

EXHIBIT

1

Defendant: eBay

Product: eBay Website - Product Page

Claim 63

Patent: 6,263,507

A computer readable medium encoded with one or more computer programs for enabling acquisition and review of a body of information, wherein the body of information includes a plurality of segments, each segment representing a defined set of information in the body of information, comprising:

In the operation of its websites, eBay makes and uses a computer readable medium encoded with one or more computer programs for enabling acquisition and review of a body of information, wherein the body of information includes a plurality of segments, each segment representing a defined set of information in the body of information.

The screenshot shows an eBay product page for a Sony EX5 40 in BRAVIA 1080p LCD HDTV TV. The page layout includes a navigation bar at the top with links for 'Go', 'My eBay', 'Sell', 'Community', 'Contact us', and 'Help'. Below the navigation bar, there are category links and a search bar. The main product listing features a large image of the TV, a title 'NEW Sony EX5 40 in BRAVIA 1080p LCD HDTV TV KDL40EX500', and a price of US \$724.99. The seller is 'espot.deals' with a 98.8% positive feedback rating. The page also includes a 'Check out the most watched' section with five other TV listings.

Product Details:

- Item:** NEW Sony EX5 40 in BRAVIA 1080p LCD HDTV TV KDL40EX500
- Condition:** New
- Price:** US \$724.99
- Shipping:** \$39.99 Standard Shipping
- Returns:** 14 day money back, buyer pays return shipping

Seller Info:

- Seller:** espot.deals (55332)
- Feedback:** 98.8% Positive feedback
- Visit store:** eSpot Deals

Other item info:

- Item number:** 120624377443
- Item location:** Lanham, Maryland, United States
- Ships to:** United States, Canada
- Payments:** PayPal

Check out the most watched:

Product	Price	Shipping	Time Left	Seller
Samsung 23" LCD HDTV 1080p P2370HD ...	\$212.99	Free Shipping	5d 18h	Top-rated seller
Samsung 26" Flat Panel LCD TV HDTV ...	\$289.00	Free Shipping	26d 18h	Top-rated seller
Vizio 37" VL370M 1080p LCD HDTV	\$414.95	Free Shipping	3d 11h	Top-rated seller
19 inch FAVI Pink 720p LCD HDTV DVD ...	\$239.95	Free Shipping	30d 0h	Top-rated seller
SAMSUNG UN55C8000 55" 240Hz 3D LED ...	\$2,494.99	Free Shipping	26d 15h	Top-rated seller

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instructions for acquiring data representing the body of information;

instructions for storing the acquired data;

eBay's website acquires and displays information representing the body of information. Accordingly, it is apparent that the computer readable medium comprises the recited instructions.

The screenshot shows an eBay product listing for a Sony EX5 40 inch BRAVIA 1080p LCD HDTV. The product image is highlighted with a red border and has an 'e spot' badge. The listing includes the following details:

- Product Title:** NEW Sony EX5 40 in BRAVIA 1080p LCD HDTV TV KDL40EX500
- Condition:** New
- Price:** US \$724.99
- Shipping:** \$39.99 Standard Shipping
- Returns:** 14 day money back, buyer pays return shipping
- Seller:** espot.deals (55332) with 98.8% Positive feedback
- Other item info:** Item number: 120624377443, Item location: Lanham, Maryland, United States

Below the main product, there is a section titled 'Check out the most watched' featuring five other HDTV listings:

Product	Price	Shipping	Time Left	Seller
Samsung 23" LCD HDTV 1080p P2370HD ...	\$212.99	Free Shipping	5d 18h	Top-rated seller
Samsung 26" Flat Panel LCD TV HDTV ...	\$289.00	Free Shipping	26d 18h	Top-rated seller
Vizio 37" VL370M 1080p LCD HDTV	\$414.95	Free Shipping	3d 11h	Top-rated seller
19 inch FAVI Pink 720p LCD HDTV DVD ...	\$239.95	Free Shipping	30d 0h	Top-rated seller
SAMSUNG UN55C8000 55" 240Hz 3D LED ...	\$2,494.99	Free Shipping	26d 15h	Top-rated seller

Defendant: eBay

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instructions for generating a display of a first segment of the body of information from data that is part of the stored data;

When a user visits, e.g., a product page, eBay generates **a display of a first segment of the body of information** from data that is part of the stored data, as demonstrated by the following exemplary screenshot. Accordingly, it is apparent that the computer readable medium comprises the recited instructions.

The screenshot shows an eBay product page for a Sony EX5 40 in BRAVIA 1080p LCD HDTV TV (KDL40EX500). The page is framed with a red border. The main product image shows a television displaying a kayaker in white water. To the right of the image, the product title is "NEW Sony EX5 40 in BRAVIA 1080p LCD HDTV TV KDL40EX500". Below the title, it says "2-3 Year Warranty! Trusted PowerSeller. Very Fast Ship." and "Item condition: New". The price is listed as "US \$724.99" with a "Buy It Now" button. Shipping is "\$39.99 Standard Shipping" and returns are "14 day money back". A red box highlights the product image and the "e spot" logo. To the right, the "Seller info" section shows "espot.deals (55332)" with a 98.8% positive feedback rating. Below that, "Other item info" includes item number 120624377443 and location Lanham, Maryland. At the bottom, a "Check out the most watched" section displays five other television models with their prices and shipping options.

Product	Price	Shipping	Time Left	Top-rated seller
Samsung 23" LCD HDTV 1080p P2370HD ...	\$212.99	Free Shipping	5d 18h	Yes
Samsung 26" Flat Panel LCD TV HDTV ...	\$289.00	Free Shipping	26d 18h	Yes
Vizio 37" VL370M 1080p LCD HDTV	\$414.95	Free Shipping	3d 11h	Yes
19 inch FAVI Pink 720p LCD HDTV DVD ...	\$239.95	Free Shipping	30d 0h	Yes
SAMSUNG UN55C8000 55" 240Hz 3D LED ...	\$2,494.99	Free Shipping	26d 15h	Yes

Defendant: eBay

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instructions for comparing data representing a segment of the body of information to data representing a different segment of the body of information to determine whether, according to one or more predetermined criteria, the compared segments are related; and

eBay compares data representing a **segment of the body of information** (e.g., data relating to the product being viewed) to data representing a **different segment of the body of information** (e.g., data related to other products), according to one or more predetermined criteria, to determine whether the segments are related.

It appears that the computer readable medium comprises the recited instructions. However, Plaintiff requires access to source code to precisely identify the comparison instructions.

The screenshot shows an eBay product listing for a Sony EX5 40 inch BRAVIA 1080p LCD HDTV. The main product image is highlighted with a red border. The product title is "NEW Sony EX5 40 in BRAVIA 1080p LCD HDTV TV KDL40EX500". The price is listed as "US \$724.99". The seller is "espot.deals" with a 98.8% positive feedback rating. The page also features a "Check out the most watched" section with five other product listings, each with a price and a "Buy It Now" button.

Product Details:

- Item condition: New
- Time left: 5d 07h (Oct 01, 2010 07:00:42 PDT)
- Price: US \$724.99
- Shipping: \$39.99 Standard Shipping
- Returns: 14 day money back, buyer pays return shipping

Seller Info:

- espot.deals (55332) me
- 98.8% Positive feedback
- Visit store: eSpot Deals

Other item info:

- Item number: 120624377443
- Item location: Lanham, Maryland, United States
- Ships to: United States, Canada
- Payments: PayPal

Check out the most watched:

- Samsung 23" LCD HDTV 1080p P2370HD ... \$212.99
- Samsung 26" Flat Panel LCD TV HDTV ... \$289.00
- Vizio 37" VL370M 1080p LCD HDTV \$414.95
- 19 inch FAVI Pink 720p LCD HDTV DVD ... \$239.95
- SAMSUNG UN55C8000 55" 240Hz 3D LED ... \$2,494.99

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instructions for comparing data representing a segment of the body of information to data representing a different segment of the body of information to determine whether, according to one or more predetermined criteria, the compared segments are related; and

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The screenshot displays an eBay product page for a "Cover-Up Sony PRS-300 / Pocket Edition Leather Case". The page is framed by a red border. At the top, the eBay logo and navigation links are visible. Below the search bar, a yellow banner indicates "Bidding has ended on this item." A section titled "Recommendations you might like" shows a grid of ten product listings, each with a price and a "Buy It Now" button. The main product listing is highlighted with a red border and includes a large image of the case, a price of \$21.99, and a "Buy It Now" button. To the right of the product listing, the seller's information is displayed, including the seller's name "ebook-accessories", a 99.8% positive feedback rating, and a "Top-rated seller" badge. The seller's information also includes a "Save this seller" button and a "Visit store" link. At the bottom of the page, there are links for "Share", "Print", and "Report item".

Recommendations you might like

Cover-Up Leather Case for Sony ... \$31.99 1d 4h Top-rated seller	Cover-Up Sony PRS-600 / Touch ... \$24.99 23h 49m Top-rated seller	Cover-Up Sony PRS-300 / Pocket ... \$24.99 1d 13h Top-rated seller	Cover-Up Sony PRS-300 Pocket ... \$25.99 2d 2h Top-rated seller	Cover-Up Sony PRS-300 / Pocket ... \$21.99 3d 11h Top-rated seller
NEW BLK Leather Case+LCD For Sony ... \$12.99 7h 9m Free Shipping	NEW BLK Leather Case For Sony ... \$12.99 7h 38m Free Shipping	Leather Case for Sony PRS-600 Touch ... \$21.99 1d 3h Top-rated seller	Tuff-Luv Leather case for (Sony ... \$40.99 6d 6h	Leather case for sony reader pocket ... \$4.99 13d 12h

* * *

Cover-Up Sony PRS-300 / Pocket Edition Leather Case

Item condition: **New**

Ended: Sep 26, 2010 02:58:16 PDT

Bid history: 0 bids

Starting bid: **US \$19.99**

Price: **US \$21.99**

Shipping: **\$4.99** Expedited Shipping | See all details
Estimated delivery within 4-5 business days.

Returns: 30 day money back, buyer pays return shipping | Read details

Top-rated seller

ebook-accessories (597 ☆)

99.8% Positive feedback

- Consistently receives highest buyers' ratings
- Ships items quickly
- Has earned a track record of excellent service

Save this seller
See other items

Visit store: Ebook Accessories

Other item info

Item number: 170542355095

Item location: Bridgend, United Kingdom

Ships to: Worldwide See exclusions

Payments: PayPal See details

Share Print Report item

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instructions for comparing data representing a segment of the body of information to data representing a different segment of the body of information to determine whether, according to one or more predetermined criteria, the compared segments are related; and

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Hi, manisharjadhav1973! (Sign out)

All Categories

CATEGORIES

Home > Buy > Cell Phones & Smartphones > Apple iphone 3G Black (8GB) (AT&T)

Apple iphone 3G Black (8GB) (AT&T)

Manufacturer: [Apple](#)
 Phone Model: 3G Black (8GB)
 Storage: 8 GB
 Band: GSM 850/900/1800/1900 (Quadband), WCDMA (UMTS) / GSM 850/900/1800/1900
 Product ID: EPID71354345

Description: Cut, copy, and paste with a tap. Send text, photos, locations, and more. Search across your iPhone, iPod, and Internet device in one. iPhone 3G offers desktop-class email, an amazing maps application, and safari - mobile web browse... [read more](#)

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Recommendations for you

<p>RIM BlackBerry Storm 9530 (Verizon)</p> <p>New from: \$175.00 Used from: \$89.99</p> <p>724 results</p>	<p>RIM BlackBerry Curve 8310 AT&T</p> <p>New from: \$107.89 Used from: \$59.00</p> <p>699 results</p>	<p>Apple iphone 3GS White 16GB (AT&T)</p> <p>New from: \$375.00 Used from: \$275.00</p> <p>577 results</p>	<p>Apple iphone 4 Black (32GB) (Unlocked)</p> <p>New from: \$699.99</p> <p>246 results</p>	<p>RIM BlackBerry Storm 9530 (Unlocked)</p> <p>New from: \$175.00 Used from: \$115.00</p> <p>305 results</p>
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instructions for generating a display of a portion of, or a representation of, a second segment of the body of information from data that is part of the stored data, wherein the display of the portion or representation of the second segment is generated in response to the display of a first segment to which the second segment is related.

eBay generates a display of a portion of, or a representation of, a **second segment of the body of information** in response to the display of a **first segment of information** to which the **second segment** is related. It appears that the computer readable medium comprises the recited instructions. However, Plaintiff requires access to source code to precisely identify the instructions that cause the display of a portion of, or representation of, a second segment to be generated in response to the display of a first segment.

NEW Sony EX5 40 in BRAVIA 1080p LCD HDTV TV KDL40EX500
 2-3 Year Warranty! Trusted PowerSeller. Very Fast Ship.
 Item condition: **New**
 Time left: 5d 07h (Oct 01, 2010 07:00:42 PDT)
 Price: **US \$724.99** **Buy It Now**
 Add to Watch list
 Shipping: **\$39.99** Standard Shipping [See more services](#) | [See all details](#)
 Estimated delivery within 2-6 business days.
 Returns: 14 day money back, buyer pays return shipping | [Read details](#)

Seller info
[espot.deals](#) (55332) [me](#)
 98.8% Positive feedback
 Save this seller
 See other items
 Visit store: [eSpot Deals](#)

Other item info
 Item number: 120624377443
 Item location: Lanham, Maryland, United States
 Ships to: United States, Canada
 Payments: PayPal [See details](#)

Check out the most watched

 Samsung 23" LCD HDTV 1080p P2370HD ... \$212.99 5d 18h Top-rated seller	 Samsung 26" Flat Panel LCD TV HDTV ... \$289.00 26d 18h Top-rated seller	 Vizio 37" VL370M 1080p LCD HDTV \$414.95 3d 11h Top-rated seller	 19 inch FAVI Pink 720p LCD HDTV DVD ... \$239.95 30d 0h Top-rated seller	 SAMSUNG UN55C8000 55" 240Hz 3D LED ... \$2,494.99 26d 15h Top-rated seller
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instructions for generating a display of a portion of, or a representation of, a second segment of the body of information from data that is part of the stored data, wherein the display of the portion or representation of the second segment is generated in response to the display of a first segment to which the second segment is related.

[continued from previous slide]

The screenshot displays an eBay product page for a "Cover-Up Sony PRS-300 / Pocket Edition Leather Case". The page is divided into several sections:

- Header:** eBay logo, navigation links (Go, My eBay, Sell, Community, Contact us), and a search bar.
- Navigation:** CATEGORIES, FASHION, MOTORS, DAILY DEALS, CLASSIFIEDS.
- Search Results:** "Back to Search Results | Listed in category: Electronics > Gadgets > eBook Readers".
- Recommendations:** A grid of 10 product listings, each with a thumbnail, title, price, and time remaining. Prices range from \$4.99 to \$31.99.
- Product Detail View (Highlighted with a red box):**
 - Title:** Cover-Up Sony PRS-300 / Pocket Edition Leather Case
 - Item condition:** New
 - Ended:** Sep 26, 2010 02:58:16 PDT
 - Bid history:** 0 bids
 - Starting bid:** US \$19.99
 - Price:** US \$21.99
 - Shipping:** \$4.99 Expedited Shipping | See all details
 - Returns:** 30 day money back, buyer pays return shipping | Read details
 - Seller:** ebook-accessories (597 stars), 99.8% Positive feedback.
 - Other item info:** Item number: 170542355095, Item location: Bridgend, United Kingdom, Payments: PayPal.
- Footer:** Share, Print, Report item buttons.

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instructions for generating a display of a portion of, or a representation of, a second segment of the body of information from data that is part of the stored data, wherein the display of the portion or representation of the second segment is generated in response to the display of a first segment to which the second segment is related.

[continued from previous slide]

Home > Buy > Cell Phones & Smartphones > Apple iPhone 4 Black (16GB) (AT&T)

Apple iPhone 4 Black (16GB) (AT&T)

Manufacturer: Apple
Phone Model: 4 Black (16GB)
Product ID: EPID85594940

Description: At just 9.3mm, the iPhone 4 is thin as a rake but the front and back are 30 times stronger than the usual plastic. Reason - aluminosilicate glass, the stuff that windshields of military choppers are made of. The periphery of this Apple ... [read more](#)

[Save this product](#) [Sell one](#) [Write a review](#)

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Great savings from eBay Sellers

Product	Price
Apple iPhone 4 Black(16GB)(AT&T) B... primetyme83(274)99.6% New	\$649.00 +\$10.00
BRAND NEW FACTORY SEALED APPL E IPH... thecheetahexpress(13,373)99.8% New	\$699.98 Free shipping
NEW Apple iPhone 4 iPhone4 16GB ... onderful(480)100% New	\$699.99 Free shipping

* * *

Recommendations for you

Product	New from	Used from	Results
Apple iPhone 3G Black (8GB) (AT&T)	\$247.50	\$150.00	2352 results
Apple iPad Wi-Fi (16GB)	\$425.00	\$375.00	354 results
Apple iPhone 3GS Black (16GB) (Unlocked)	\$399.00	\$281.00	237 results
Apple iPhone 3GS White (16GB) (AT&T)	\$375.00	\$260.00	637 results
Apple iPhone 3GS Black (32GB) (AT&T)	\$400.00	\$290.00	653 results