

EXHIBIT E

Excite Invalidates Claim 1 of the '969 Patent

1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:

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

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

correlating the received search argument to a particular advertisement in a second database having advertisement related information; and

providing the search results together with the particular advertisement to the user.

The Company's services and products are based on proprietary retrieval technology designed to permit highly effective searches on the Internet by emphasizing quality and precision in the search process. This technology combines a true concept-based retrieval technology with sophisticated browsing tools. In addition, the Company has developed a proprietary spider designed to enhance the quantity and quality of information contained in the Company's databases, thereby enhancing the quality of information retrieved in a search. The Company's retrieval technology is also designed to search across distributed databases as effectively as searching a single, local database.

GOOG-WRD-00871965.

Keywords. The Company's keyword program offers advertisers an opportunity to target specific audiences by assigning ad banners to certain key words or concepts. For example, when Windows '95 is searched, a Microsoft advertisement could be displayed. Because of the ability to

GOOG-WRD-00871964.



GOOG-WRD-00871930.

NetSearch: people to content

Describe a concept in your own words and Excite NetSearch retrieves a list of relevant documents

Keyword-targeted advertising

Advertisers can target audiences by assigning key words or concepts to their ad banners