

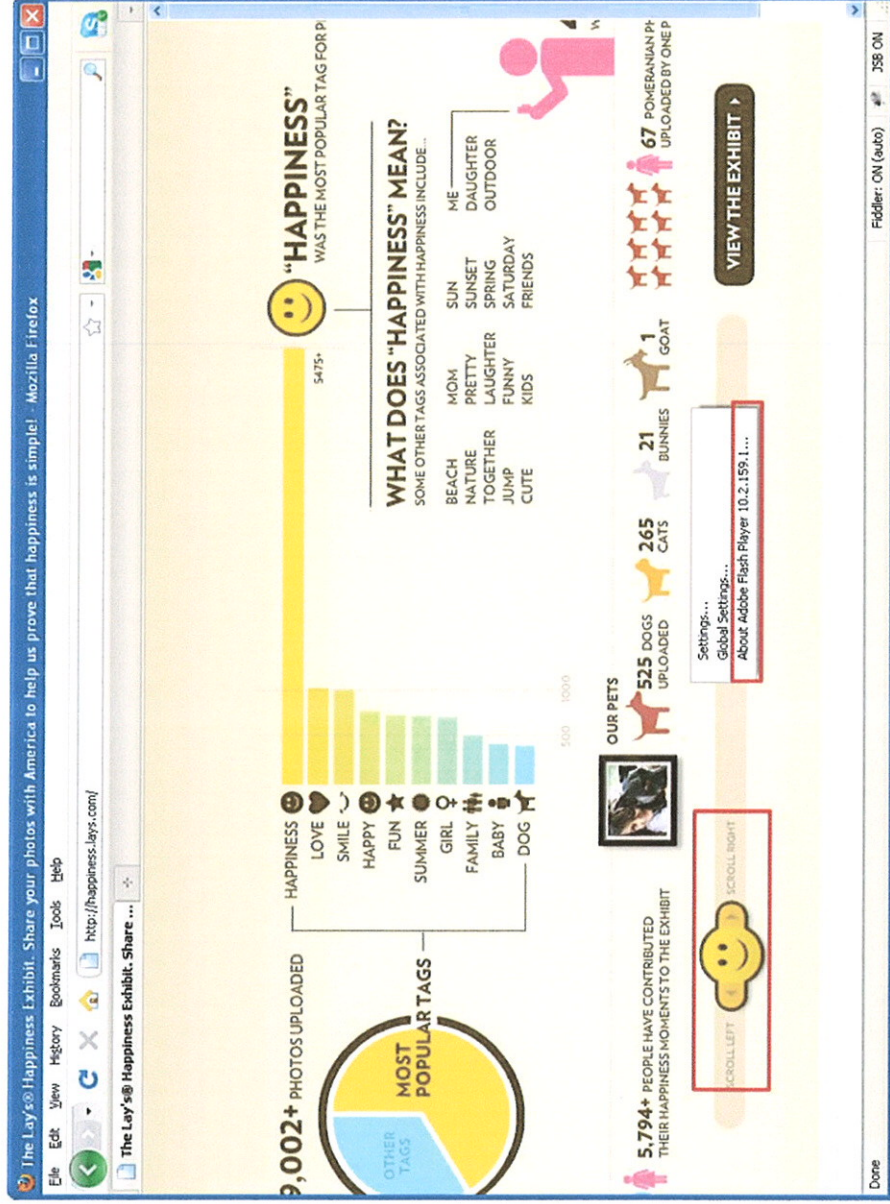
EXHIBIT 10

Claim Chart for Frito-Lay, Inc. Showing Infringement Of the '906 Patent by Frito-Lay, Inc.'s Websites

Claim	Claim Language	Exemplary evidence from Frito-Lay, Inc.'s websites
1pre	A method for running an application program in a computer network environment, comprising:	Users of Frito-Lay, Inc.'s website happiness.lays.com, the website itself, and/or the servers hosting that website (and/or any combination thereof), operate in a hypermedia network environment that includes client workstations executing browsers and comprises a method for running an application program in a computer network environment, comprising the following elements. In addition, Frito-Lay, Inc. provides the infrastructure (e.g. servers, Frito-Lay, Inc.'s website, etc.), in addition to instructions to users, and causes them to use Frito-Lay, Inc.'s website in an infringing manner in its default and expected use.

* Allegation not limited to the browser in use
McKool 400915v1

Exemplary evidence from Frito-Lay, Inc.'s websites



Source: <http://happiness.lays.com/>

1a providing at least Users of Frito-Lay, Inc.'s website itself and/or the servers hosting that website (and/or

* Allegation not limited to the browser in use
McKool 400915v1

Claim Chart for Frito-Lay, Inc. Showing Infringement Of the '985 Patent by Frito-Lay, Inc.'s Websites

Claim	Claim Language	Exemplary evidence from Frito-Lay, Inc.'s websites
1 pre	<p>A method for running an application program in a distributed hypermedia network environment, wherein the network environment comprises at least one client workstation and one network server coupled to the network environment, the method comprising the following claim elements. In addition to instructions to users, and causes them to use Frito-Lay, Inc.'s website in an infringing manner in its default and expected use.</p>	<p>Users of Frito-Lay, Inc.'s website happiness.lays.com, the website itself, and/or the servers hosting that website (and/or any combination thereof), operate in a distributed hypermedia network environment, wherein the network environment comprises at least one client workstation and one network server coupled to the network environment, the method comprising the following claim elements. In addition to Frito-Lay, Inc. provides the infrastructure (e.g. servers, Frito-Lay, Inc.'s website, etc.), in addition to instructions to users, and causes them to use Frito-Lay, Inc.'s website in an infringing manner in its default and expected use.</p>

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Exemplary evidence from Frito-Lay, Inc.'s websites

The screenshot shows a web browser displaying the 'Happiness Exhibit' on the website <http://happiness.lays.com/>. The page features several data points and visualizations:

- 9,002+ PHOTOS UPLOADED**: A large yellow bar representing the total number of photos.
- "HAPPINESS" WAS THE MOST POPULAR TAG FOR PHOTOGRAPHERS**: A yellow smiley face icon.
- WHAT DOES "HAPPINESS" MEAN?**: A list of tags associated with happiness, including BEACH, MOM, SUN, NATURE, PRETTY, SUNSET, TOGETHER, LAUGHTER, FUNNY, KIDS, JUMP, CUTE, ME, DAUGHTER, and OUTDOOR.
- MOST POPULAR TAGS**: A pie chart showing the distribution of tags, with 'HAPPINESS' being the largest segment.
- OUR PETS**: A section listing pet-related tags: 525 DOGS UPLOADED, 21 BUNNIES, 265 CATS, 1 GOAT, and 67 POMERANIAN PUPPIES UPLOADED BY ONE PERSON.
- 5,794+ PEOPLE HAVE CONTRIBUTED THEIR HAPPINESS MOMENTS TO THE EXHIBIT**: A statistic at the bottom left.
- SCROLL LEFT | SCROLL RIGHT**: Navigation arrows for a carousel.
- VIEW THE EXHIBIT**: A button at the bottom right.

Source: <http://happiness.lays.com/>

* Allegation not limited to the browser in use
McKool 400916v1