

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 listing for a Sony EX5 40 in BRAVIA 1080p LCD HDTV TV (KDL40EX500). The product image is highlighted with a red border and has an 'e spot' badge. The price is listed as US \$724.99 with a 'Buy It Now' button. Shipping is \$39.99. The seller is 'espot.deals' with a 98.8% positive feedback rating. Below the main listing is a 'Check out the most watched' section featuring five other TV models with their respective prices and shipping options.

Product Name	Price	Shipping	Time Left	Seller Status
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 main product image is highlighted with a red border. The listing includes the following details:

- 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 listing is a section titled "Check out the most watched" featuring five other TV 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

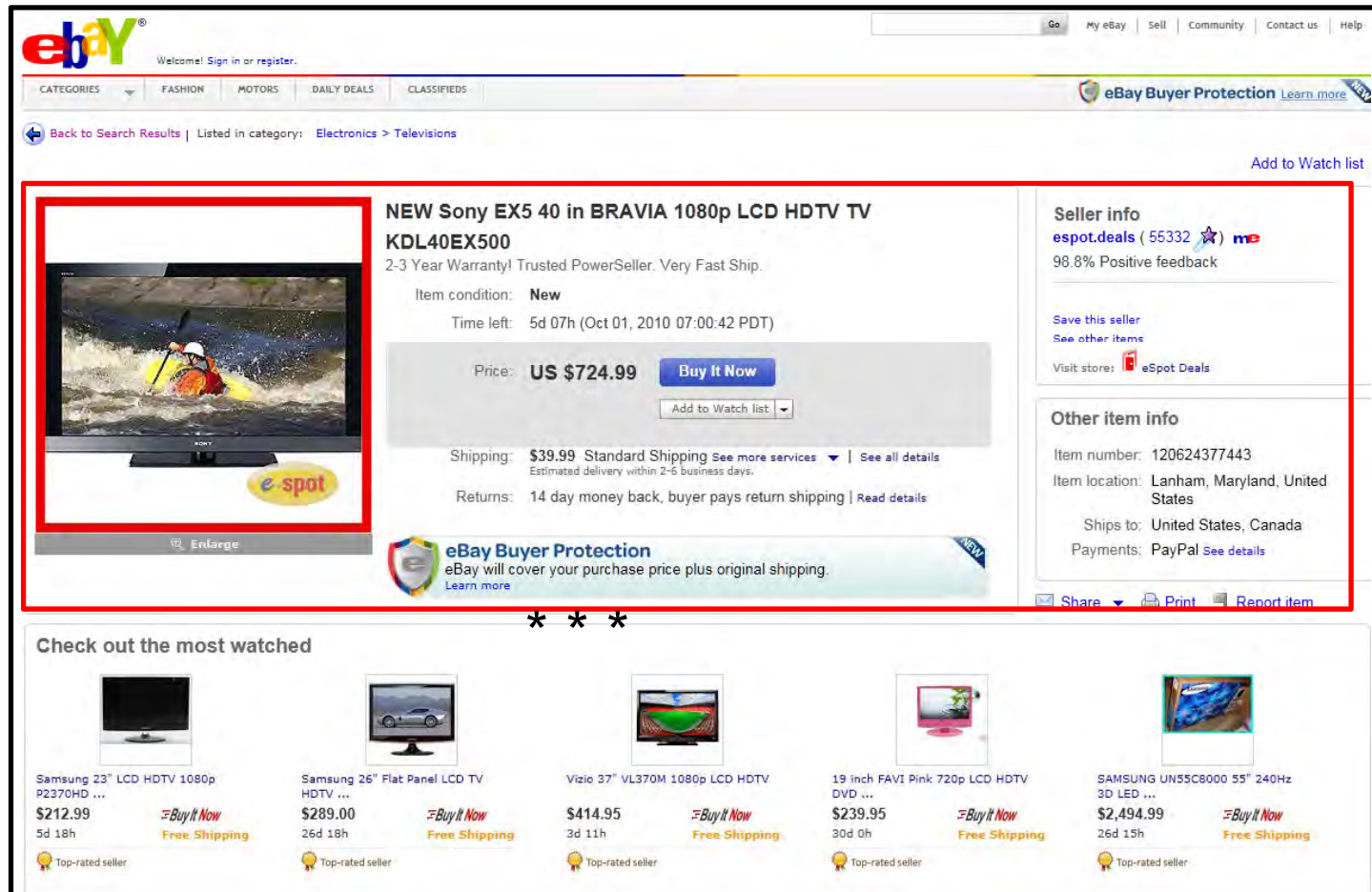
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instructions for generating a display of a first segment of the body of information from data that is part of the stored data;

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.



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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 displays 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 TV listings.

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

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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. At the top, the eBay logo and navigation links are visible. Below the search bar, a yellow banner states "Bidding has ended on this item." A section titled "Recommendations you might like" features a grid of ten product listings, each with a small image, title, price, and "Buy It Now" button. The highlighted product is "Cover-Up Sony PRS-300 / Pocket Edition Leather Case" priced at \$21.99. The detailed view for this product shows a large image of the case, item condition as "New", and a bid history of 0 bids. The current price is \$21.99, with a shipping cost of \$4.99. The seller is identified as "ebook-accessories", a top-rated seller with a 99.8% positive feedback rating. Other item information includes the item number 170542355095 and location in Bridgend, United Kingdom.

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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 Search [Advanced](#)

CATEGORIES FASHION MOTORS DAILY DEALS CLASSIFIEDS

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, Phone, iPod, and Internet device in one. iPhone 3G offers desktop-class email, an amazing maps application, and safari - mobile web browse... [read more](#)

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

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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.

The screenshot shows an eBay product listing for a Sony EX5 40 in BRAVIA 1080p LCD HDTV TV (KDL40EX500). The product image is highlighted with a red box. The main product details, including the title, price, and shipping information, are also highlighted with a red box. The seller information and other item details are visible on the right side of the product listing. Below the main product listing, there is a section titled "Check out the most watched" which displays five product thumbnails, each with its price and shipping information. This section is highlighted with a green box.

Product Listing Details:

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

Check out the most watched:

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

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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 price, time left, and "Buy It Now" button. Prices range from \$4.99 to \$31.99.
- Product Detail View (Red Boxed):**
 - 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.

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The screenshot shows an eBay product page for an Apple iPhone 4. The main product listing is titled "Apple iPhone 4 Black (16GB) (AT&T)". It includes a small image of the phone, manufacturer information (Apple), phone model (4 Black (16GB)), and product ID (EPID85594940). The description states: "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". Below the description are links for "Save this product", "Sell one", and "Write a review".

To the right of the main listing is a "Great savings from eBay Sellers" section with three offers:

- Apple iPhone 4 Black (16GB) (AT&T) B... \$649.00 (+\$10.00)
- BRAND NEW FACTORY SEALED APPL E IPH... \$699.98 (Free shipping)
- *NEW* Apple iPhone 4 iPhone4 16GB ... \$699.99 (Free shipping)

Below the main listing is a "Recommendations for you" section with five product cards, each with a small image and pricing information:

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