require the use of multiple bytes for each character.

Id. at GOOG-WRD-00873638-40.

Products

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

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

* The ability of the Company to meet scheduled product release dates is subject to a variety of factors, including its ability to solve technical problems and test products, competing priorities of the Company, the availability of development and other resources and other factors outside the control of the Company. There can be no assurance that the Company will not experience difficulties that could delay or prevent the successful development, introduction or marketing of new products or that new products and product enhancements will perform to the Company's expectations or achieve market acceptance.

Id. at GOOG-WRD-00873641.

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	<p data-bbox="602 258 737 279"><i>Open Text Index</i></p> <p data-bbox="581 294 1432 470">The <i>Open Text Index</i> uses the <i>Open Text 5</i> search engine and the Company's crawlers to index information located on the Web. The <i>Open Text Index</i> indexes every word of every page of information indexed, rather than a selection of key words. Although the amount of information available on the Internet is increasing rapidly, the Company seeks to keep pace with this growth by increasing the coverage of the <i>Open Text Index</i>. The Company believes that its crawlers have identified a substantial portion of the sites located on the Web. As of October 19, 1995, the <i>Open Text Index</i> had indexed over 1.7 billion words, numbers and addresses, which have been indexed from more than 1.1 million pages. The <i>Open Text Index</i> has also indexed over 16 million hyperlinks to other pages.</p> <p data-bbox="581 474 1432 564">The <i>Open Text Index</i> enables a user to search for terms appearing in particular elements of document structure, conduct weighted searches and search for other documents with similar content. The <i>Open Text Index</i> also provides a "results sampling" feature, which permits the user to view the searched term in context from the <i>Open Text Index</i> without being required to access the documents in which the term appears.</p> <p data-bbox="581 585 1432 940">The Company has licensed the <i>Open Text Index</i> and ongoing updates to Yahoo!, internetMCI and IBM infoMarket. The Gateways provide the <i>Open Text Index</i> to their customers as part of their Web access service. The <i>Open Text Index</i> also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an <i>Open Text Index</i> search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the <i>Open Text Index</i>. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place "billboard" advertisements on the <i>Open Text Index</i>, which are visible on a portion of the screen displaying the <i>Open Text Index</i> user interface. Also available will be "embedded" advertisements, which are presented with the other results of a search using the <i>Open Text Index</i>. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an <i>Open Text Index</i> search service on its own home page Web site at no charge to the user. The Company has begun to sell billboard advertising space on the <i>Open Text Index</i> user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service.</p> <p data-bbox="581 963 1432 1054">The Company intends to market the <i>Open Text Index</i> or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the <i>Open Text Index</i> will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue.</p> <p data-bbox="573 1094 1011 1121">Id. at GOOG-WRD-00873641-42.</p> <p data-bbox="602 1167 769 1188"><i>Latitude Web Server</i></p> <p data-bbox="581 1203 1432 1360">The Company recently announced <i>Latitude Web Server</i>, a tool kit that will facilitate an organization's creation of a Web site or a Private Web that enables users to find and retrieve information and documents using an index of the organization's network and other Web sites and enables the organization to make selected documents and information available to the public over the Internet. <i>Latitude Web Server</i> consists of publicly available internet protocol software, <i>Open Text 5</i>, the Company's crawlers that create and maintain the index, an application programming interface that permits integration of the Company's indexing and search technology with network- and Web-based applications and administrative tools that track and monitor the use of the index.</p> <p data-bbox="581 1381 1432 1518"><i>Latitude Web Server</i> will be marketed by the Company's direct sales force to organizations that are publishing on the Web or building Private Webs and to OEMs that wish to embed the Company's indexing and search technology in their Internet-based applications. <i>Latitude Web Server</i> is installed in "beta" version in several test sites and is expected to be available before the end of calendar 1995. The Company expects that <i>Latitude Web Server</i> will be offered for prices generally ranging from approximately US\$12,000 to US\$25,000 or more, depending on the desired features and the number of servers containing information to be indexed.</p> <p data-bbox="602 1545 672 1566"><i>Latitude</i></p> <p data-bbox="581 1581 1432 1717"><i>Latitude</i> enables organizations to find and view information and documents spread across multiple servers on local and wide area networks and the Internet. Information can be viewed "as is" in native file formats without first having to be converted into a proprietary format. <i>Latitude</i> employs the Company's search engine and PEM technology to index and retrieve information and documents, and incorporates a set of viewers that are automatically invoked depending on the type of data or document. <i>Latitude</i> enables a user to view, in native format, documents and information in over 40 different formats, including major word processing and</p>

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spreadsheet formats, SGML, Adobe Acrobat files, CAD drawings and multimedia files. Additional viewers can be added for customers with specially formatted information.

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

The product is currently available as Latitude Office. The Company currently plans to introduce Latitude Department, an enhancement of Latitude Office, in the second quarter of calendar 1996. One of the additional features of Latitude Department is a directory similar in format to a table of contents that will enable users to locate documents by category. The Company also currently plans to introduce Latitude Enterprise, a further enhancement of Latitude Office that will support SQL, in calendar 1996. Latitude Department and Latitude Enterprise are both designed to support larger and more complex environments by providing additional viewers and more advanced server and routing capabilities for greater search efficiency.

Latitude is marketed by the Company's direct sales force and through VARs. The price of Latitude is US\$28,000 per server, plus a fee of US\$200-\$350 per client license depending on the number of licenses and other factors. In a typical configuration, the price of a Latitude Office system ranges from US\$50,000 to US\$60,000.

Id. at GOOG-WRD-00873642-43.

Open Text 5

Open Text 5 is the search engine upon which several of the other products and applications marketed by the Company are based. It is sold as a stand-alone indexing and search product that can be added to or employed in custom designed document management systems. For example, Boeing's component cost department uses Open Text 5 to search its internal files for previously prepared cost change estimates involving parts for which similar cost change estimates are required. The underlying indexing and retrieval technology also is licensed to OEMs for inclusion in their systems.

The Company currently is finalizing Open Text 6, which is currently expected to be available for shipment and integration with other products in the first quarter of calendar 1996. This new version of the Company's search engine is expected to include several new features, including faster index updating, indexes requiring less storage capacity and fuzzy logic searches, which expand the scope of a search to include words and phrases that are similar to the search terms.

Open Text 5 is marketed by the Company's direct sales force, and the price of a typical system ranges from US\$30,000 to US\$50,000.

Id. at GOOG-WRD-00873644.

Customers

The Company's customers include:

Open Text Index	Open Text 5	Livelink	
International Business Machines Corporation	Andersen Consulting	BankAmerica Corporation	Nippon Telephone and Telegraph Corporation
networkMCI, Inc.	The Boeing Company	The Boeing Company	Oracle Corporation
Yahoo! Corporation	California Continuing Education of the Bar	The British Petroleum P.L.C.	Qualcomm, Inc.
Latitude	International Business Machines Corporation	Canon Sales Co., Inc.	Sony Microelectronics/Texas
Amdahl Corporation	MCI Communications Corp.	General Electric Company	TransCanada Pipelines
CAE Electronics, Ltd.	Oracle Corporation	Hitachi, Ltd.	UAL Corporation
Caterpillar Inc.	Pratt & Whitney	MCI Communications Corp.	US Food and Drug Administration
	Union Bank of Switzerland	National Aeronautics and Space Administration	US Missile Command
	US Department of Defense		
	US Department of Energy		

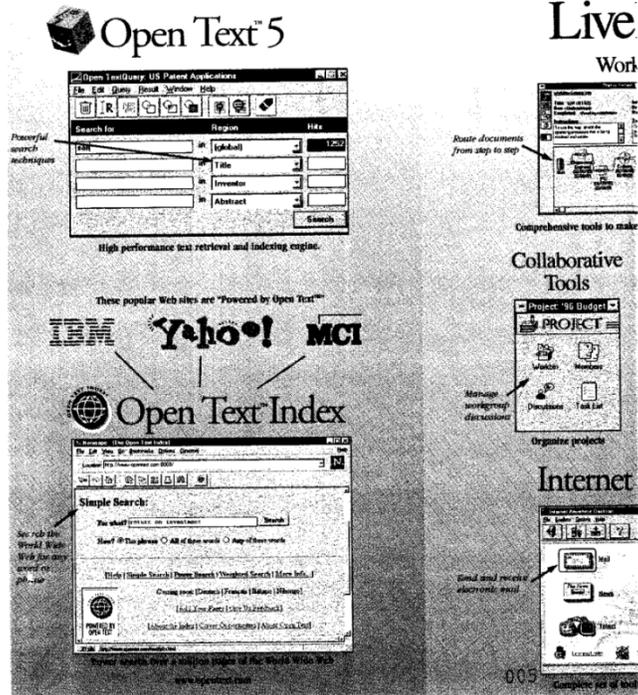
Id. at GOOG-WRD-00873646.

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	<p>Gateway Agreements</p> <p>The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the <i>Open Text 5</i> search engine and the <i>Open Text Index</i> for use with the Internet information resource products offered by the Gateways.</p> <p>The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the <i>Open Text Index</i>. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the <i>Open Text Index</i>. The internetMCI agreement also provides for monthly fees for ongoing updates of the <i>Open Text Index</i>. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers."</p> <p>Id. at GOOG-WRD-00873646.</p> <p>Competition</p> <p>The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to increase in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p>The primary competitors of the Company's <i>Open Text Index</i> include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on the Netscape Navigator user interface and have superior name recognition. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers the Internet. The Company believes that the <i>Open Text Index</i> is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p> <p>In the market for information search and retrieval software, the Company competes with Excalibur Technologies Corporation, Fulcrum Technologies, Inc., Information Dimensions, Inc., PLS, Verity, Inc. and others. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from companies that enhance products such as document management systems, groupware applications, Internet products and operating systems to include information search and retrieval functions. The Company believes that the principal competitive factors in this market include the ability to search large amounts of data rapidly without degradation in performance, the ability to find and view information on disparate platforms in a variety of formats and locations, vendor and product reputation, the ability to index information comprehensively, ease of use, product architecture, product quality and performance, quality of product support and price. The Company believes that its search and retrieval technology competes favorably with respect to these factors.</p> <p>Id. at GOOG-WRD-00873647.</p> <p>Product Development</p> <p>As of August 30, 1995, the Company's research and development organization included 30 software developers supported by eight additional professionals engaged in product verification and documentation. A number of key technical staff have been developing text retrieval software since the 1970s. The Company's roots in the Oxford English Dictionary project provide eleven years of experience with full text retrieval software.</p> <p>Id. at GOOG-WRD-00873648.</p>
[b] searching, based upon the received search argument, a first database having data network related	The Open Text Form F-1 discloses searching, based upon the received search argument, a first database having data network related information to generate search results.

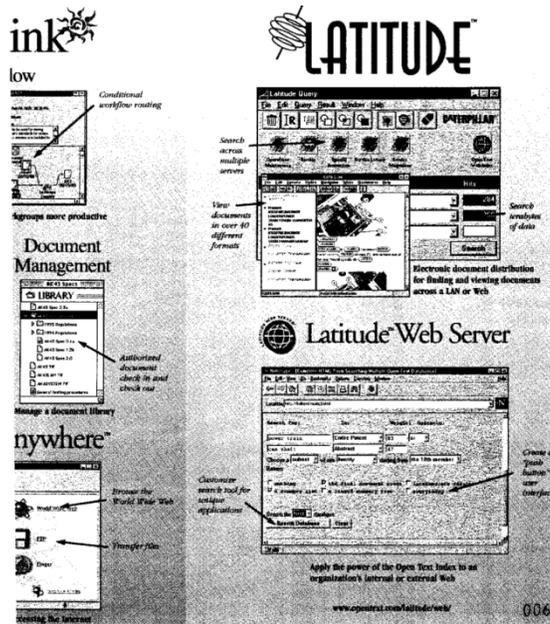
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information to generate search results;



Id. at GOOG-WRD-00873601.



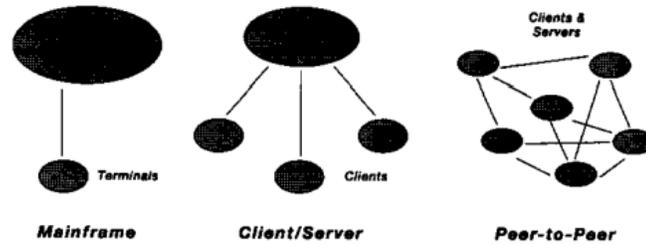
Id. at GOOG-WRD-00873602.

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	<p style="text-align: center;">The Company</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Employing its search engine and related technologies, the Company has created the <i>Open Text Index</i>, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the <i>Open Text Index</i> as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.</p> <p>The Company's search engine, currently marketed as <i>Open Text 5</i>, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of <i>Latitude</i>, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet.</p> <p>The Company also markets <i>Livelink</i>, a workflow and document management system that combines the features of a traditional document management system with workflow management and collaborative computing functions. The Company is integrating <i>Latitude</i> and <i>Livelink</i> to enable users to find and retrieve information stored on an organization's networks and the Internet, establish collaborative workgroups and manage and track the progress of their work, and manage the distribution of the resulting work product and other information using networks or the Internet.</p> <p>Id. at GOOG-WRD-00873603.</p> <p>Competition; New Entrants</p> <p>The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to persist, increase and intensify in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p>The primary competitors of the Company's <i>Open Text Index</i> are Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on Netscape Communications Corporation's ("Netscape") Netscape Navigator user interface and have superior name recognition. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p> <p>In the market for information search and retrieval software, the Company competes with Excalibur Technologies Corporation, Fulcrum Technologies, Inc., Information Dimensions, Inc., Personal Library Software, Inc., Verity, Inc. and others. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from companies that enhance products such as document management systems, groupware applications, Internet products and operating systems to include information search and retrieval functions.</p> <p>Id. at GOOG-WRD-00873611.</p>

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	<p data-bbox="589 260 938 281">Dependence on Internet Gateway Providers</p> <p data-bbox="589 294 1435 751">The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into agreements with several Internet "gateways," including Yahoo! Corporation, internetMCI and IBM infoMarket (the "Gateways"), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's <i>Open Text Index</i> in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the <i>Open Text Index</i> initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Accordingly, the success of the Company is dependent to a large degree on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and may be terminated at the convenience of the other party. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial conditions.</p> <p data-bbox="573 793 971 825">Id. at GOOG-WRD-00873612.</p> <p data-bbox="589 869 1206 890">Risk of Capacity Constraints and System Failure Relating to <i>Open Text Index</i></p> <p data-bbox="589 898 1435 1373">A key element of the Company's marketing strategy and promotional efforts is its use of the <i>Open Text Index</i>, which the Company makes available at no charge to users of the Internet, as a highly visible demonstration of the capabilities of the Company's search engine software. Accordingly, the performance of the <i>Open Text Index</i> is critical to the Company's reputation, the success of its relationships with Internet gateways and its ability to attract advertisers to the <i>Open Text Index</i>. Any system failure that causes interruptions in the availability or speed of the Company's <i>Open Text Index</i> could have a material adverse effect on the Company. An increase in the volume of searches conducted at the <i>Open Text Index</i> could strain the capacity of the Company's search engine or the hardware deployed at the <i>Open Text Index</i>, which could lead to slower response times or even a complete system failure. Recently, the <i>Open Text Index</i> experienced a period of significantly slower response times due to an increased volume of searches, until the Company added additional servers and communications capacity. The Company has made certain commitments under its gateway agreements to provide rapid response times and consistent system availability, and, accordingly, any slower response times or system failure could result in the termination of, or exposure to damages under, one or more of these agreements. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment used to provide the <i>Open Text Index</i>. Copies of the Company's <i>Open Text Index</i> are located at computer facilities located in Toronto, Ontario and Mountain View, California. While this system provides a redundant copy of the <i>Open Text Index</i>, there can be no assurance that a system failure at either of these locations would not adversely affect the performance of the <i>Open Text Index</i>. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's <i>Open Text Index</i> users.</p> <p data-bbox="573 1415 1011 1446">Id. at GOOG-WRD-00873613-14.</p> <p data-bbox="589 1491 1011 1512">Liability for Information Retrieved from the Internet</p> <p data-bbox="589 1520 1435 1785">Because materials may be uploaded by the on-line or Internet services operated or facilitated by the Company or the Internet gateways with which it has a relationship and be subsequently distributed to others, there is a potential that claims will be made against the Company for defamation, negligence, copyright or trademark infringement or other theories based on the nature and content of such materials. Such claims have been brought, and sometimes successfully pressed, against on-line services, including a recent, successful high-profile case against Prodigy. Although the Company carries general liability insurance, the Company's insurance may not cover potential claims of this type, or may not be adequate to indemnify the Company for all liability that may be imposed. Any imposition of liability that is not covered by insurance or is in excess of insurance coverage could have a material adverse effect on the Company. In addition, recent legislative proposals aimed at limiting the use of the Internet to transmit indecent materials could, if successful, result in significant potential liability to Internet service providers including the Company, as well as additional costs and technological challenges in complying with any such legislation.</p> <p data-bbox="573 1827 971 1858">Id. at GOOG-WRD-00873615.</p>

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	<p style="text-align: center;">BUSINESS</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Id. at GOOG-WRD-00873633.</p> <p>Industry Overview</p> <p>Organizations are increasingly seeking to streamline their business processes in order to increase worker productivity and reduce costs through the implementation of information management solutions. Through investments in traditional information management tools, organizations often establish a variety of data processing infrastructures that are rigidly designed to complete specific tasks or perform narrowly defined functions. As a result, organizations are increasingly faced with significant information management challenges attributable to rapidly increasing amounts of data created and stored in a variety of formats and in disparate locations across various networks. In addition, the emergence of the Internet as an important medium for communications is an increasingly significant influence on the configuration of network computing environments, and organizations are increasingly adopting private networks that are based on client/server architectures and that employ Internet data formats and communications protocols to connect geographically dispersed networks and facilities.</p> <p style="text-align: center;"><i>Proliferation of Information on Client/Server Networks and the Internet</i></p> <p>In recent years, advances in computer hardware and software technology have resulted in dramatic increases in the amount of electronically stored information available to computer users. The ease of use, increased performance and declining cost of computer hardware and software have resulted in rapid growth in the number of business and individual personal computer users and the migration of corporate networks from centralized mainframe systems to distributed local and wide area networks based on client/server architectures and, more recently, on network-based architectures. The prevalence of client/server networks facilitates the creation and storage of information on numerous computers in disparate locations and in a wide variety of files and formats. Client/server networks consist of desktop computers ("clients") that can access powerful computers ("servers") that store large amounts of information and perform computing functions on behalf of clients. These networks enable dispersed users to communicate with and access the information and other resources of other computers in the network across traditional geographic and organizational boundaries. As a result, information that is critical to organizations increasingly is created, managed and stored on a decentralized basis in numerous sites and in a variety of files and formats.</p>

Network Computing Evolution



Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have created an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (peer-to-peer architecture).

The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference and for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million by the year 2000. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet.

The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Private Webs") that connect an organization's local area networks. The implementation of a Private Web is a low cost alternative to the establishment of a proprietary private network. Private Webs enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Private Web servers to publish documents and data on the Web that are created and resident on its Private Web.

In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Diverse Data Formats

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

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

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

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

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

Id. at GOOG-WRD-00873633-35.

The Company's suite of software products addresses the following needs:

- **Find Information.** The Company's proprietary string search technology enables users to search the full text of databases and documents in response to a user query that is not limited to document titles or keywords. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's search engine and related products, including *Open Text 5* and *Latitude*, enable users to find and view information, thus supporting both the creative and storage-related functions critical to individual and collaborative work processes. The Company's search and retrieval solutions address the needs of a variety of information users and include the *Open Text Index*, a service that allows computer users to search the Company's index of the Web, and *Latitude Web Server*, which will enable organizations to index and search for information on their local and wide area networks and the Internet.

Id. at GOOG-WRD-00873636-37.

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	<p data-bbox="602 260 794 281">The Open Text Strategy</p> <p data-bbox="602 294 1435 357">The Company's objective is to be the leading provider of information search, work process management and information distribution solutions to the spectrum of users of local and wide area networks and the Internet. Key elements of the Company's strategy are summarized below:</p> <ul data-bbox="638 369 1435 672" style="list-style-type: none"> <li data-bbox="638 369 1435 556">● <i>Build Awareness of the "Open Text" Brand and Increase Internet Exposure through Alliances with Internet Gateways.</i> The Company believes that awareness of the Company and its software solutions will increase as Internet users are exposed to the Company's search and retrieval technology through their use of the <i>Open Text Index</i>. The Company has entered into agreements with popular Internet gateways, including Yahoo!, internetMCI and IBM infoMarket, to license its <i>Open Text Index</i> and search and retrieval technology for use with the Internet resource products offered by the Gateways. Each Gateway identifies the <i>Open Text Index</i> on the user interface when the Company's search technology is employed. The Company intends to pursue similar arrangements with other Internet gateways. <li data-bbox="638 569 1435 672">● <i>Provide Integrated Information Search, Work Process Management and Information Distribution Solutions.</i> The Company intends to integrate <i>Latitude</i>, its document search and distribution product, with <i>Livelink</i>, its workflow and document management system. The Company's goal is to offer an integrated information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet. <p data-bbox="573 714 967 741">Id. at GOOG-WRD-00873637.</p> <p data-bbox="586 791 680 812">Technology</p> <p data-bbox="605 827 859 848"><i>Search and Retrieval Technology</i></p> <p data-bbox="586 863 1435 974"><i>Development History.</i> Much of the technology that characterizes the Company's full text retrieval indexing and search products evolved out of the work of the Oxford English Dictionary project undertaken at the University of Waterloo in 1984 and completed in 1989. This project, undertaken in cooperation with Oxford University Press, IBM and the Government of Canada, required the development of technology suitable for searching large databases containing complex, multilingual, highly irregular data structured in SGML format.</p> <p data-bbox="586 999 1435 1110">Modern text search and retrieval technologies are based on the full text index model. Full text retrieval software builds a comprehensive index of all terms that appear in the documents to be searched and completes searches by reading the index, rather than by accessing and reading the documents themselves. Unlike traditional relational database management systems, full text retrieval does not require that information be rigorously structured in row and column formats.</p> <p data-bbox="586 1136 1435 1310">Traditionally, full text retrieval systems have been based on the creation of an "inverted word index," which is a list of each indexed term that appears in a database. The inverted word index also lists the locations in the documents where the term appears. This approach is best suited to collections of documents that are relatively small, stored in one location, and in languages that employ the standard European alphabet. Inverted word search technology cannot practically index common words such as "and," "the" and "is," because these words occur in numerous locations in each document, rendering searches for phrases such as "The Limited," "We, the people" and "to be or not to be" impractical. By contrast, string search algorithms, such as those employed by the Company, permit efficient searches for such phrases.</p>

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

Open Architecture. The architecture of the search engine is modular and open, which allows applications of the Company's search technology to grow with a customer's requirements and databases and facilitates the customization of the product by the customer. The search engine is currently compatible with over 40 document formats, including major word processing and spreadsheet formats, which allows an organization to leave all of its data in original locations and formats. This eliminates the need for data duplication and conversion, which can create a significant risk of loss of high value data.

Comparison to Traditional Architecture: The Company's search engine supports the standard features expected of a commercial full text retrieval system. In addition, the Company believes that its search engine offers advantages over conventional systems, including the following:

- Search response time does not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed.
- Searches are not adversely affected by the use of common words. Using the Company's search engine, searches for phrases including common words, such as "The Limited," "We, the people" and "to be or not to be," return results rapidly.
- The Company's search engine is fully SGML compliant and can search for words or phrases that appear in specific structural elements of a document, such as titles, headings or footnotes.
- The Company's search technology does not depend on the word structure of European languages and supports searches in languages that require the use of multiple bytes for each character.

Id. at GOOG-WRD-00873638-40.

Products

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

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

* The ability of the Company to meet scheduled product release dates is subject to a variety of factors, including its ability to solve technical problems and test products, competing priorities of the Company, the availability of development and other resources and other factors outside the control of the Company. There can be no assurance that the Company will not experience difficulties that could delay or prevent the successful development, introduction or marketing of new products or that new products and product enhancements will perform to the Company's expectations or achieve market acceptance.

Id. at GOOG-WRD-00873641.

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	<p data-bbox="602 258 737 279"><i>Open Text Index</i></p> <p data-bbox="581 294 1432 468">The <i>Open Text Index</i> uses the <i>Open Text 5</i> search engine and the Company's crawlers to index information located on the Web. The <i>Open Text Index</i> indexes every word of every page of information indexed, rather than a selection of key words. Although the amount of information available on the Internet is increasing rapidly, the Company seeks to keep pace with this growth by increasing the coverage of the <i>Open Text Index</i>. The Company believes that its crawlers have identified a substantial portion of the sites located on the Web. As of October 19, 1995, the <i>Open Text Index</i> had indexed over 1.7 billion words, numbers and addresses, which have been indexed from more than 1.1 million pages. The <i>Open Text Index</i> has also indexed over 16 million hyperlinks to other pages.</p> <p data-bbox="581 474 1432 562">The <i>Open Text Index</i> enables a user to search for terms appearing in particular elements of document structure, conduct weighted searches and search for other documents with similar content. The <i>Open Text Index</i> also provides a "results sampling" feature, which permits the user to view the searched term in context from the <i>Open Text Index</i> without being required to access the documents in which the term appears.</p> <p data-bbox="581 585 1432 940">The Company has licensed the <i>Open Text Index</i> and ongoing updates to Yahoo!, internetMCI and IBM infoMarket. The Gateways provide the <i>Open Text Index</i> to their customers as part of their Web access service. The <i>Open Text Index</i> also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an <i>Open Text Index</i> search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the <i>Open Text Index</i>. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place "billboard" advertisements on the <i>Open Text Index</i>, which are visible on a portion of the screen displaying the <i>Open Text Index</i> user interface. Also available will be "embedded" advertisements, which are presented with the other results of a search using the <i>Open Text Index</i>. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an <i>Open Text Index</i> search service on its own home page Web site at no charge to the user. The Company has begun to sell billboard advertising space on the <i>Open Text Index</i> user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service.</p> <p data-bbox="581 963 1432 1052">The Company intends to market the <i>Open Text Index</i> or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the <i>Open Text Index</i> will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue.</p> <p data-bbox="573 1094 1011 1121">Id. at GOOG-WRD-00873641-42.</p> <p data-bbox="602 1167 769 1188"><i>Latitude Web Server</i></p> <p data-bbox="581 1203 1432 1360">The Company recently announced <i>Latitude Web Server</i>, a tool kit that will facilitate an organization's creation of a Web site or a Private Web that enables users to find and retrieve information and documents using an index of the organization's network and other Web sites and enables the organization to make selected documents and information available to the public over the Internet. <i>Latitude Web Server</i> consists of publicly available internet protocol software, <i>Open Text 5</i>, the Company's crawlers that create and maintain the index, an application programming interface that permits integration of the Company's indexing and search technology with network- and Web-based applications and administrative tools that track and monitor the use of the index.</p> <p data-bbox="581 1383 1432 1514"><i>Latitude Web Server</i> will be marketed by the Company's direct sales force to organizations that are publishing on the Web or building Private Webs and to OEMs that wish to embed the Company's indexing and search technology in their Internet-based applications. <i>Latitude Web Server</i> is installed in "beta" version in several test sites and is expected to be available before the end of calendar 1995. The Company expects that <i>Latitude Web Server</i> will be offered for prices generally ranging from approximately US\$12,000 to US\$25,000 or more, depending on the desired features and the number of servers containing information to be indexed.</p> <p data-bbox="602 1545 672 1566"><i>Latitude</i></p> <p data-bbox="581 1581 1432 1717"><i>Latitude</i> enables organizations to find and view information and documents spread across multiple servers on local and wide area networks and the Internet. Information can be viewed "as is" in native file formats without first having to be converted into a proprietary format. <i>Latitude</i> employs the Company's search engine and PEM technology to index and retrieve information and documents, and incorporates a set of viewers that are automatically invoked depending on the type of data or document. <i>Latitude</i> enables a user to view, in native format, documents and information in over 40 different formats, including major word processing and</p>

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spreadsheet formats, SGML, Adobe Acrobat files, CAD drawings and multimedia files. Additional viewers can be added for customers with specially formatted information.

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

The product is currently available as Latitude Office. The Company currently plans to introduce Latitude Department, an enhancement of Latitude Office, in the second quarter of calendar 1996. One of the additional features of Latitude Department is a directory similar in format to a table of contents that will enable users to locate documents by category. The Company also currently plans to introduce Latitude Enterprise, a further enhancement of Latitude Office that will support SQL, in calendar 1996. Latitude Department and Latitude Enterprise are both designed to support larger and more complex environments by providing additional viewers and more advanced server and routing capabilities for greater search efficiency.

Latitude is marketed by the Company's direct sales force and through VARs. The price of Latitude is US\$28,000 per server, plus a fee of US\$200-\$350 per client license depending on the number of licenses and other factors. In a typical configuration, the price of a Latitude Office system ranges from US\$50,000 to US\$60,000.

Id. at GOOG-WRD-00873642-43.

Open Text 5

Open Text 5 is the search engine upon which several of the other products and applications marketed by the Company are based. It is sold as a stand-alone indexing and search product that can be added to or employed in custom designed document management systems. For example, Boeing's component cost department uses Open Text 5 to search its internal files for previously prepared cost change estimates involving parts for which similar cost change estimates are required. The underlying indexing and retrieval technology also is licensed to OEMs for inclusion in their systems.

The Company currently is finalizing Open Text 6, which is currently expected to be available for shipment and integration with other products in the first quarter of calendar 1996. This new version of the Company's search engine is expected to include several new features, including faster index updating, indexes requiring less storage capacity and fuzzy logic searches, which expand the scope of a search to include words and phrases that are similar to the search terms.

Open Text 5 is marketed by the Company's direct sales force, and the price of a typical system ranges from US\$30,000 to US\$50,000.

Id. at GOOG-WRD-00873644.

Customers

The Company's customers include:

Open Text Index	Open Text 5	Livelink	
International Business Machines Corporation	Andersen Consulting	BankAmerica Corporation	Nippon Telephone and Telegraph Corporation
networkMCI, Inc.	The Boeing Company	The Boeing Company	Oracle Corporation
Yahoo! Corporation	California Continuing Education of the Bar	The British Petroleum P.L.C.	Qualcomm, Inc.
Latitude	International Business Machines Corporation	Canon Sales Co., Inc.	Sony Microelectronics/Texas
Amdahl Corporation	MCI Communications Corp.	General Electric Company	TransCanada Pipelines
CAE Electronics, Ltd.	Oracle Corporation	Hitachi, Ltd.	UAL Corporation
Caterpillar Inc.	Pratt & Whitney	MCI Communications Corp.	US Food and Drug Administration
	Union Bank of Switzerland	National Aeronautics and Space Administration	US Missile Command
	US Department of Defense		
	US Department of Energy		

Id. at GOOG-WRD-00873646.

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	<p>Gateway Agreements</p> <p>The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the <i>Open Text 5</i> search engine and the <i>Open Text Index</i> for use with the Internet information resource products offered by the Gateways.</p> <p>The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the <i>Open Text Index</i>. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the <i>Open Text Index</i>. The internetMCI agreement also provides for monthly fees for ongoing updates of the <i>Open Text Index</i>. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers."</p> <p>Id. at GOOG-WRD-00873646.</p> <p>Competition</p> <p>The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to increase in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p>The primary competitors of the Company's <i>Open Text Index</i> include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on the Netscape Navigator user interface and have superior name recognition. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers the Internet. The Company believes that the <i>Open Text Index</i> is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p> <p>In the market for information search and retrieval software, the Company competes with Excalibur Technologies Corporation, Fulcrum Technologies, Inc., Information Dimensions, Inc., PLS, Verity, Inc. and others. The Company also competes indirectly with database vendors that offer information search and retrieval capabilities with their core database products. In the future, the Company may encounter competition from companies that enhance products such as document management systems, groupware applications, Internet products and operating systems to include information search and retrieval functions. The Company believes that the principal competitive factors in this market include the ability to search large amounts of data rapidly without degradation in performance, the ability to find and view information on disparate platforms in a variety of formats and locations, vendor and product reputation, the ability to index information comprehensively, ease of use, product architecture, product quality and performance, quality of product support and price. The Company believes that its search and retrieval technology competes favorably with respect to these factors.</p> <p>Id. at GOOG-WRD-00873647.</p> <p>Product Development</p> <p>As of August 30, 1995, the Company's research and development organization included 30 software developers supported by eight additional professionals engaged in product verification and documentation. A number of key technical staff have been developing text retrieval software since the 1970s. The Company's roots in the Oxford English Dictionary project provide eleven years of experience with full text retrieval software.</p> <p>Id. at GOOG-WRD-00873648.</p>

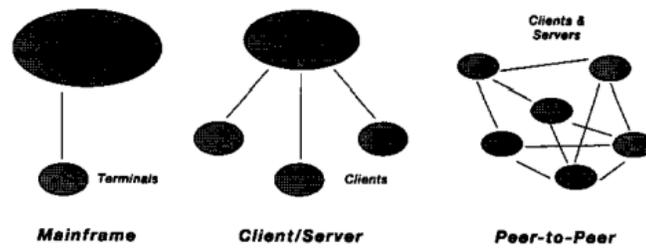
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	<p>Intellectual Property Rights</p> <p>The Company's products are comprised of software owned by the Company or licensed to it. The core of the information retrieval database software and related technology in <i>Open Text 5</i> was initially developed in the 1980s by Dr. Gaston Henry Gonnet and Dr. Frank William Tompa as faculty members of the University of Waterloo Centre for the New Oxford Dictionary and Text Research. Drs. Gonnet and Tompa acquired the rights to the software and technology and licensed it to the Company's predecessors in interest. The Company currently co-owns this software and technology, and all enhancements to it, with Dr. Gonnet. Dr. Gonnet has granted the Company a perpetual, exclusive and paid-up license to all such software, technology and enhancements, subject to Dr. Gonnet's right to use and exploit certain portions developed prior to specified dates in 1990 and 1991. The use of subsequent enhancements and updated versions by Dr. Gonnet would require the consent of the Company, which consent the Company has not given. The Company has acquired title to Dr. Tompa's interests in the software and enhancements to it. Accordingly, it is the Company's position that Dr. Gonnet is not entitled to use or exploit the technology developed prior to 1990 without the Company's consent, which consent has not been given. Dr. Gonnet has asserted that the Company is not entitled to use certain software included in the <i>Open Text 5</i> search engine without his consent. Based on advice of counsel, the Company believes that Dr. Gonnet's claims are inconsistent with the express terms of the Company's license agreement with him and are without foundation. See "<i>—Legal Proceedings.</i>" Certain other portions of the Company's products incorporate software licensed from third parties on a nonexclusive basis in return for certain royalties which the Company believes to be standard in its industry.</p> <p>Id. at GOOG-WRD-00873648-49.</p> <p><i>Full-text retrieval (FTR).</i> Refers to the ability to search and retrieve any word or combination of words in a text database or large collection of documents.</p> <p>Id. at GOOG-WRD-00873675.</p>
<p>[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information; and</p>	<p>The Open Text Form F-1 discloses correlated the received search argument to a particular advertisement in a second database having advertisement related information.</p> <p style="text-align: center;">The Company</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Employing its search engine and related technologies, the Company has created the <i>Open Text Index</i>, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the <i>Open Text Index</i> as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.</p> <p>Open Text Form F-1 at GOOG-WRD-00873603.</p>

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	<p>Unproven Acceptance of the Company's Products and Services; Developing Market</p> <p>Many of the Company's products or product versions have been introduced only recently. In January 1994, the Company introduced <i>Open Text 5</i>, the most recent version of its search engine software. In March 1995, the Company introduced <i>Latitude</i>, its document distribution system, and made its <i>Open Text Index</i> available on the Internet. In May 1995, the latest version of <i>Internet Anywhere</i> was released. In addition, the Company plans to release its initial integration of the <i>Latitude</i> and <i>Livelink</i> products and other new products and product versions in the near future. The Company is in the process of making the <i>Open Text Index</i> available to users of the Internet through Yahoo!, internetMCI and IBM infoMarket, and has recently begun selling advertising on the <i>Open Text Index</i> offered through the Company's Web site. See "Business—Products." The Company's success will depend in large measure upon the success of these products and services. Failure of these products and services to achieve significant market acceptance and usage would adversely affect the Company's business, operating results and financial condition. Because certain of the Company's software is newly released, there can be no assurance that, despite testing by the Company, errors will not be found in such software after release, or, if discovered, that the Company will be able to successfully correct such errors in a timely manner. If the Company is unable to successfully market its current products and services, develop new software products and services and enhancements to current products and services, correct errors on a timely basis or complete products and services currently under development, or if such new products and services or enhancements do not achieve market acceptance, the Company's business, operating results and financial condition will be materially adversely affected.</p> <p>Id. at GOOG-WRD-00873609.</p> <p>Dependence on the Internet; Uncertain Adoption of the Internet as a Medium of Communications and Commerce; Uncertain Future of the Internet as an Advertising Medium</p> <p>Rapid growth in interest in and use of the Internet is a recent phenomenon. The market for certain of the Company's products and services are highly dependent upon the increased use of the Internet for information publication and distribution and commercial applications, and on the development of the Internet as an advertising medium. There can be no assurance that communication or commerce over the Internet will become widespread. Similarly, there can be no assurance that the Internet will develop as an attractive medium for advertisements, whether through Internet "gateways" with which the Company has relationships, through the <i>Open Text Index</i> or otherwise. See "Business—Gateway Agreements." Critical issues concerning the commercial use of the Internet, including security, reliability, cost, ease of use, access, quality of service and acceptance of advertising, remain unresolved and may retard the growth of Internet use or the placement of advertisements on the Internet. If widespread commercial use of the Internet does not develop, or if the Internet does not develop as an attractive medium for advertising, the Company's business, operating results and financial condition could be materially adversely affected. See "Business—Industry Overview." The Company also plans to distribute certain products electronically through the Internet. There can be no assurance that this method of distribution will be commercially successful.</p> <p>Id. at GOOG-WRD-00873611.</p> <p>Competition; New Entrants</p> <p>The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to persist, increase and intensify in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p>The primary competitors of the Company's <i>Open Text Index</i> are Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on Netscape Communications Corporation's ("Netscape") Netscape Navigator user interface and have superior name recognition. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p> <p>Id. at GOOG-WRD-00873611.</p>

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	<p data-bbox="581 262 938 285">Dependence on Internet Gateway Providers</p> <p data-bbox="581 296 1435 764">The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into agreements with several Internet "gateways," including Yahoo! Corporation, internetMCI and IBM infoMarket (the "Gateways"), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's <i>Open Text Index</i> in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the <i>Open Text Index</i> initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Accordingly, the success of the Company is dependent to a large degree on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and may be terminated at the convenience of the other party. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial conditions.</p> <p data-bbox="573 804 969 833">Id. at GOOG-WRD-00873612.</p> <p data-bbox="586 882 1422 945">The Company has begun selling advertising on the <i>Open Text Index</i>. As the market for advertising on the Internet is new and rapidly evolving, the Company is exploring a variety of alternative marketing and sales strategies for this effort and has not yet dedicated full time marketing and sales personnel to it.</p> <p data-bbox="573 984 969 1014">Id. at GOOG-WRD-00873613.</p> <p data-bbox="581 1062 1208 1085">Risk of Capacity Constraints and System Failure Relating to <i>Open Text Index</i></p> <p data-bbox="581 1094 1435 1570">A key element of the Company's marketing strategy and promotional efforts is its use of the <i>Open Text Index</i>, which the Company makes available at no charge to users of the Internet, as a highly visible demonstration of the capabilities of the Company's search engine software. Accordingly, the performance of the <i>Open Text Index</i> is critical to the Company's reputation, the success of its relationships with Internet gateways and its ability to attract advertisers to the <i>Open Text Index</i>. Any system failure that causes interruptions in the availability or speed of the Company's <i>Open Text Index</i> could have a material adverse effect on the Company. An increase in the volume of searches conducted at the <i>Open Text Index</i> could strain the capacity of the Company's search engine or the hardware deployed at the <i>Open Text Index</i>, which could lead to slower response times or even a complete system failure. Recently, the <i>Open Text Index</i> experienced a period of significantly slower response times due to an increased volume of searches, until the Company added additional servers and communications capacity. The Company has made certain commitments under its gateway agreements to provide rapid response times and consistent system availability, and, accordingly, any slower response times or system failure could result in the termination of, or exposure to damages under, one or more of these agreements. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment used to provide the <i>Open Text Index</i>. Copies of the Company's <i>Open Text Index</i> are located at computer facilities located in Toronto, Ontario and Mountain View, California. While this system provides a redundant copy of the <i>Open Text Index</i>, there can be no assurance that a system failure at either of these locations would not adversely affect the performance of the <i>Open Text Index</i>. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's <i>Open Text Index</i> users.</p> <p data-bbox="573 1610 1011 1640">Id. at GOOG-WRD-00873613-14.</p>

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

Network Computing Evolution



Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have created an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (peer-to-peer architecture).

The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference and for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million by the year 2000. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet.

The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Private Webs") that connect an organization's local area networks. The implementation of a Private Web is a low cost alternative to the establishment of a proprietary private network. Private Webs enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Private Web servers to publish documents and data on the Web that are created and resident on its Private Web.

In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Diverse Data Formats

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

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

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

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

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

Id. at GOOG-WRD-00873633-35.

In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Id. at GOOG-WRD-00873634.

- *Capitalize on Web Advertising Revenue Opportunity.* An emerging revenue opportunity for highly visible, frequently accessed Web sites is the sale of advertising space on the screen that users view when visiting a Web page. The Company has begun to sell advertising on its *Open Text Index* home page and has entered into agreements with Yahoo! and internetMCI that provide for the Company to receive a share of the advertising revenue generated by the sale of advertising space visible to the Gateway user during the course of a search for information using the *Open Text Index* through the Gateway.

Id. at GOOG-WRD-00873637.

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	<p>The Company has licensed the <i>Open Text Index</i> and ongoing updates to Yahoo!, internetMCI and IBM infoMarket. The Gateways provide the <i>Open Text Index</i> to their customers as part of their Web access service. The <i>Open Text Index</i> also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an <i>Open Text Index</i> search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the <i>Open Text Index</i>. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place "billboard" advertisements on the <i>Open Text Index</i>, which are visible on a portion of the screen displaying the <i>Open Text Index</i> user interface. Also available will be "embedded" advertisements, which are presented with the other results of a search using the <i>Open Text Index</i>. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an <i>Open Text Index</i> search service on its own home page Web site at no charge to the user. The Company has begun to sell billboard advertising space on the <i>Open Text Index</i> user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service.</p> <p>The Company intends to market the <i>Open Text Index</i> or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the <i>Open Text Index</i> will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue.</p> <p>Id. at GOOG-WRD-00873642.</p> <p><i>Open Text Index Advertising.</i> The Company has begun selling advertising on the <i>Open Text Index</i>. Because the market for advertising on the Internet is new and rapidly evolving, the Company is exploring a variety of alternative marketing and sales strategies for this effort and has not yet dedicated full time marketing and sales personnel to it.</p> <p>Id. at GOOG-WRD-00873645.</p> <p>Gateway Agreements</p> <p>The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the <i>Open Text 5</i> search engine and the <i>Open Text Index</i> for use with the Internet information resource products offered by the Gateways.</p> <p>The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the <i>Open Text Index</i>. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the <i>Open Text Index</i>. The internetMCI agreement also provides for monthly fees for ongoing updates of the <i>Open Text Index</i>. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers."</p> <p>Id. at GOOG-WRD-00873646.</p>

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	<p>Competition</p> <p>The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to increase in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p>The primary competitors of the Company's <i>Open Text Index</i> include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on the Netscape Navigator user interface and have superior name recognition. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers the Internet. The Company believes that the <i>Open Text Index</i> is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p> <p>Id. at GOOG-WRD-00873647.</p>
<p>[d] providing the search results together with the particular advertisement to the user.</p>	<p>The Open Text Form F-1 discloses provided the search results together with the particular advertisement to the user.</p> <p style="text-align: center;">The Company</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Employing its search engine and related technologies, the Company has created the <i>Open Text Index</i>, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the <i>Open Text Index</i> as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.</p> <p>Open Text Form F-1 at GOOG-WRD-00873603.</p> <p>Unproven Acceptance of the Company's Products and Services; Developing Market</p> <p>Many of the Company's products or product versions have been introduced only recently. In January 1994, the Company introduced <i>Open Text 5</i>, the most recent version of its search engine software. In March 1995, the Company introduced <i>Latitude</i>, its document distribution system, and made its <i>Open Text Index</i> available on the Internet. In May 1995, the latest version of <i>Internet Anywhere</i> was released. In addition, the Company plans to release its initial integration of the <i>Latitude</i> and <i>Livelink</i> products and other new products and product versions in the near future. The Company is in the process of making the <i>Open Text Index</i> available to users of the Internet through Yahoo!, internetMCI and IBM infoMarket, and has recently begun selling advertising on the <i>Open Text Index</i> offered through the Company's Web site. See "Business—Products." The Company's success will depend in large measure upon the success of these products and services. Failure of these products and services to achieve significant market acceptance and usage would adversely affect the Company's business, operating results and financial condition. Because certain of the Company's software is newly released, there can be no assurance that, despite testing by the Company, errors will not be found in such software after release, or, if discovered, that the Company will be able to successfully correct such errors in a timely manner. If the Company is unable to successfully market its current products and services, develop new software products and services and enhancements to current products and services, correct errors on a timely basis or complete products and services currently under development, or if such new products and services or enhancements do not achieve market acceptance, the Company's business, operating results and financial condition will be materially adversely affected.</p>

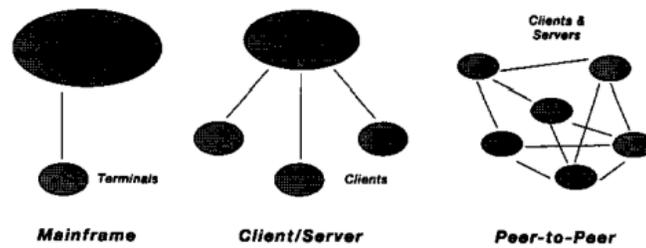
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	<p data-bbox="573 254 971 285">Id. at GOOG-WRD-00873609.</p> <p data-bbox="573 327 1414 373">Dependence on the Internet; Uncertain Adoption of the Internet as a Medium of Communications and Commerce; Uncertain Future of the Internet as an Advertising Medium</p> <p data-bbox="573 380 1443 695">Rapid growth in interest in and use of the Internet is a recent phenomenon. The market for certain of the Company's products and services are highly dependent upon the increased use of the Internet for information publication and distribution and commercial applications, and on the development of the Internet as an advertising medium. There can be no assurance that communication or commerce over the Internet will become widespread. Similarly, there can be no assurance that the Internet will develop as an attractive medium for advertisements, whether through Internet "gateways" with which the Company has relationships, through the <i>Open Text Index</i> or otherwise. See "Business—Gateway Agreements." Critical issues concerning the commercial use of the Internet, including security, reliability, cost, ease of use, access, quality of service and acceptance of advertising, remain unresolved and may retard the growth of Internet use or the placement of advertisements on the Internet. If widespread commercial use of the Internet does not develop, or if the Internet does not develop as an attractive medium for advertising, the Company's business, operating results and financial condition could be materially adversely affected. See "Business—Industry Overview." The Company also plans to distribute certain products electronically through the Internet. There can be no assurance that this method of distribution will be commercially successful.</p> <p data-bbox="573 730 971 762">Id. at GOOG-WRD-00873611.</p> <p data-bbox="573 804 813 831">Competition; New Entrants</p> <p data-bbox="573 837 1443 926">The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to persist, increase and intensify in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p data-bbox="573 940 1443 1146">The primary competitors of the Company's <i>Open Text Index</i> are Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on Netscape Communications Corporation's ("Netscape") Netscape Navigator user interface and have superior name recognition. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p> <p data-bbox="573 1182 971 1213">Id. at GOOG-WRD-00873611.</p> <p data-bbox="573 1262 938 1289">Dependence on Internet Gateway Providers</p> <p data-bbox="573 1295 1443 1766">The Company is relying on a number of strategic relationships to achieve market acceptance of certain of its products. In particular, the Company has entered into agreements with several Internet "gateways," including Yahoo! Corporation, internetMCI and IBM infoMarket (the "Gateways"), and intends to enter into similar agreements with others. The agreements with Yahoo! and internetMCI allow these Gateways to use the Company's <i>Open Text Index</i> in exchange for a share of advertising revenues generated by the sale of advertising space visible to the user during the course of a search for information using the <i>Open Text Index</i> initiated through the Gateway, and the agreement with IBM infoMarket provides for payments to the Company based on the number of subscribers to the service. Accordingly, the success of the Company is dependent to a large degree on the success of the Gateways and other gateways with which the Company may have a relationship in the future, and the continued attractiveness to customers of their service offerings. Although the Company views these relationships as important factors in achieving market acceptance of certain of its products and the development and commercialization of its technologies, the agreements with the Gateways are not exclusive and may be terminated at the convenience of the other party. There can be no assurance that the Gateways or any other Internet gateways with which the Company may form relationships in the future will regard their relationships with the Company as strategic to their own respective businesses and operations, that they will not reassess their commitment to the Company's technologies at any time in the future or that they will not develop or acquire their own competitive technology. Furthermore, there can be no assurance that the service offerings of the Company's gateway alliances will achieve or maintain market acceptance or commercial success. Failure of one or more of the Company's gateway alliances to achieve or maintain market acceptance or commercial success or termination of one or more successful gateway alliances would have a material adverse effect in the Company's business, operating results and financial conditions.</p> <p data-bbox="573 1801 971 1833">Id. at GOOG-WRD-00873612.</p>

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	<p data-bbox="586 260 1425 323">The Company has begun selling advertising on the <i>Open Text Index</i>. As the market for advertising on the Internet is new and rapidly evolving, the Company is exploring a variety of alternative marketing and sales strategies for this effort and has not yet dedicated full time marketing and sales personnel to it.</p> <p data-bbox="570 365 971 396">Id. at GOOG-WRD-00873613.</p> <p data-bbox="581 443 1211 468">Risk of Capacity Constraints and System Failure Relating to <i>Open Text Index</i></p> <p data-bbox="581 472 1442 953">A key element of the Company's marketing strategy and promotional efforts is its use of the <i>Open Text Index</i>, which the Company makes available at no charge to users of the Internet, as a highly visible demonstration of the capabilities of the Company's search engine software. Accordingly, the performance of the <i>Open Text Index</i> is critical to the Company's reputation, the success of its relationships with Internet gateways and its ability to attract advertisers to the <i>Open Text Index</i>. Any system failure that causes interruptions in the availability or speed of the Company's <i>Open Text Index</i> could have a material adverse effect on the Company. An increase in the volume of searches conducted at the <i>Open Text Index</i> could strain the capacity of the Company's search engine or the hardware deployed at the <i>Open Text Index</i>, which could lead to slower response times or even a complete system failure. Recently, the <i>Open Text Index</i> experienced a period of significantly slower response times due to an increased volume of searches, until the Company added additional servers and communications capacity. The Company has made certain commitments under its gateway agreements to provide rapid response times and consistent system availability, and, accordingly, any slower response times or system failure could result in the termination of, or exposure to damages under, one or more of these agreements. The Company is also dependent on hardware suppliers for prompt delivery, installation and service of servers and other equipment used to provide the <i>Open Text Index</i>. Copies of the Company's <i>Open Text Index</i> are located at computer facilities located in Toronto, Ontario and Mountain View, California. While this system provides a redundant copy of the <i>Open Text Index</i>, there can be no assurance that a system failure at either of these locations would not adversely affect the performance of the <i>Open Text Index</i>. These systems are vulnerable to damage from fire, earthquakes, power loss, telecommunications failures and similar events. Despite the implementation of network security measures by the Company, its servers are also vulnerable to computer viruses, break-ins and similar disruptive problems. Computer viruses, break-ins or other problems caused by third parties could lead to interruptions, delays or cessation in service to the Company's <i>Open Text Index</i> users.</p> <p data-bbox="570 991 1013 1022">Id. at GOOG-WRD-00873613-14.</p> <p data-bbox="581 1068 1430 1268">In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.</p> <p data-bbox="570 1306 971 1337">Id. at GOOG-WRD-00873634.</p> <ul data-bbox="581 1383 1430 1541" style="list-style-type: none"> • <i>Capitalize on Web Advertising Revenue Opportunity.</i> An emerging revenue opportunity for highly visible, frequently accessed Web sites is the sale of advertising space on the screen that users view when visiting a Web page. The Company has begun to sell advertising on its <i>Open Text Index</i> home page and has entered into agreements with Yahoo! and internetMCI that provide for the Company to receive a share of the advertising revenue generated by the sale of advertising space visible to the Gateway user during the course of a search for information using the <i>Open Text Index</i> through the Gateway. <p data-bbox="570 1583 971 1614">Id. at GOOG-WRD-00873637.</p>

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	<p>The Company has licensed the <i>Open Text Index</i> and ongoing updates to Yahoo!, internetMCI and IBM infoMarket. The Gateways provide the <i>Open Text Index</i> to their customers as part of their Web access service. The <i>Open Text Index</i> also represents a source of advertising revenue for the Company. Pursuant to an agreement with Yahoo! in October 1995, the Company will operate an <i>Open Text Index</i> search service for users of the Yahoo! home page. The Company will receive a portion of any revenue received from advertisements visible to Yahoo! users who access the <i>Open Text Index</i>. Pursuant to an agreement with internetMCI, a portion of any advertising revenue received by internetMCI will be remitted to the Company on a similar basis. Advertisers can place "billboard" advertisements on the <i>Open Text Index</i>, which are visible on a portion of the screen displaying the <i>Open Text Index</i> user interface. Also available will be "embedded" advertisements, which are presented with the other results of a search using the <i>Open Text Index</i>. Embedded advertisements enable an advertiser to target users who have demonstrated an interest in selected subject matters by searching for similar or related information. The Company also offers an <i>Open Text Index</i> search service on its own home page Web site at no charge to the user. The Company has begun to sell billboard advertising space on the <i>Open Text Index</i> user interface and also intends to sell embedded advertising. The Company's agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service.</p> <p>The Company intends to market the <i>Open Text Index</i> or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the <i>Open Text Index</i> will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue.</p> <p>Id. at GOOG-WRD-00873642.</p> <p><i>Open Text Index Advertising.</i> The Company has begun selling advertising on the <i>Open Text Index</i>. Because the market for advertising on the Internet is new and rapidly evolving, the Company is exploring a variety of alternative marketing and sales strategies for this effort and has not yet dedicated full time marketing and sales personnel to it.</p> <p>Id. at GOOG-WRD-00873645.</p> <p>Gateway Agreements</p> <p>The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the <i>Open Text 5</i> search engine and the <i>Open Text Index</i> for use with the Internet information resource products offered by the Gateways.</p> <p>The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the <i>Open Text Index</i>. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the <i>Open Text Index</i>. The internetMCI agreement also provides for monthly fees for ongoing updates of the <i>Open Text Index</i>. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers."</p> <p>Id. at GOOG-WRD-00873646.</p> <p>Competition</p> <p>The markets for the Company's products are new, intensely competitive, subject to rapid technological change and evolving rapidly. The Company expects competition to increase in the future as the markets for the Company's products continue to develop and as additional companies enter each of its markets.</p> <p>The primary competitors of the Company's <i>Open Text Index</i> include Architext Software, Inc., InfoSeek Corporation, Lycos, Inc. and America Online's Web Crawler. Both InfoSeek and Lycos have been operating on the Internet for a longer period of time than the <i>Open Text Index</i>, are displayed on the Netscape Navigator user interface and have superior name recognition. The Company believes that the principal competitive factors in this market include relationships with Internet gateways, product name recognition and reputation, ease of use, reliability, search response time, and the extent to which the index covers the Internet. The Company believes that the <i>Open Text Index</i> is competitive with respect to these factors. The Company's strategy for obtaining advertising revenues from the <i>Open Text Index</i> is dependent in part on the success of the Company's Internet gateway relationships. Accordingly, competition between the Internet gateways with which the Company has relationships and competing Internet gateways, or failure of the Internet gateways with which the Company has relationships to achieve or maintain market acceptance may have a material adverse effect on the Company's business, operating results and financial condition.</p>

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	Id. at GOOG-WRD-00873647.
Claim 2	
<p>2. A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.</p>	<p>The Open Text Form F-1 discloses correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile.</p> <p style="text-align: center;">The Company</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Employing its search engine and related technologies, the Company has created the <i>Open Text Index</i>, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the <i>Open Text Index</i> as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.</p> <p>The Company's search engine, currently marketed as <i>Open Text 5</i>, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of <i>Latitude</i>, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet.</p> <p>Id. at GOOG-WRD-00873603.</p> <p>Industry Overview</p> <p>Organizations are increasingly seeking to streamline their business processes in order to increase worker productivity and reduce costs through the implementation of information management solutions. Through investments in traditional information management tools, organizations often establish a variety of data processing infrastructures that are rigidly designed to complete specific tasks or perform narrowly defined functions. As a result, organizations are increasingly faced with significant information management challenges attributable to rapidly increasing amounts of data created and stored in a variety of formats and in disparate locations across various networks. In addition, the emergence of the Internet as an important medium for communications is an increasingly significant influence on the configuration of network computing environments, and organizations are increasingly adopting private networks that are based on client/server architectures and that employ Internet data formats and communications protocols to connect geographically dispersed networks and facilities.</p> <p style="text-align: center;"><i>Proliferation of Information on Client/Server Networks and the Internet</i></p> <p>In recent years, advances in computer hardware and software technology have resulted in dramatic increases in the amount of electronically stored information available to computer users. The ease of use, increased performance and declining cost of computer hardware and software have resulted in rapid growth in the number of business and individual personal computer users and the migration of corporate networks from centralized mainframe systems to distributed local and wide area networks based on client/server architectures and, more recently, on network-based architectures. The prevalence of client/server networks facilitates the creation and storage of information on numerous computers in disparate locations and in a wide variety of files and formats. Client/server networks consist of desktop computers ("clients") that can access powerful computers ("servers") that store large amounts of information and perform computing functions on behalf of clients. These networks enable dispersed users to communicate with and access the information and other resources of other computers in the network across traditional geographic and organizational boundaries. As a result, information that is critical to organizations increasingly is created, managed and stored on a decentralized basis in numerous sites and in a variety of files and formats.</p>

Network Computing Evolution



Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have created an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (peer-to-peer architecture).

The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference and for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million by the year 2000. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet.

The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Private Webs") that connect an organization's local area networks. The implementation of a Private Web is a low cost alternative to the establishment of a proprietary private network. Private Webs enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Private Web servers to publish documents and data on the Web that are created and resident on its Private Web.

In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Diverse Data Formats

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

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

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

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

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

Id. at GOOG-WRD-00873633-35.

Market Opportunity

The Company believes that as organizations seek to increase the efficiency of their business processes, they will require software that permits users to find and retrieve information created with a variety of computers and stored in different formats and locations across an organization's network, the Internet, Private Webs and the networks of other related organizations. In addition, the Company believes that an effective software solution will facilitate the sharing of information and documents among designated workgroup members, enable managers to establish the workflow process by which a project will proceed and to manage and track the status of each element of the project, and to manage the distribution and availability of the work product and other information to the intended audience of users.

Because the organization's high-value documents and information are stored in increasingly disparate locations and formats, an organization's ability to enable its users to find information, work together and distribute information is an increasingly important element of its competitive advantage. Existing product solutions typically address only parts of the information management problem such as text retrieval, workflow management, document management or collaborative computing. As a result, the Company believes that organizations and individuals will demand an integrated software solution that enables users to find information, work together and distribute information in a way that increases the efficiency of an organization's business processes.

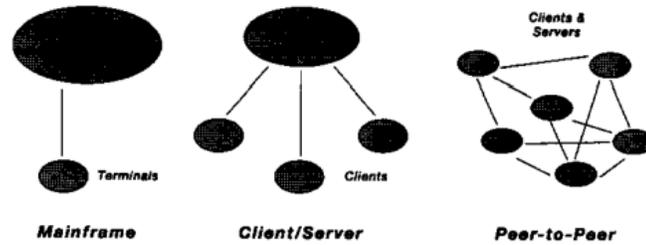
Id. at GOOG-WRD-00873635.

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	<ul style="list-style-type: none"> • <i>Distribute Information.</i> <i>Latitude</i>, an integration of the Company's search, retrieval and viewing technologies, enables organizations to flexibly manage the distribution of documents and other information to selected users. Using <i>Latitude</i>, users can find and view, in native format, documents, such as standard word processing and spreadsheet files, and other information without first converting the data into a proprietary format. <i>Latitude</i> functions across multiple servers on local and wide area networks and the Internet. <i>Latitude Web Server</i> enables internal users to find and view documents on Private Webs and the Internet and to make documents available to the public through the Internet. <p>Id. at GOOG-WRD-00873637.</p> <p>The Company intends to market the <i>Open Text Index</i> or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the <i>Open Text Index</i> will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue.</p> <p>Id. at GOOG-WRD-00873642.</p> <p><i>Latitude Web Server</i></p> <p>The Company recently announced <i>Latitude Web Server</i>, a tool kit that will facilitate an organization's creation of a Web site or a Private Web that enables users to find and retrieve information and documents using an index of the organization's network and other Web sites and enables the organization to make selected documents and information available to the public over the Internet. <i>Latitude Web Server</i> consists of publicly available internet protocol software, <i>Open Text 5</i>, the Company's crawlers that create and maintain the index, an application programming interface that permits integration of the Company's indexing and search technology with network- and Web-based applications and administrative tools that track and monitor the use of the index.</p> <p><i>Latitude Web Server</i> will be marketed by the Company's direct sales force to organizations that are publishing on the Web or building Private Webs and to OEMs that wish to embed the Company's indexing and search technology in their Internet-based applications. <i>Latitude Web Server</i> is installed in "beta" version in several test sites and is expected to be available before the end of calendar 1995. The Company expects that <i>Latitude Web Server</i> will be offered for prices generally ranging from approximately US\$12,000 to US\$25,000 or more, depending on the desired features and the number of servers containing information to be indexed.</p> <p>Id. at GOOG-WRD-00873642.</p> <p><i>Livelink</i> applications have been deployed for such varied uses as creating and updating operational manuals and safety information in the utilities industry; managing compliance with FAA-mandated air-worthiness directives in the airline industry; creating and monitoring clinical trial data and developing new drug applications in the pharmaceutical industry; managing engineering drawings and change control in the telecommunications industry; creating and managing standard operating procedures in the high-tech manufacturing industry; and developing and managing proposals in the aerospace industry.</p> <p>Id. at GOOG-WRD-00873644.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
Claim 3	
<p>3. A method as claimed in claim 2, wherein the user profile data includes selections of the user from</p>	<p>The Open Text Form F-1 discloses the user profile data includes selections of the user from previous search arguments.</p> <p>See claim 1[b].</p>

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previous search arguments.	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.	<p>The Open Text Form F-1 discloses wherein the user profile data includes selections of the user from previous search results.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
Claim 5	
5. A method as claimed in claim 4, wherein the user profile data includes user specified preferences.	<p>The Open Text Form F-1 discloses user profile data that included user specified preferences.</p> <p style="text-align: center;">The Company</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Employing its search engine and related technologies, the Company has created the <i>Open Text Index</i>, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the <i>Open Text Index</i> as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.</p> <p>The Company's search engine, currently marketed as <i>Open Text 5</i>, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of <i>Latitude</i>, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet.</p> <p>Id. at GOOG-WRD-00873603.</p>

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

Network Computing Evolution



Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have created an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (peer-to-peer architecture).

The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference and for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million by the year 2000. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet.

The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Private Webs") that connect an organization's local area networks. The implementation of a Private Web is a low cost alternative to the establishment of a proprietary private network. Private Webs enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Private Web servers to publish documents and data on the Web that are created and resident on its Private Web.

In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Diverse Data Formats

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

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

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

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

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

Id. at GOOG-WRD-00873633-35.

Market Opportunity

The Company believes that as organizations seek to increase the efficiency of their business processes, they will require software that permits users to find and retrieve information created with a variety of computers and stored in different formats and locations across an organization's network, the Internet, Private Webs and the networks of other related organizations. In addition, the Company believes that an effective software solution will facilitate the sharing of information and documents among designated workgroup members, enable managers to establish the workflow process by which a project will proceed and to manage and track the status of each element of the project, and to manage the distribution and availability of the work product and other information to the intended audience of users.

Because the organization's high-value documents and information are stored in increasingly disparate locations and formats, an organization's ability to enable its users to find information, work together and distribute information is an increasingly important element of its competitive advantage. Existing product solutions typically address only parts of the information management problem such as text retrieval, workflow management, document management or collaborative computing. As a result, the Company believes that organizations and individuals will demand an integrated software solution that enables users to find information, work together and distribute information in a way that increases the efficiency of an organization's business processes.

Id. at GOOG-WRD-00873635.

'969 Patent	OPEN TEXT FORM F-1
	<ul style="list-style-type: none"> <p data-bbox="630 264 1443 422"><i>Distribute Information.</i> <i>Latitude</i>, an integration of the Company's search, retrieval and viewing technologies, enables organizations to flexibly manage the distribution of documents and other information to selected users. Using <i>Latitude</i>, users can find and view, in native format, documents, such as standard word processing and spreadsheet files, and other information without first converting the data into a proprietary format. <i>Latitude</i> functions across multiple servers on local and wide area networks and the Internet. <i>Latitude Web Server</i> enables internal users to find and view documents on Private Webs and the Internet and to make documents available to the public through the Internet.</p> <p data-bbox="573 464 971 491">Id. at GOOG-WRD-00873637.</p> <p data-bbox="589 537 1443 625">The Company intends to market the <i>Open Text Index</i> or selected portions thereof to organizations for use on their private networks. The terms and conditions of a license to use the <i>Open Text Index</i> will be negotiated on an individual basis but are expected to typically include fees based on a combination of periodic fees and fees from advertising revenue.</p> <p data-bbox="573 674 971 701">Id. at GOOG-WRD-00873642.</p> <p data-bbox="605 747 768 768"><i>Latitude Web Server</i></p> <p data-bbox="589 785 1443 942">The Company recently announced <i>Latitude Web Server</i>, a tool kit that will facilitate an organization's creation of a Web site or a Private Web that enables users to find and retrieve information and documents using an index of the organization's network and other Web sites and enables the organization to make selected documents and information available to the public over the Internet. <i>Latitude Web Server</i> consists of publicly available internet protocol software, <i>Open Text 5</i>, the Company's crawlers that create and maintain the index, an application programming interface that permits integration of the Company's indexing and search technology with network- and Web-based applications and administrative tools that track and monitor the use of the index.</p> <p data-bbox="589 961 1443 1098"><i>Latitude Web Server</i> will be marketed by the Company's direct sales force to organizations that are publishing on the Web or building Private Webs and to OEMs that wish to embed the Company's indexing and search technology in their Internet-based applications. <i>Latitude Web Server</i> is installed in "beta" version in several test sites and is expected to be available before the end of calendar 1995. The Company expects that <i>Latitude Web Server</i> will be offered for prices generally ranging from approximately US\$12,000 to US\$25,000 or more, depending on the desired features and the number of servers containing information to be indexed.</p> <p data-bbox="573 1136 971 1163">Id. at GOOG-WRD-00873642.</p> <p data-bbox="589 1213 1443 1350"><i>Livelink</i> applications have been deployed for such varied uses as creating and updating operational manuals and safety information in the utilities industry; managing compliance with FAA-mandated air-worthiness directives in the airline industry; creating and monitoring clinical trial data and developing new drug applications in the pharmaceutical industry; managing engineering drawings and change control in the telecommunications industry; creating and managing standard operating procedures in the high-tech manufacturing industry; and developing and managing proposals in the aerospace industry.</p> <p data-bbox="573 1392 971 1419">Id. at GOOG-WRD-00873644.</p> <p data-bbox="573 1465 1443 1602">To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.</p>
Claim 6	
6. A method as claimed in claim 1, wherein the step of providing the search results and the particular advertisement to the user	The Open Text Form F-1 discloses providing the search results and the particular advertisement to the user including displaying the search results as a page on a data processing device and the particular advertisement as an insert on the page.

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

The Open Text Strategy

The Company's objective is to be the leading provider of information search, work process management and information distribution solutions to the spectrum of users of local and wide area networks and the Internet. Key elements of the Company's strategy are summarized below:

- *Build Awareness of the "Open Text" Brand and Increase Internet Exposure through Alliances with Internet Gateways.* The Company believes that awareness of the Company and its software solutions will increase as Internet users are exposed to the Company's search and retrieval technology through their use of the *Open Text Index*. The Company has entered into agreements with popular Internet gateways, including Yahoo!, internetMCI and IBM infoMarket, to license its *Open Text Index* and search and retrieval technology for use with the Internet resource products offered by the Gateways. Each Gateway identifies the *Open Text Index* on the user interface when the Company's search technology is employed. The Company intends to pursue similar arrangements with other Internet gateways.
- *Provide Integrated Information Search, Work Process Management and Information Distribution Solutions.* The Company intends to integrate *Latitude*, its document search and distribution product, with *Livelink*, its workflow and document management system. The Company's goal is to offer an integrated information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.
- *Capitalize on Web Advertising Revenue Opportunity.* An emerging revenue opportunity for highly visible, frequently accessed Web sites is the sale of advertising space on the screen that users view when visiting a Web page. The Company has begun to sell advertising on its *Open Text Index* home page and has entered into agreements with Yahoo! and internetMCI that provide for the Company to receive a share of the advertising revenue generated by the sale of advertising space visible to the Gateway user during the course of a search for information using the *Open Text Index* through the Gateway.

Id. at GOOG-WRD-00873637.

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

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

Id. at GOOG-WRD-00873642.

Gateway Agreements

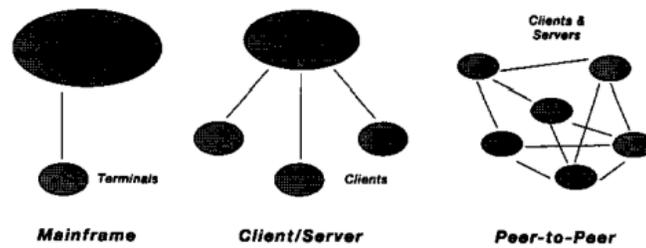
The Company has entered into gateway agreements with Yahoo!, internetMCI and IBM infoMarket. Pursuant to these agreements, the Company has licensed the *Open Text 5* search engine and the *Open Text Index* for use with the Internet information resource products offered by the Gateways.

The agreements with Yahoo! and internetMCI each provide for the Company to receive an annual license fee and a fee based on a percentage of the revenue received by the Gateway from advertisements viewed by gateway users who use the *Open Text Index*. Advertising revenue is generated by advertisers placing either billboard or embedded advertisements on the screens that are visible to a user during the course of a search for information using the *Open Text Index*. The internetMCI agreement also provides for monthly fees for ongoing updates of the *Open Text Index*. The agreement with IBM infoMarket provides for the Company to receive an annual license fee and a monthly fee based on the number of subscribers to the service. See "Risk Factors—Dependence on Gateway Providers."

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	<p>Id. at GOOG-WRD-00873646.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B1, B2, & B3.</p>
Claim 8	
<p>8. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:</p>	<p>The Open Text Form F-1 discloses providing advertisements to a user searching for desired information within a data network.</p> <p>See Claim 1 [preamble].</p>
<p>[a] receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information;</p>	<p>The Open Text Form F-1 discloses receiving, at a server, a search request sent from a user, the search request including a search argument corresponding to the desired information.</p> <p style="text-align: center;">The Company</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Employing its search engine and related technologies, the Company has created the <i>Open Text Index</i>, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the <i>Open Text Index</i> as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.</p> <p>The Company's search engine, currently marketed as <i>Open Text 5</i>, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of <i>Latitude</i>, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet.</p> <p>Id. at GOOG-WRD-00873603.</p>

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

Network Computing Evolution



Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have created an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (peer-to-peer architecture).

The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference and for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million by the year 2000. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet.

The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Private Webs") that connect an organization's local area networks. The implementation of a Private Web is a low cost alternative to the establishment of a proprietary private network. Private Webs enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Private Web servers to publish documents and data on the Web that are created and resident on its Private Web.

In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Diverse Data Formats

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

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

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

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

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

Id. at GOOG-WRD-00873633-35.

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

Id. at GOOG-WRD-00873639.

Workflow and Document Management Technology

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

Id. at GOOG-WRD-00873640.

Products

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

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

Id. at GOOG-WRD-00873641.

Latitude

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

Id. at GOOG-WRD-00873642-43.

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

Id. at GOOG-WRD-00873650.

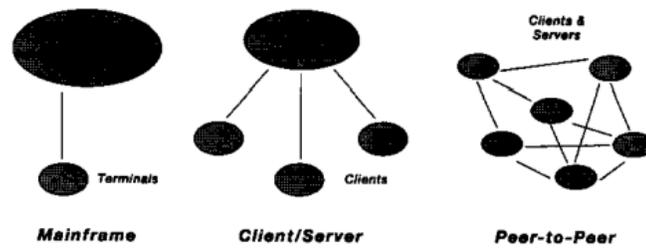
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	<p>Hypertext Transfer Protocol (HTTP). HTTP is a File Transfer Protocol specifically developed to enable Web servers to send data to clients, including HTML and graphic add-ins.</p> <p>Id. at GOOG-WRD-00873675.</p> <p>Structured Query Language (SQL). A data access language designed to simplify and standardize the way relational data can be manipulated and retrieved on heterogeneous computer platforms from multiple vendors. Prevalent for several years on mainframe platforms, SQL is an emerging standard on other platforms, including client/server systems.</p> <p>Id. at GOOG-WRD-00873676.</p> <p>World Wide Web. A network of computer servers that uses a special communications protocol to link different servers throughout the Internet and permits communication of graphics, video and sound.</p> <p>Id. at GOOG-WRD-00873677.</p> <p>See also Claim 1[a].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.</p>
[b] searching, by the server computer based upon the received search argument, a first database to generate search results, the first database having data network related information and being contained on the server computer;	<p>The Open Text Form F-1 discloses searching a first database to generate search results, the first database having data network related information and being contained on the server computer.</p> <p>See Claim 1[b] and 8[a].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.</p>
[c] correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	<p>The Open Text Form F-1 discloses correlating the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer.</p> <p>See Claim 1[c] and 8[a].</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.</p>
[d] providing the search	The Open Text Form F-1 discloses providing the search results

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

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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.	<p>The Open Text Form F-1 discloses correlating the received search argument to a particular advertisement in the second database is performed by the client computer.</p> <p style="text-align: center;">The Company</p> <p>Open Text Corporation (the "Company") develops, markets, licenses and supports software for use on local and wide area networks and the Internet that enables users to find electronically stored information, work together in creative and collaborative processes and distribute or make available to users across networks or the Internet the resulting work product and other information. The Company's search engine enables users to transparently search vast amounts of data stored in a wide variety of formats and in disparate locations, including World Wide Web sites. The Company's search technology is characterized by rapid response times that do not increase materially as the amount of data searched increases from gigabytes to terabytes, if adequate server and communications resources are employed. The Company's workflow and document management software enables users to establish and manage document-oriented collaborative work processes that involve a diversity of workers, computing platforms and data. In addition, the Company's products enable organizations to flexibly manage the distribution and availability of information. The Company's strategy is to offer information search, work process management and information distribution products that collectively represent an information management solution addressing the needs of the spectrum of users of local and wide area networks and the Internet.</p> <p>Employing its search engine and related technologies, the Company has created the <i>Open Text Index</i>, an index of the World Wide Web (the "Web"), that it licenses together with its search technology to major Web information providers, including Yahoo!, internetMCI and IBM infoMarket. The Company also offers the <i>Open Text Index</i> as a search tool to Web users on the Company's own Web site in order to increase awareness of the Company's technology and products and to capitalize on the emerging advertising revenue opportunity on the Internet.</p> <p>The Company's search engine, currently marketed as <i>Open Text 5</i>, has application as a stand-alone search tool for use on local and wide area networks and the Internet and as part of more comprehensive information management solutions. For example, the Company's search engine is a key component of <i>Latitude</i>, the Company's document distribution product that enables an organization's users to find and view, in native format, documents in large collections of information stored on local or remote servers and CD-ROMs spread across local and wide area networks and the Internet.</p> <p>Id. at GOOG-WRD-00873603.</p>

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

Network Computing Evolution



Computer architectures have evolved with advances in hardware and software technologies. The mainframe architecture, which initially dominated computing, was supplanted by the client/server architecture that resulted from increases in desktop computing power. Recent advances in network hardware and protocols have created an open network architecture, based on Internet communications protocols, that facilitates flexible communication among multiple servers and multiple clients (peer-to-peer architecture).

The rapid growth in the use of on-line services and the Internet has enabled both organizations and individual computer users to communicate with other users and access large amounts of information published for general public reference and for access by consumers. The Internet is a global web linking thousands of computer networks. International Data Corporation estimates that the number of Internet users was approximately 38 million at the end of 1994 and predicts that the number of Internet users will grow to approximately 200 million by the year 2000. Much of the recent growth in the use of the Internet is attributable to the emergence of the network of servers and information available on the Internet known as the World Wide Web. The Web employs a client/server architecture that, when integrated with "browser" software, enables non-technical users to exploit the capabilities of the Internet.

The Web is characterized by a standard document format described by the Hypertext Mark-Up Language ("HTML") and a standard information transfer protocol called Hypertext Transfer Protocol ("HTTP"). As organizations become familiar with the use of the Web, they are increasingly adopting Internet data formats and communications protocols, such as Transmission Control Protocol/Internet Protocol ("TCP/IP"), and using Web client and server software and, in some cases, the Internet's facilities as the backbone for private networks ("Private Webs") that connect an organization's local area networks. The implementation of a Private Web is a low cost alternative to the establishment of a proprietary private network. Private Webs enable network users to communicate and access information within an organization's boundaries, collaborate with external groups or individuals, including suppliers, customers and consultants, and use the Web to access information on the Internet and communicate with other Web users. An organization also may use its Private Web servers to publish documents and data on the Web that are created and resident on its Private Web.

In addition to providing access to a vast array of information, the Internet represents a new medium through which organizations and individuals can conduct business. The potential benefits of conducting business on the Internet include direct, immediate communications with consumers, customers, vendors and other parties, increased access to a large and growing universe of organizations and individuals, novel advertising opportunities and low communications and transaction costs. The amount of information available on the Internet, the commercial applications of the Internet, the number of Web sites on which data reside and the amount of data residing on individual Web sites are all increasing rapidly. As a result, both business and home computer users face the challenge of locating and retrieving the specific information that responds to their needs from the vast sea of data available on the Internet.

Diverse Data Formats

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

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

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

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

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

Id. at GOOG-WRD-00873633-35.

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

Id. at GOOG-WRD-00873639.

Workflow and Document Management Technology

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

Id. at GOOG-WRD-00873640.

Products

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

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

Id. at GOOG-WRD-00873641.

Latitude

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

Id. at GOOG-WRD-00873642-43.

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

Id. at GOOG-WRD-00873650.

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	<p><i>Hypertext Transfer Protocol (HTTP).</i> HTTP is a File Transfer Protocol specifically developed to enable Web servers to send data to clients, including HTML and graphic add-ins.</p> <p>Id. at GOOG-WRD-00873675.</p> <p><i>Structured Query Language (SQL).</i> A data access language designed to simplify and standardize the way relational data can be manipulated and retrieved on heterogeneous computer platforms from multiple vendors. Prevalent for several years on mainframe platforms, SQL is an emerging standard on other platforms, including client/server systems.</p> <p>Id. at GOOG-WRD-00873676.</p> <p><i>World Wide Web.</i> A network of computer servers that uses a special communications protocol to link different servers throughout the Internet and permits communication of graphics, video and sound.</p> <p>Id. at GOOG-WRD-00873677.</p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B2, B7.</p>
Claim 17	
<p>17. An advertising machine for providing advertisements to a user searching for desired information within a data network, the advertising machine comprising:</p>	<p>The Open Text Form F-1 discloses including an advertising machine for providing advertisements to a user searching for desired information within a data network.</p> <p>See Claim 8[preamble].</p>
<p>[a] a server computer coupled to the data network that receives a search request from the user, the search request including a search argument corresponding to the desired information;</p>	<p>The Open Text Form F-1 discloses a server computer coupled to the data network that received a search request from the user, the search request including a search argument corresponding to the desired information.</p> <p>See Claim 8[a].</p>
<p>[b] a database search engine coupled to the server computer that receives the search argument from the server computer and searches a first database to generate search results, the first</p>	<p>The Open Text Form F-1 discloses a database search engine coupled to the server computer that received the search argument from the server computer and searched a first database to generate search results, the first database having data network related information and being contained on the server computer.</p> <p>See Claim 8[b].</p>

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database having data network related information and being contained on the server computer;	
[c] an associative search engine coupled to the server computer that correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer; and	<p>The Open Text Form F-1 discloses an associative search engine coupled to the server computer that correlated the received search argument to a particular advertisement in a second database having advertisement related information. The second database was contained on a client computer.</p> <p><i>See Claim 8[c].</i></p>
[d] the server computer providing the search results together with the particular advertisement to the user.	<p>The Open Text Form F-1 discloses the server computer provided the search results together with the particular advertisement to the user.</p> <p><i>See Claim 8[d].</i></p>
Claim 18	
18. The advertising machine of claim 17, wherein the associative search engine selects the particular advertisement based on the received search argument and user profile data.	<p>The Open Text Form F-1 discloses selecting the particular advertisement based on the received search argument and user profile data.</p> <p><i>See Claim 2.</i></p>
Claim 19	
19. The advertising machine of claim 18, wherein the user profile data is based partially upon previous search arguments of the user.	<p>The Open Text Form F-1 discloses the user profile data is based partially upon previous search arguments of the user.</p> <p><i>See Claim 3.</i></p>
Claim 20	
20. The advertising machine of claim 18,	<p>The Open Text Form F-1 discloses the user profile data is based partially upon previous search results for the user.</p>

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

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<p>correlates the received search argument to a particular advertisement in a second database having advertisement related information, the second database contained on a client computer;</p>	<p>advertisement related information, the second database contained on a client computer.</p> <p><i>See Claim 17[c].</i></p>
<p>[d] the server computer providing the search results together with the particular advertisement to the user;</p>	<p>The Open Text Form F-1 discloses the server computer used by the Open Text Form F-1 discloses provided the search results together with the particular advertisement to the user.</p> <p><i>See Claim 17[d].</i></p>
<p>[e] the server computer determining whether the advertisement was successful; and</p>	<p>The Open Text Form F-1 discloses the server computer determined whether the advertisement was successful.</p> <p><i>See Claim 17[c].</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B4 & B6.</p>
<p>[f] the server computer altering criteria for subsequent correlations of received search arguments to the second database.</p>	<p>The Open Text Form F-1 discloses the server computer altered criteria for subsequent correlations of received search arguments to the second database.</p> <p><i>See Claim 1[a] and [b].</i></p> <p>To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Tables B4, B6, B7.</p>
Claim 23	
<p>23. The advertising machine of claim 22, wherein the associative search engine correlates the received search argument to the particular advertisement based on the received search argument and user profile data.</p>	<p>The Open Text Form F-1 discloses correlating the received search argument to the particular advertisement based on the received search argument and the user profile data.</p> <p><i>See Claim 2.</i></p>

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

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

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	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 Open Text Form F-1 discloses this method. <i>See</i> Claim 1.
[a] receiving user preference re-prioritization input; and	The Open Text Form F-1 discloses receiving user preference re-prioritization input. <i>See</i> Claim 1[a]. To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.
[b] re-prioritizing the user preference data based upon the user preference re-prioritization input.	The Open Text Form F-1 discloses re-prioritizing the user preference data based upon the user preference re-prioritization input. <i>See</i> 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 7	
7. The method of claim 1, wherein the user preference data is derived from prior searching history.	The Open Text Form F-1 discloses wherein the user preference data is derived from prior searching history. <i>See</i> '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 Open Text Form F-1 discloses this method. <i>See</i> Claim 1.
[a] receiving search refinement input via the communications link from	The Open Text Form F-1 discloses receiving search refinement input via the communications link from the data processing device of the user.

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

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

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[b] refine the search results based upon the search refinement input; and	<p>The Open Text Form F-1 discloses refining the search results based upon the search refinement input.</p> <p><i>See Claim 8[b].</i></p>
[c] transmit the refined search results via the communications link to the data processing device.	<p>The Open Text Form F-1 discloses transmitting the refined search results via the communications link to the data processing device.</p> <p><i>See Claim 8[c].</i></p>

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

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

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

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

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

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	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 Open Text Form F-1 discloses wherein the search results and the at least one advertisement are included in a web page transmitted to the data processing device via the communications link. <i>See '969 Patent Claim 6.</i>
Claim 15	
15. The advertising machine of claim 10, wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument.	The Open Text Form F-1 discloses wherein the associative search engine is operable to select at least one advertisement from an advertisement database based upon at least the search argument. <i>See Claim 8.</i>
Claim 17	
17. A method for operating an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user, the method comprising:	The Open Text Form F-1 discloses an advertising machine implemented on at least one computer to provide advertisements via a communications link to a data processing device of a user. <i>See Claim 1[preamble].</i>
[a] the advertising machine receiving from the data processing device via the communications link a search request that includes a search argument;	The Open Text Form F-1 discloses receiving from the data processing device via the communications link a search request that includes a search argument. <i>See Claim 1[c].</i>
[b] the advertising machine searching at least one database using the search	The Open Text Form F-1 discloses searching at least one database using the search argument to produce search results.

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argument to produce search results;	<i>See</i> Claim 1[d].
[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 Open Text Form F-1 discloses selecting at least one advertisement from an advertisement database based upon at least one of the search argument and the search results. <i>See</i> 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 Open Text Form F-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See</i> Claim 1[g].
[e] the advertising machine receiving a response from the data processing device via the communications link that indicates selection of an advertisement; and	The Open Text Form F-1 discloses receiving a response from the data processing device via the communications link that indicates selection of an advertisement. <i>See</i> Claim 1[h].
[f] the advertising machine generating a fee record based upon the selection of the advertisement.	The Open Text Form F-1 discloses generating a fee record based upon the selection of the advertisement. <i>See</i> 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 Open Text Form F-1 discloses extracting a toll based upon the fee record. <i>See</i> 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 Open Text Form F-1 discloses directing the data processing device to a website corresponding to the selection of the advertisement. <i>See</i> Claim 3.

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

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

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

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

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

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

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results from the database search engine that are selected based upon the search argument;	<i>See</i> 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 Open Text Form F-1 discloses interacting with an associative search engine via the at least one communications interface to receive an advertisement that was selected based upon at least one of the search argument and the search results. <i>See</i> Claim 33[e].
[d] the server computer transmitting the search results together with the at least one advertisement via the at least one communications interface to the data processing device.	The Open Text Form F-1 discloses transmitting the search results together with the at least one advertisement via the at least one communications interface to the data processing device. <i>See</i> 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 Open Text Form F-1 discloses this method. <i>See</i> 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 Open Text Form F-1 discloses receiving a response from the data processing device via the at least one communications interface that indicated selection of an advertisement. <i>See</i> Claim 34[a].
[b] based upon the advertisement selection, generating a fee record.	The Open Text Form F-1 discloses generating a fee record based upon the advertisement selection. <i>See</i> Claim 34[b].
Claim 43	
43. The method of claim 41, further comprising the	The Open Text Form F-1 discloses extracting a toll based upon the fee record.

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server computer extracting a toll based upon the fee record.	<i>See Claim 35.</i>
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 Open Text Form F-1 discloses directing the data processing device to a website corresponding to the selection of the advertisement. <i>See Claim 36.</i>
Claim 45	
45. The method of claim 41 , further comprising the server computer updating preference data for the user based upon the selection of the advertisement.	The Open Text Form F-1 discloses updating preference data for the user based upon the selection of the advertisement. <i>See Claim 37.</i>
Claim 46	
46. The method of claim 41 , wherein the search results and the at least one advertisement are included in a web page.	The Open Text Form F-1 discloses searching results and the at least one advertisement were included in a web page. <i>See Claim 38.</i>
Claim 47	
47. The method of claim 41 , further comprising the server computer interacting with an associative search engine via the at least one communication interface to receive an advertisement that is selected based upon at least the search argument.	The Open Text Form F-1 discloses interacting with an associative search engine via the at least one communication interface to receive an advertisement that is selected based upon at least the search argument. <i>See Claim 39.</i>

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

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

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

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

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

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12, further comprising:	<p>the Open Text Form F-1 discloses this method.</p> <p><i>See Claim 12.</i></p>
[a] receiving user input to indicate selection of the at least one advertisement; and	<p>The Open Text Form F-1 discloses receiving user input to indicate selection of the at least one advertisement.</p> <p><i>See '970 Patent Claim 1[h].</i></p>
[b] transmitting the indication that the user selects the at least one advertisement to the advertising machine via the communications link.	<p>The Open Text Form F-1 discloses transmitting the indication that the user selected the at least one advertisement to the advertising machine via the communications link.</p> <p><i>See '970 Patent Claim 1[h].</i></p>

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

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

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

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

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

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

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least the search term.	

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

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

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technological interests, geographical interests, environmental interests, and educational interests.	To the extent this reference does not teach this claim element, this reference in combination with the knowledge of one of ordinary skill in the art renders this claim element obvious. See, e.g.: Table B4.
Claim 7	
7. The method of claim 1, further comprising updating the user profile data based upon the search argument.	The Open Text Form F-1 discloses updating the user profile data based upon the search argument. <i>See</i> '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 Open Text Form F-1 discloses updating the user profile data using data obtained via interaction with the data processing device. <i>See</i> '969 Patent Claim 2.
Claim 9	
9. The method of claim 1, further comprising sorting the search results based upon the user profile data.	The Open Text Form F-1 discloses sorting the search results based upon the user profile data. <i>See</i> '969 Patent Claims 1[b], [d], and [2].
Claim 10	
10. The method of claim 1, wherein searching at least one database having data network related information using the search argument to generate search results and selecting at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases.	The Open Text Form F-1 discloses searching at least one database having data network related information using the search argument to generate search results and selected at least one advertisement from an advertisement database relating to the search argument using the user profile data comprise accessing distinct differing databases. <i>See</i> '969 Patent Claim 1[b] and [c].
Claim 20	

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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 Open Text Form F-1 discloses an advertising machine implemented on at least one computer and operable to provide advertisements via a communications link to a data processing device of a user. <i>See Claim 1[preamble].</i>
[a] a communications interface operable to interface with the data processing device of the user via the communications link;	The Open Text Form F-1 discloses a communications interface operable to interface with the data processing device of the user via the communications link. <i>See Claim 1[c].</i>
[b] a database search engine operable to:	The Open Text Form F-1 discloses a database search engine. <i>See Claim 1[d].</i>
[c] receive from the data processing device via the communications interface a search request that includes a search argument; and	The Open Text Form F-1 discloses receiving from the data processing device via the communications interface a search request that included a search argument. <i>See Claim 1[c].</i>
[d] search at least one database having data network related information using the search argument to generate search results;	The Open Text Form F-1 discloses searching at least one database having data network related information using the search argument to generate search result. <i>See Claim 1[d].</i>
[e] an associative search engine operable to:	The Open Text Form F-1 discloses an associative search engine. <i>See Claim 1[e].</i>
[f] create user profile data for the user;	The Open Text Form F-1 discloses creating user profile data for the user. <i>See Claim 1[a].</i>
[g] store the user profile data; and	The Open Text Form F-1 discloses storing the user profile data. <i>See Claim 1[b].</i>
[h] select at least one advertisement from an advertisement database	The Open Text Form F-1 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	<i>See Claim 1[e].</i>
[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 Open Text Form F-1 discloses transmitting the search results together with the at least one advertisement via the communications link to the data processing device. <i>See Claim 1[f].</i>
Claim 21	
21. The advertising machine of claim 20, wherein the user profile data includes prior purchasing information regarding the user.	The Open Text Form F-1 discloses wherein the user profile data includes prior purchasing information regarding the user. <i>See Claim 2.</i>
Claim 22	
22. The advertising machine of claim 20, wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine.	The Open Text Form F-1 discloses wherein the associative search engine is operable to store the user profile data in a user profile database of the advertising machine. <i>See Claim 3.</i>
Claim 23	
23. The advertising machine of claim 20, wherein the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage.	The Open Text Form F-1 discloses wherein the associative search engine is operable to transmit the user profile data via the communications interface to the data processing device for storage. <i>See Claim 4.</i>
Claim 24	
24. The advertising machine of claim 20, wherein the user profile data is based upon prior	The Open Text Form F-1 discloses wherein the user profile data is based upon prior search history of the user. <i>See Claim 5.</i>

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search history of the user.	
Claim 25	
<p>25. The advertising machine of claim 20, wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p>	<p>The Open Text Form F-1 discloses wherein the user profile data is based upon user interests selected from the group consisting of social interests, family interests, political interests, technological interests, geographical interests, environmental interests, and educational interests.</p> <p><i>See Claim 6.</i></p>
Claim 28	
<p>28. The advertising machine of claim 20, wherein the at least one database having data network related information and the advertisement database comprise distinct differing databases.</p>	<p>The Open Text Form F-1 discloses wherein the at least one database having data network related information and the advertisement database comprise distinct differing databases.</p> <p><i>See Claim 10.</i></p>