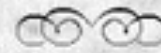


EXHIBIT A



The Constitution of the United States of America

Article 1, Section 8, Clause 8



The Congress shall have the power...

to promote the progress of science and useful arts by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries.

UNITED STATES CODE

35 USC § 284 - Damages

Upon finding for the claimant the court shall award the claimant damages adequate to compensate for the infringement, but in no event less than a reasonable royalty for the use made of the invention by the infringer, together with interest and costs as fixed by the court.

Reasons for Allowance of '664 Patent

The U.S. Patent and Trademark Office found patentability because:

“The prior arts . . . do not fairly teach or suggest the teaching of information filtering through a combination of data from a first user and data from feedback by other users”



US PATENT 6,314,420

Primary Examiner—Thomas Black
Assistant Examiner—Frantz Coby

Patent examiners at the USPTO
examine every patent and all
prior art submitted with it



US006314420B1

(12) **United States Patent**
Lang et al.

(10) Patent No.: US 6,314,420
(45) Date of Patent: *Nov 2000

(54) **COLLABORATIVE/ADAPTIVE SEARCH ENGINE**

(75) Inventors: Andrew K. Lang, Donald M. Kosak, both of Pittsburgh, PA (US)

(73) Assignee: Lycos, Inc., Waltham, MA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: 09/204,149
(22) Filed: Dec. 3, 1998

Related U.S. Application Data

(63) Continuation-in-part of application No. 08/627,436, filed on Apr. 4, 1996, now Pat. No. 5,867,799.

(51) Int. Cl.⁷ G06F 17/30
(52) U.S. Cl. 707/3, 707/10, 707/2, 707/5
(58) Field of Search 707/1, 10, 102, 707/3, 2, 5

(50) **References Cited**
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5,563,999 *	10/1996	Yaksich et al.	395/149

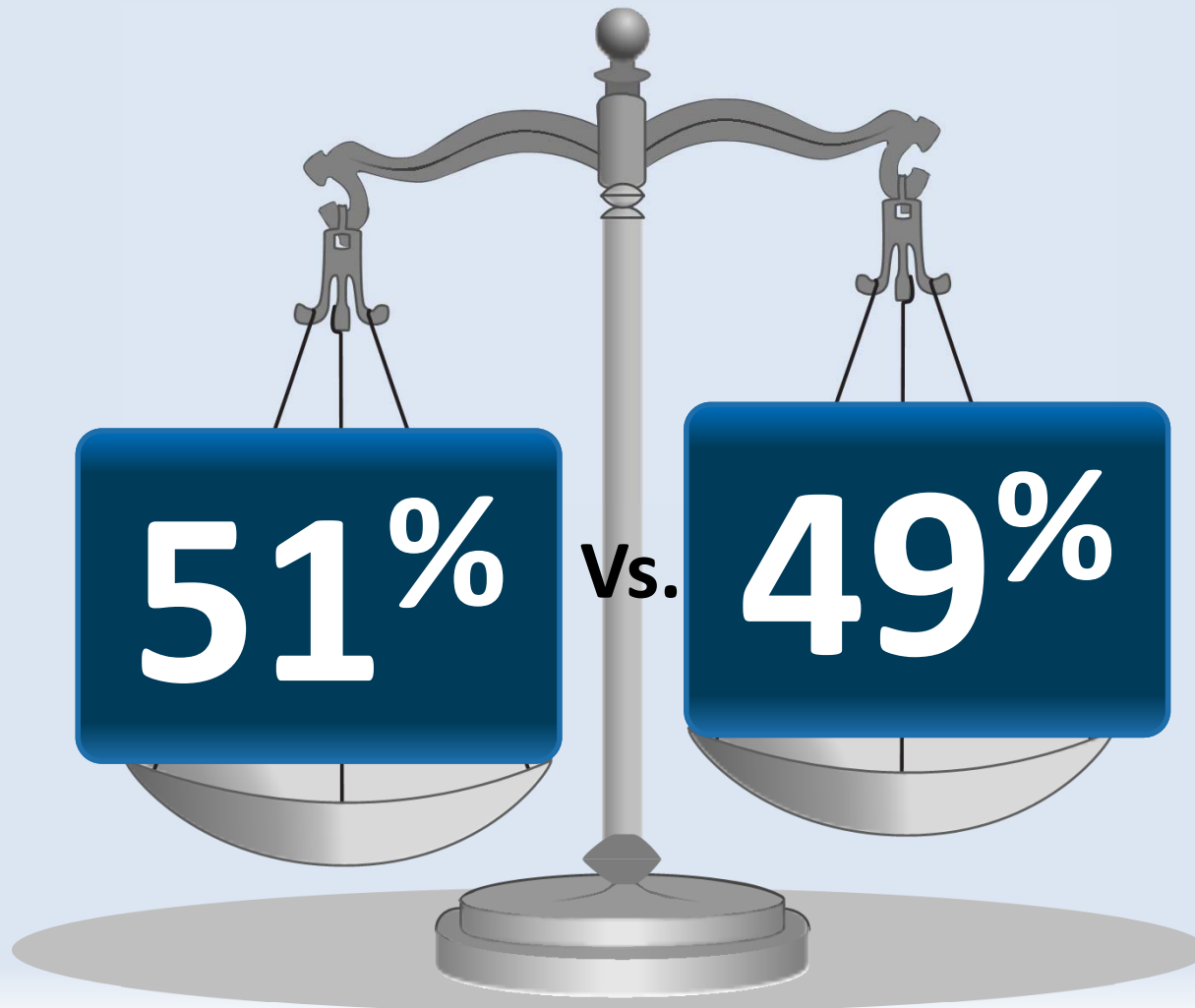
36 Claims, 10 Drawing Sheets

2:11-cv-512 (RAJ)
PLAINTIFF'S
EXHIBIT
1

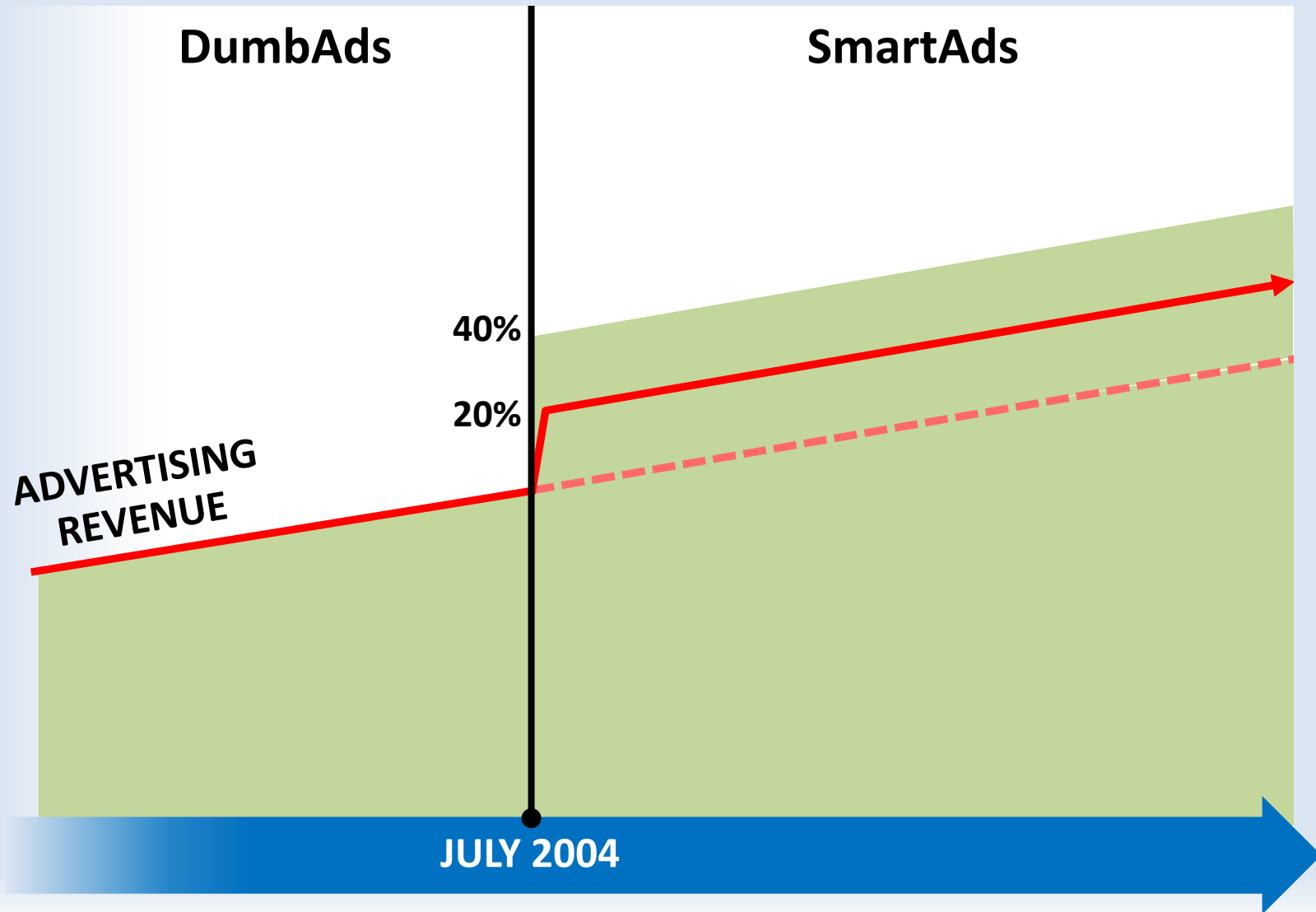
IPE 0002452

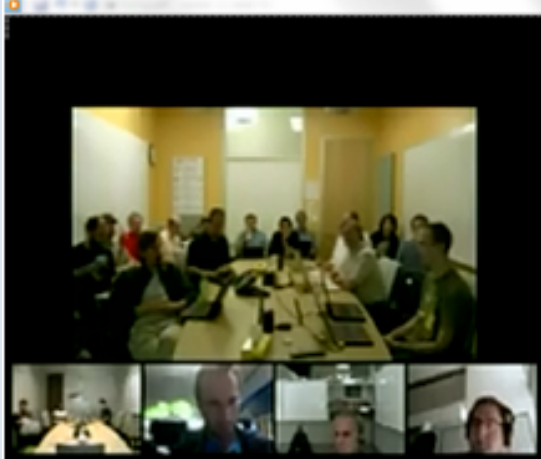
Infringement = Preponderance of Evidence

More Likely Than Not



Google Revenue Jump





Ads before SmartASS

Criteria stats: hierarchical model for probability computation

- Use clicks/impressions for keyword and creative, if enough data
- Otherwise use clicks/impressions for keyword and ad group, if enough data
- Otherwise use clicks/impressions for ad group

Turning SmartASS on gave an immediate 20% gain in revenue and clicks.

- Now difference is probably > 40%
- Better generalization when not enough data
- Can fit when keyword != query
- Better correction for UI

Google

Google docs Slide 10 of 46 Actions View together

4:08 PM 11/4/2012

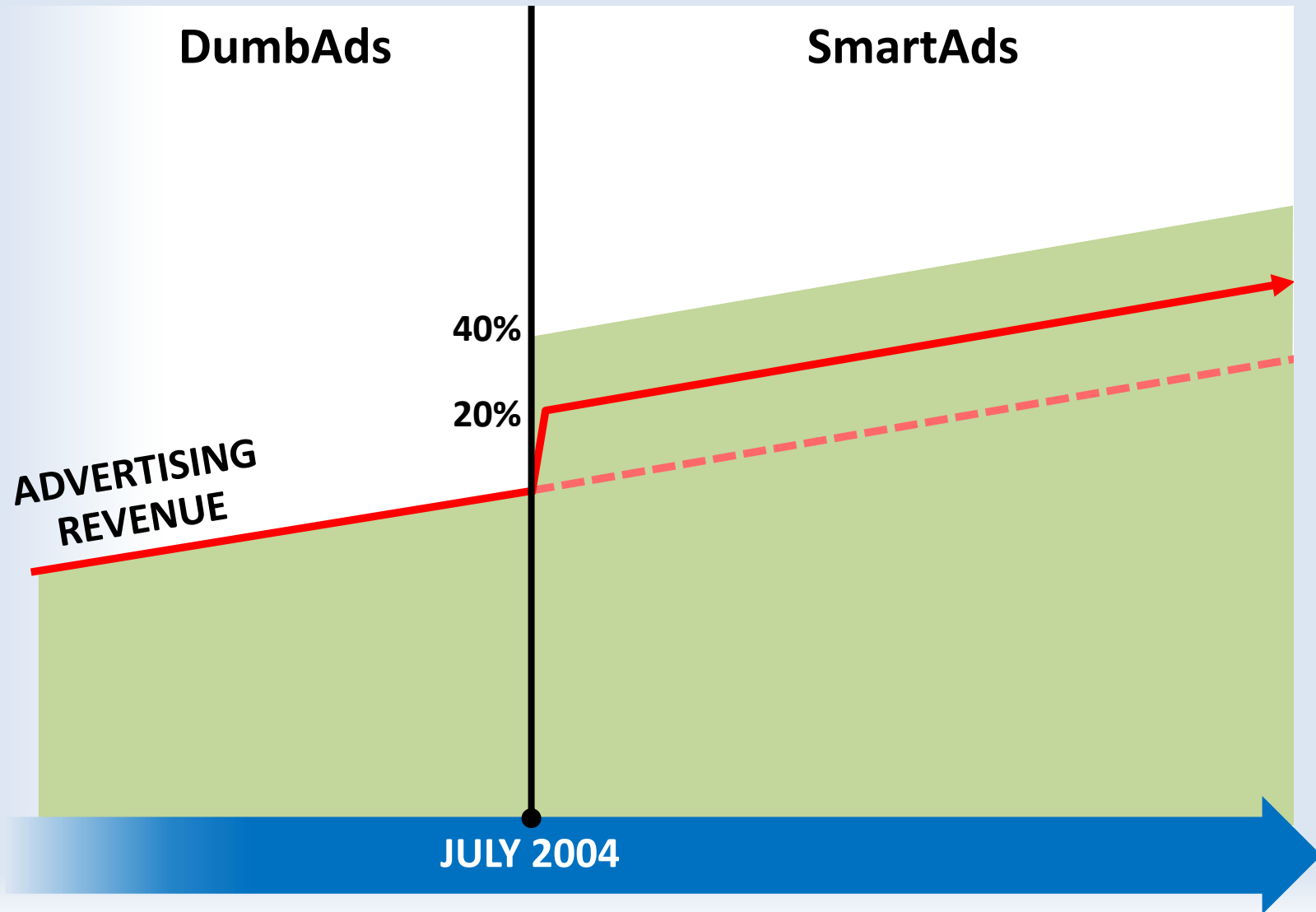


Google™

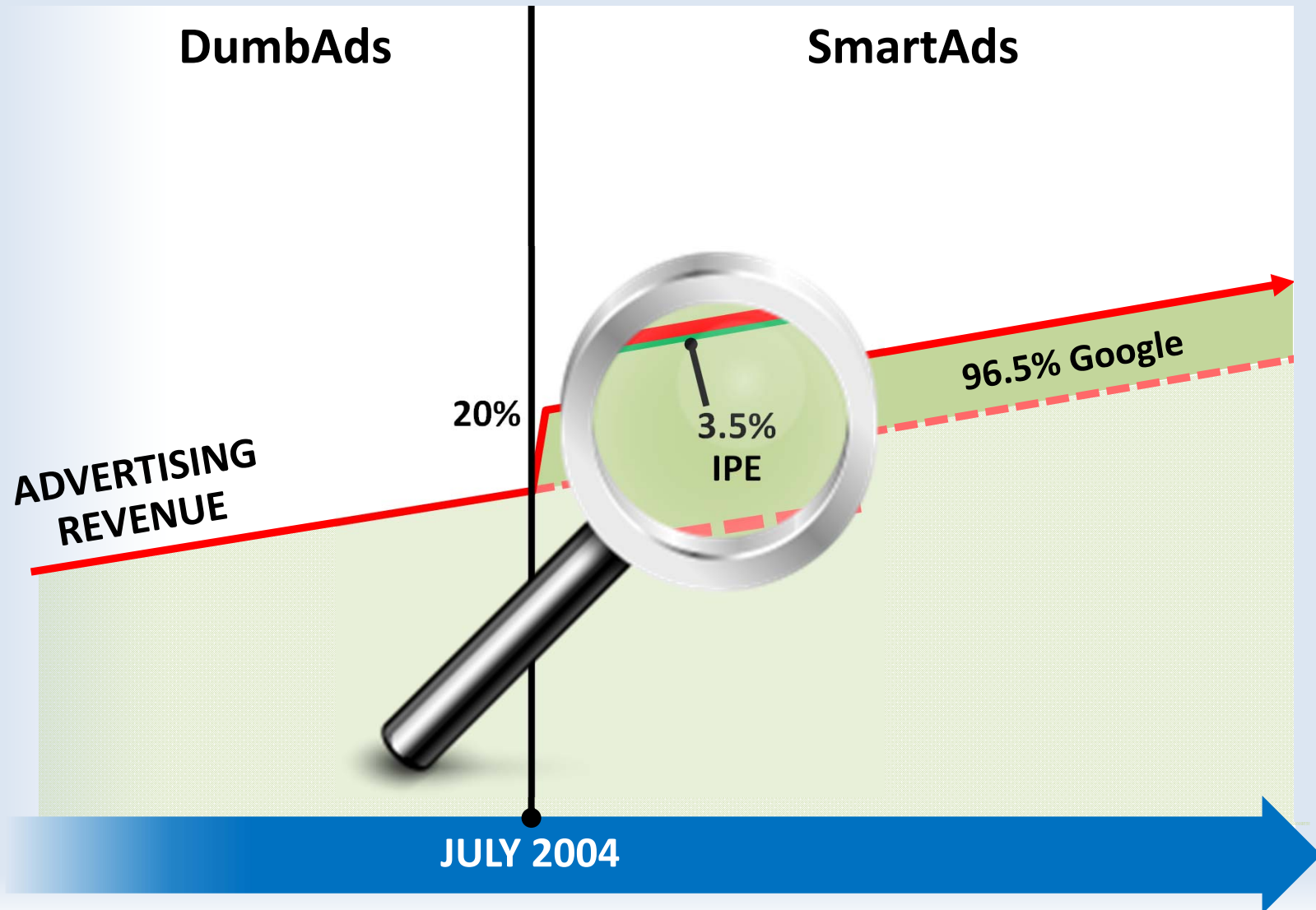
SmartASS

Presentation entitled “Life of a Dollar”
By: Steve Glassman
August 2, 2006

Google Revenue Jump



Google Revenue Jump



Reasonable Royalty

20%

20% increase in
revenue as a
result of SmartAds



3.5%

Industry rate for
search advertising
technology

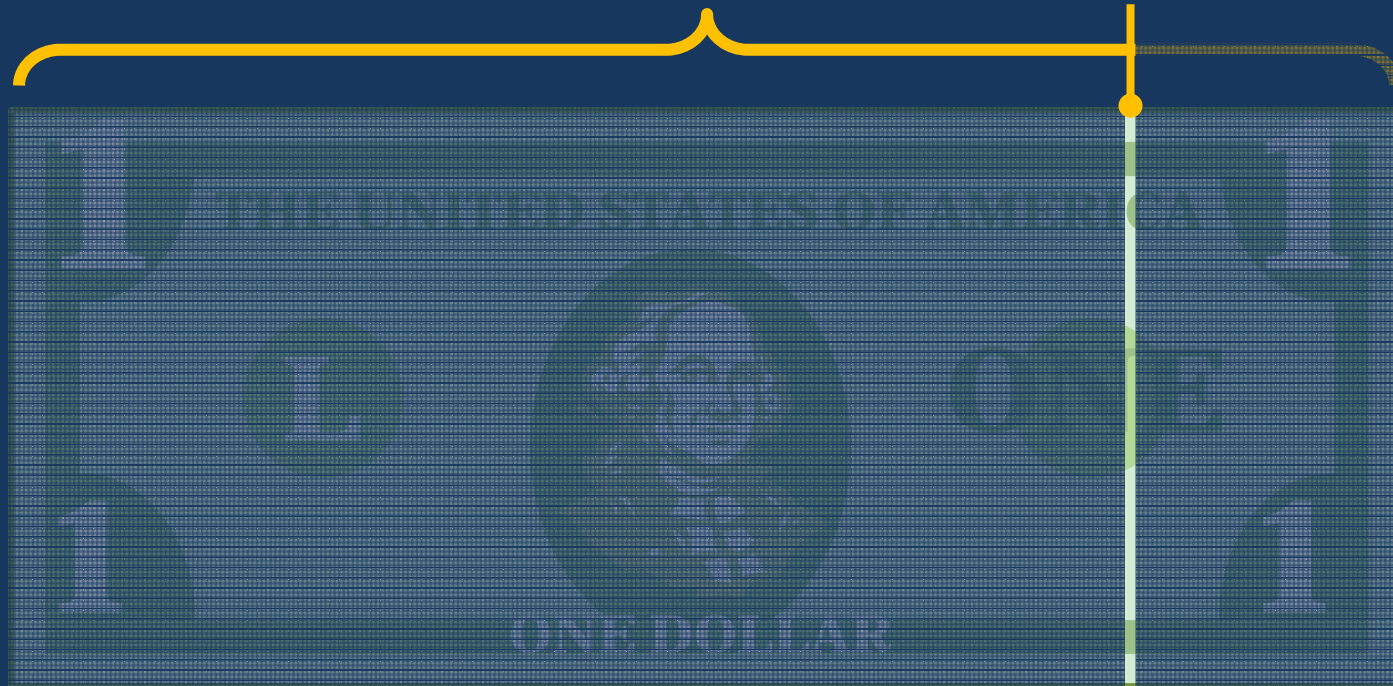


\$493,093,718

Reasonable royalty for use
of patented technology

Reasonable Royalty

Google AdWords Revenue 3.5% IPE Royalty



20%

UNITED STATES CODE

**35 USC § 282 –
Presumption of Validity; Defenses**

“A patent is presumed valid” and

“The burden of establishing invalidity of a patent or any claim thereof shall rest on the party asserting such invalidity [Google].”

**Invalidity must be proved by
clear and convincing evidence.**