

Exhibit 1

Prior Art - Locations

Chart No.	Reference	Evidence Charted	Inventor/Author/Assignee	Location
A-1	AdaptX	Patent App. WO 1997021183 A1	Shamin Abbas Naqvi (Inventor) Tomasz Imielinski (Inventor) Bell Comm's Research, Inc. (Assignee)	Morristown, NJ North Brunswick, NJ Morristown, NJ
A-2	Alta Vista Website	Various News Articles	Alta Vista Co. (Owner)	Palo Alto, CA
A-3	Buckley Thesis	"Implementation of the SMART Information Retrieval System."	Chris Buckley Cornell University	Ithaca, NY
A-4	U.S. Patent No. 5,901,287		David Stanley Bull (Inventor) Neal Carr, Jr. (Inventor) Joseph Robert Offutt, Jr. (Inventor) The Sabre Group, Inc.	Irving, TX Watauga, TX Grapevine, TX Fort Worth, TX
A-5	U.S. Patent No. 5,761,662		Vasanthan S. Dasan (Inventor) Sun Microsystems, Inc. (Assignee)	Colorado Springs, CO Mountain View, CA
A-6	Dedrick 1994 Paper	"Interactive Electronic Advertising."	Rick Dedrick (Author)	Hillsboro, OR
A-7	Dedrick 1995 Paper	"A Consumption Model for Targeted Electronic Advertising."	Rick Dedrick (Author)	Hillsboro, OR
A-8	U.S. Patent No. 5,710,884		Rick Dedrick (Author) Intel Corp. (Assignee)	Hillsboro, OR Santa Clara, CA
A-9	DoubleClick System	Various News Articles U.S. Patent No. 5,948,061 U.S. Patent No. 7,844,488	DoubleClick Inc. (Owner/Assignee) Google Inc. (Owner/Assignee) Dwight Allen Merriman (Inventor) Kevin Joseph O'Connor (Inventor)	New York, NY Mountain View, CA New York, NY New York, NY
A-10	Excite Website	Various News Articles	InterActiveCorp (Owner)	New York, NY
A-11	U.S. Patent No. 7,072,849		Robert Filepp (Inventor) Alexander W. Bidwell (Inventor) Francis C. Young (Inventor) Allan M. Wolf (Inventor) Duane Tiemann (Inventor) Mel Bellar (Inventor) Robert D. Cohen (Inventor) James A. Galambos, deceased (Inventor) Kenneth H. Appelman (Inventor) Sam Meo (Inventor) Int'l Bus. Machines Corp.	White Plains, NY New York, NY Pearl River, NY Ridgefield, CT Ossening, NY New York, NY Pouyhquag, NY Westport, CT Brewster, NY Carmel, NY Armonk, NY
A-12	FMQA System	"Library and Information Research News"	Gary Mooney (Author)	Leicester, United Kingdom
A-13	Fox Paper	"Development of the Coder System: A Testbed for Artificial Intelligence Methods in Information Retrieval."	Edward A. Fox (Author)	Blacksburg, VA
A-14	Gallagher and Parsons	"A Framework for Targeting Banner Advertising on the Internet."	Katherine Gallagher (Author) Jeffrey Parsons (Author)	Newfoundland, Canada Newfoundland, Canada
A-15	HealthGate Website	"HealthGate Data Unveils HealthGate" HealthGate Data Corp. 10-K SEC Filing HealthGate Sponsorship Opportunities	HealthGate Data Corp.	Burlington, MA
A-16	HotBot Website	Various News Articles	Yahoo! (Owner)	Sunnyvale, CA
A-17	Infoseek Website	Various News Articles U.S. Patent No. 5,751,956	Infoseek Corp. (Owner) Autonomy Corp. (Owner) HP Autonomy (Owner) Steven T. Kirsch (Inventor)	Sunnyvale, CA Cambridge, UK Sunnyvale, CA Los Altos, CA
A-18	Kohda 1996 Article	"Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser"	Youiji Kohda (Author) Susumu Endo (Author) Fujitsu Labs. Ltd. (Employer)	Chiba, Japan
A-19	U.S. Patent No. 7,136,853		Youji Kohda (Inventor) Susumu Endo (Inventor) Fujitsu Limited (Assignee)	Kawasaki, Japan

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A-20	Larsen Book Chapter	"Query Fuzzification for Internet Information Retrieval"	Henrik Legind Larsen (Author) Ronald R. Yager (Author)	Roskilde, Denmark New Rochelle, NY
A-21	Mooney Article	"Library and Information Research News"	Gary Mooney (Author)	Leicester, United Kingdom
A-22	Myaeng Article	"Integration of User Profiles: Models and Experiments in Information Retrieval"	Sung H. Myaeng (Author) Robert R. Korfhage (Author)	Syracuse, NY Pittsburg, PA
A-23	Patent App. WO 1997021183 A1		Shamin Abbas Naqvi (Inventor) Tomasz Imielinski (Inventor) Bell Comm's Research, Inc. (Assignee)	Morristown, NJ North Brunswick, NJ Morristown, NJ
A-24	NetGravity System	Various News Articles	NetGravity, Inc. (Owner)	San Mateo, CA
A-25	Open Text	"Engine sells results, draws fire" "Sponsored Search: A Brief History"	OpenText Corp. (Owner)	Ontario, Canada
A-26	Profile Based System ("PBS")	"Integration of User Profiles: Models and Experiments in Information Retrieval" "Towards an Intelligent and Personalized Retrieval System"	Sung H. Myaeng (Author) Robert R. Korfhage (Author) (Deceased)	Daejeon, South Korea
A-27	U.S. Patent No. 6,119,101		Douglas L. Peckover (Inventor) Personal Agents, Inc. (Assignee)	Dallas, TX Dallas, TX
A-28	Phillips Business Article	"Study: Search Engine Vendors Adopt New Strategies"	Phillips Business Information (Publication)	Rockville, MD
A-29	PR News	"Make Sure Search Engines Find Your Site"	PR News (Publication)	Rockville, MD
A-30	Radecki Paper	"Fuzzy Set Theoretical Approach to Document Retrieval"	Tadeusz Radecki	Wroclaw, Poland
A-31	U.S. Patent No. 6,374,237		Kenneth W. Reese (Inventor) Intel Corp. (Assignee)	Portland, OR Santa Clara, CA
A-32	SMART System	"Implementation of the SMART Information Retrieval System."	Cornell University (Owner) Chris Buckley (Inventor/Author)	Ithaca, NY
A-33	Submit-It! Website	Various News Articles	Submit-It!, Inc. (Owner) Microsoft (Owner)	Bedford, MA Redmond, WA
A-34	U.S. Patent No. 5,886,683		Bruce Tognazzini (Inventor) Jakob Nielsen (Inventor) Robert Glass (Inventor) Sun Microsys., Inc. (Assignee)	Woodside, CA Atherton, CA Los Gatos, CA Palo Alto, CA
A-35	Turpeinen Paper	"Architecture for Agent-Mediated Personalised News Service"	Marko Turpeinen (Author) Janne Saarela (Author) Mari Korkea-aho (Author) Tuomas Puskala (Author) Reijo Sulonen (Author) Helsinki University of Technology (Sponsor)	Helsinki, Finland
A-36	Lycos Website	Various News Articles	Lycos, Inc. (Owner) Terra Networks (Owner) Daum Comm's Corp. Ybrant Digital (Owner)	Waltham, MA Madrid, Spain Seoul, South Korea Hyderabad, India
A-37	WebCrawler Website	Various News Articles	InfoSpace (Owner) Blucora, Inc. (Owner)	Bellevue, WA
A-38	Wilms Thesis	"A Natural Language Interface for an Intelligent Document Information and Retrieval System"	G. Jan Wilms (Author) University of Mississippi (Publisher)	Jackson, TN Oxford, MS
A-39	Yahoo! Website	Various News Articles	Yahoo! (Owner) NetGravity, Inc. (Owner)	Sunnyvale, CA San Mateo, CA