

EXHIBIT

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Defendant: Netflix

Product: Netflix Website – Item 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, Netflix 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 the Netflix website interface for the movie "Dante's Inferno". At the top, the Netflix logo is on the left, and the user's name "Jay Bhatia" and "Your Account & Help" are on the right. Below the logo are navigation tabs: "Watch Instantly", "Browse DVDs", "Your Queue", and "Movies You'll". A search bar is located to the right of these tabs. Below the navigation is a secondary menu with "Home", "Genres", "New Releases", "Netflix Top 100", "Critics' Picks", and "Award Winners".

The main content area features the movie "Dante's Inferno" with a large poster image on the left. To the right of the poster, the title "Dante's Inferno" is displayed, followed by the year "2010", rating "NR", and duration "80 minutes". A red button labeled "Add to DVD Queue" is positioned to the right of the title. Below the title is a synopsis: "Traveling beyond death to rescue his love, Beatrice, from evil Lucifer, Dante enters the nine circles of hell, battling the vicious demons and monsters he encounters in this spectacular animated retelling of Dante Alighieri's classic morality tale. A companion to EA's video game, the action-packed medieval journey features the voices of Mark Hamill, Victoria Tennant, Vanessa Branch and Graham McTavish." Below the synopsis are the cast and director information, genres, and format.

Below the poster is a star rating section with five stars, a "Not Interested" button, and the text "Our best guess for Jay: 2.9 stars" and "Average of 30,510 ratings: 3.3 stars".

At the bottom of the page, there is a section titled "More like Dante's Inferno" which displays a carousel of five recommended movies: "Tenchu the Movie 2: Daughter of...", "Dead Space: Downfall", "Robotech: The Shadow Chronicles", "Hellboy: Animated: Blood & Iron", and "Lady Death". Each movie has a poster, a "Play" or "Add" button, and a star rating section.

At the very bottom of the page, there is a small copyright notice: "Some content copyright 1981-2010 Muze Inc. For personal non-commercial use only. All rights reserved."

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instructions for acquiring data representing the body of information;

instructions for storing the acquired data;

Netflix'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 displays the Netflix website interface for the movie 'Dante's Inferno'. At the top, the Netflix logo is on the left, and the user's name 'Jay Bhatia' and 'Your Account & Help' are on the right. Below the logo are navigation tabs: 'Watch Instantly', 'Browse DVDs', 'Your Queue', and 'Movies You'll'. A search bar is located to the right of these tabs. The main navigation bar includes 'Home', 'Genres', 'New Releases', 'Netflix Top 100', 'Critics' Picks', and 'Award Winners'. The featured movie is 'Dante's Inferno', with a poster image on the left. To the right of the poster, the movie title 'Dante's Inferno' is displayed, followed by the year '2010', rating 'NR', and duration '80 minutes'. A red button 'Add to DVD Queue' is positioned to the right of the title. Below the title, a synopsis describes the movie: 'Traveling beyond death to rescue his love, Beatrice, from evil Lucifer, Dante enters the nine circles of hell, battling the vicious demons and monsters he encounters in this spectacular animated retelling of Dante Alighieri's classic morality tale. A companion to EA's video game, the action-packed medieval journey features the voices of Mark Hamill, Victoria Tennant, Vanessa Branch and Graham McTavish.' The cast and director information are listed below the synopsis. The cast includes Graham McTavish, Vanessa Branch, Steve Blum, Peter Jessop, Mark Hamill, Victoria Tennant, Bart McCarthy, Kevin Michael Richardson, John Paul Karliak, and Tom Tate. The director is Mike Disa, Shuko Murase, Victor Cook, Jong-Sik Nam, Lee Seung-Gyu, and Sang-Jin Kim. The genres are 'Anime & Animation, Animation for Grown-ups, Anime Horror, Anime Feature Films, Blu-ray'. The format is 'DVD and Blu-ray'. Below the synopsis, there are three stars and a 'Not Interested' button. The user's rating is '2.9 stars' and the average rating is '3.3 stars'. Below the movie details, there is a section titled 'More like Dante's Inferno' which displays five recommended movies: 'Tenchu the Movie 2: Daughter of...', 'Dead Space: Downfall', 'Robotech: The Shadow Chronicles', 'Hellboy: Animated: Blood & Iron', and 'Lady Death'. Each recommended movie has a poster, a title, and buttons for 'Add' or 'Play'. Below each poster is a star rating and a 'Not Interested' button. At the bottom of the page, there is a copyright notice: 'Some content copyright 1981-2010 Muze Inc. For personal non-commercial use only. All rights reserved.'

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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 movie or television program item page, Netflix 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 displays the Netflix website interface. At the top, the Netflix logo is on the left, and the user's name 'Jay Bhatia' and 'Your Account & Help' are on the right. Below the logo are navigation tabs: 'Watch Instantly', 'Browse DVDs', 'Your Queue', and 'Movies You'll'. A search bar is located to the right of these tabs. The main navigation bar includes 'Home', 'Genres', 'New Releases', 'Netflix Top 100', 'Critics' Picks', and 'Award Winners'. The featured movie is 'Dante's Inferno', which is highlighted with a red border. The movie's poster is on the left, and the title 'Dante's Inferno' is on the right. Below the title, the year '2010', rating 'NR', and duration '80 minutes' are shown. A description follows: 'Traveling beyond death to rescue his love, Beatrice, from evil Lucifer, Dante enters the nine circles of hell, battling the vicious demons and monsters he encounters in this spectacular animated retelling of Dante Alighieri's classic morality tale. A companion to EA's video game, the action-packed medieval journey features the voices of Mark Hamill, Victoria Tennant, Vanessa Branch and Graham McTavish.' Below the description, the cast and director are listed. The genres are 'Anime & Animation, Animation for Grown-ups, Anime Horror, Anime Feature Films, Blu-ray'. The format is 'DVD and Blu-ray'. There is a star rating section with five stars and a 'Not Interested' button. Below the rating, it says 'Our best guess for Jay: 2.9 stars' and 'Average of 30,510 ratings: 3.3 stars'. Below the movie details is a section titled 'More like Dante's Inferno' with five movie thumbnails: 'Tenchu the Movie 2: Daughter of...', 'Dead Space: Downfall', 'Robotech: The Shadow Chronicles', 'Hellboy: Animated: Blood & Iron', and 'Lady Death'. Each thumbnail has a star rating and a 'Not Interested' button. At the bottom of the page, there is a copyright notice: 'Some content copyright 1981-2010 Muze Inc. For personal non-commercial use only. All rights reserved.'

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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

Netflix compares data representing a **segment of the body of information** (e.g., data relating to the movie or television program item being viewed) to data representing a **different segment of the body of information** (e.g., data related to other movie or television program items), 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 displays the Netflix website interface. At the top, the Netflix logo is on the left, and the user's name 'Jay Bhatia' and 'Your Account & Help' are on the right. Below the logo are navigation tabs: 'Watch Instantly', 'Browse DVDs', 'Your Queue', and 'Movies You'll'. A search bar is located to the right of these tabs. Below the navigation is a secondary menu with 'Home', 'Genres', 'New Releases', 'Netflix Top 100', 'Critics' Picks', and 'Award Winners'. The main content area features a red-bordered box around the 'Dante's Inferno' movie card. The card includes a poster, the title 'Dante's Inferno', the year '2010', rating 'NR', and duration '80 minutes'. A description follows: 'Traveling beyond death to rescue his love, Beatrice, from evil Lucifer, Dante enters the nine circles of hell, battling the vicious demons and monsters he encounters in this spectacular animated retelling of Dante Alighieri's classic morality tale. A companion to EA's video game, the action-packed medieval journey features the voices of Mark Hamill, Victoria Tennant, Vanessa Branch and Graham McTavish.' Below the description are the cast, director, genres, and format. A red 'Add to DVD Queue' button is in the top right corner of the card. Below the card is a star rating section with five stars, a 'Not Interested' button, and the text 'Our best guess for Jay: 2.9 stars' and 'Average of 30,510 ratings: 3.3 stars'. Below the main card is a 'More like Dante's Inferno' section with five movie cards: 'Tenchu the Movie 2: Daughter of...', 'Dead Space: Downfall', 'Robotech: The Shadow Chronicles', 'Hellboy: Animated: Blood & Iron', and 'Lady Death'. Each card has a poster, title, and 'Add' or 'Play' buttons. At the bottom of the page, there is a copyright notice: 'Some content copyright 1981-2010 Muze Inc. For personal non-commercial use only. All rights reserved.'

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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.

Netflix 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.

NETFLIX Jay Bhatia | Your Account & Help

Watch Instantly Browse DVDs Your Queue Movies You'll Love

Movies, TV shows, actors, directors, genres Search

Home Genres New Releases Netflix Top 100 Critics' Picks Award Winners

Dante's Inferno

2010 NR 80 minutes

Add to DVD Queue

Traveling beyond death to rescue his love, Beatrice, from evil Lucifer, Dante enters the nine circles of hell, battling the vicious demons and monsters he encounters in this spectacular animated retelling of Dante Alighieri's classic morality tale. A companion to EA's video game, the action-packed medieval journey features the voices of Mark Hamill, Victoria Tennant, Vanessa Branch and Graham McTavish.

Cast: Graham McTavish, Vanessa Branch, Steve Blum, Peter Jessop, Mark Hamill, Victoria Tennant, Bart McCarthy, Kevin Michael Richardson, John Paul Karliak, Tom Tate

Director: Mike Disa, Shuko Murase, Victor Cook, Jong-Sik Nam, Lee Seung-Gyu, Sang-Jin Kim

Genres: Anime & Animation, Animation for Grown-ups, Anime Horror, Anime Feature Films, Blu-ray

Format: DVD and Blu-ray

Our best queues for you: 2.9 stars

Average of 30,510 ratings: 3.3 stars

More like Dante's Inferno

Tenchi the Movie 2: Daughter of...

Dead Space: Downfall

Robotech: The Shadow Chronicles

Hellboy: Animated: Blood & Iron

Lady Death

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