

Exhibit 960-9

INVALIDITY OF U.S. PAT. NO. 9,141,960 BY U.S. PAT. APP. NO. US2006/0250994 (“SASAKI”)

U.S. Patent App. No. US2006/0250994 (“Sasaki”) anticipates and/or renders obvious, alone or in combination with one or more references identified below, the asserted claims of U.S. Patent No. 9,141,960 (“the ’960 patent”).

To the extent Sasaki does not expressly or inherently disclose a limitation of an asserted claim, Google contends that Sasaki, alone or in combination with Ellis, Jacobi, Teicher, Havinis, or one or more references identified as disclosing this limitation in Exhibits 960-1 to 960-9, renders the limitation obvious. A person of ordinary skill in the art would have been motivated to make such a combination at least because it amounts to the use of known technique to improve similar systems in the same way and/or applying a known technique to a known system ready for improvement to yield predictable results.

This claim chart is based on Google and YouTube’s (“Google”) current understanding of the asserted claims, the implicit assertions of claim scope that can be discerned from Wildseed’s infringement contentions, and Google’s investigation to date. Google is not adopting Wildseed’s apparent constructions, nor is Google admitting to the accuracy of any particular construction. Google reserves all rights to amend this invalidity claim chart in light of any claim-construction developments or any amendments to Wildseed’s infringement contentions and as permitted by any orders in this case. Further, as discovery is ongoing and Google continues to seek discovery from third parties regarding the references identified in Google’s invalidity contentions as well as other potential prior art, Google reserves the right to revise its invalidity contentions as appropriate in view of any ongoing discovery.

The claim chart below identifies where each limitation of each asserted claim of the ’960 patent can be found in Sasaki. The citations provided below are exemplary, rather than exhaustive, and Google reserves the right to rely upon any other portion of the cited references.

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Claim	Exemplary Evidence of Anticipation and/or Obviousness
1[PRE] A method comprising:	To the extent the preamble is limiting, Sasaki discloses, and/or renders obvious, “A method comprising.” <i>See, e.g.:</i> To the extent the preamble is limiting, Sasaki discloses “a system, device, and method for providing recommendation information concerning various types of content, such as music content and audio/visual (AV) content.” Ex.1004, [0003]. Sasaki’s “system includes first and second communication devices which are connected to each other and in which content recommendation information is transmitted and received between both devices.” Ex.1004, Abstract. Ellis describes content recommendation techniques that “monitor the content listened to by the user, and automatically determine the groups liked and disliked by the user” in order to “create recommendations.” Ex.1005, [0212], [0042]. Thus, Sasaki’s system and methods in view of Ellis’s techniques render obvious “a method.” Ex.1003, ¶¶70-74.
1[a] retrieving, by a server, a plurality of media stored on or accessed using a portable media player device, or information about said plurality of media;	Sasaki discloses, and/or renders obvious, “retrieving, by a server, a plurality of media stored on or accessed using a portable media player device, or information about said plurality of media.” <i>See, e.g.:</i> First, Sasaki discloses “communication is performed between the server and terminal device B.” The server “has a configuration without the audio processor 8, speaker 9, LCD driver 10 and LCD 11 of the terminal device shown in Fig. 1.” Ex.1004, [0113].

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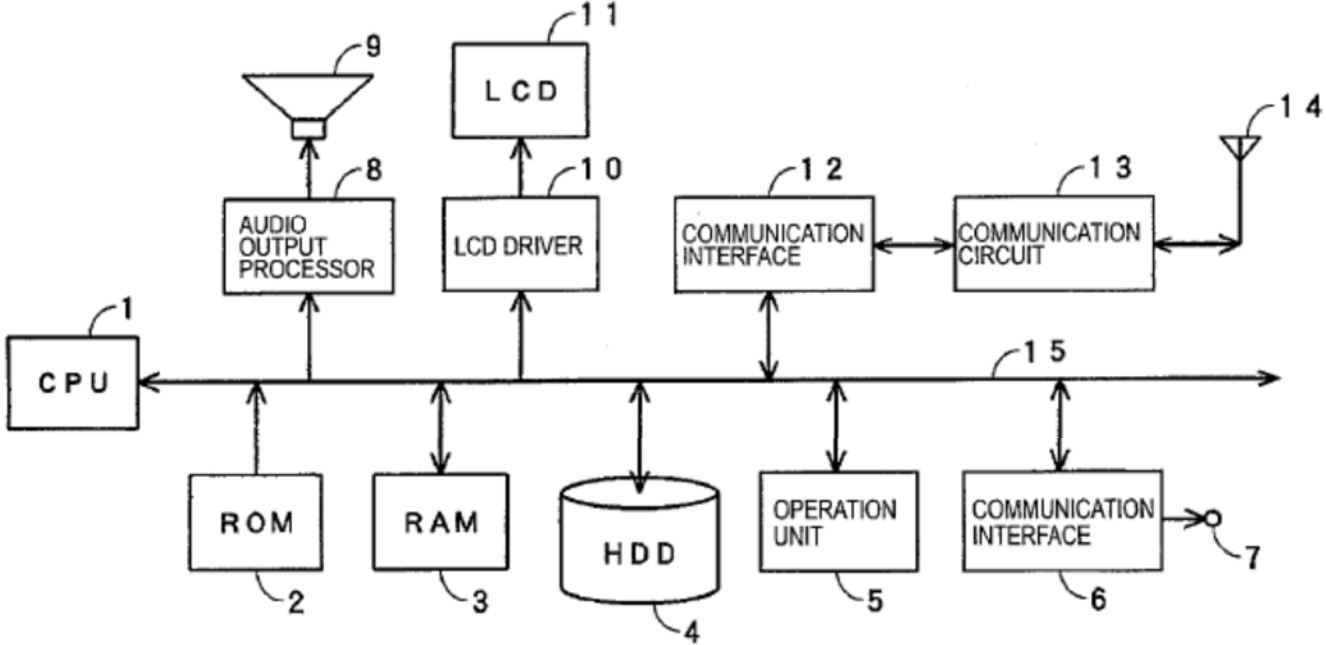
Claim	Exemplary Evidence of Anticipation and/or Obviousness
	 Ex.1004, Fig. 1 (annotated); Ex.1003, ¶75. Second, Sasaki discloses a portable media player device because it teaches a terminal device that is “portable” for playing “various types of content, such as music and images.” Ex.1004, [0021]; see Ex.1001, 1:32-34 (“includes only a handheld device ... for the purpose of displaying and/or playing media files”). Ellis further discloses a portable media player device accesses music and other content on the portable media player device (e.g., “download songs”) or over the “Internet and radio frequency broadcasts.” Ex.1005, [0136]-[0137], [0274]. Third, Ellis discloses that it was known, in a recommendation system, for an individual network component to “to collect ... usage data.” Ex.1005, [0263]. The collected usage data includes “information on radio stations that the user listens to,” “the days and times” of listening, “information on particular songs, commercials, shows, and other content” that the user heard, and “content the user may have skipped over,” as well as “information on enhanced radio features accessed by the user.” Ex.1005, [0263]-[0264].

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	Ellis describes that the usage data “information may be sent to a central facility.” Ex.1005, [0265]. A POSITA would recognize that one example of a central facility is a server, such as the server disclosed in Sasaki. Ex.1003, ¶78. Fourth, Sasaki teaches that the server receives and stores user preference information from the portable media player device. Ex.1004, [0098], [0112], [0019]. Sasaki further teaches that the server can also retrieve the user preference information from a hard drive. Ex.1004, [0126]. Thus, the server of Sasaki that receives user preference information directly from a portable media player device (or from a hard drive), in view of Ellis’s teaching of an individual network component that collects usage data about what a user listened to or accessed using a portable media player device renders obvious this limitation. Ex.1003, ¶¶75-83.
1[b] inferring, by the server, based at least in part on the retrieved plurality of media or the retrieved information about said plurality of media, one or more entertainment preferences of a user of the portable media player device;	Sasaki discloses, and/or renders obvious, “inferring, by the server, based at least in part on the retrieved plurality of media or the retrieved information about said plurality of media, one or more entertainment preferences of a user of the portable media player device.” <i>See, e.g.:</i> As discussed in [1.1], Sasaki teaches a server. Further, Sasaki’s server stores “preference information” provided by the members (e.g., users). Ex.1004, [0126]. Ellis discloses several techniques for inferring the entertainment preferences of a user of a portable media player device based on media usage information. <i>See</i> Ex.1005, [0263]. In one example, Ellis automatically determines (inferring) the user’s entertainment preferences by monitoring the media content listened to by the user on her portable media player device (retrieved information about said plurality of media): In step 1820, a user may be allowed to rate a group. The user may specify a like or dislike, or a level of like or dislike, for a specific group of content. The system may also monitor the content listened to by the user, and automatically determine the groups liked and disliked by the user. Ex.1005, [0212]. In another example, Ellis teaches a technique where the system “may also determine user preferences automatically” (inferring) by “monitoring what content the user listens to” in order to find “content of interest,

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	i.e., content that matches the user’s preferences.” Ex.1005, [0185]. In a further example, Ellis monitors the content to which the user is listening to and automatically determines (inferring) a user’s preference for a genre or grouping: In step 2220, the system may determine user information automatically by monitoring the content the user listens to. For example, the system may add points to a specific song, artist, genre, or other type of item or grouping, based on the user listening to an entire item. Ex.1005, [0221]. Sasaki discloses that its recommendation system collects information about different media content types, such as “music,” “still pictures,” “video,” and “text.” Ex.1004, [0074]. Further, Ellis teaches determining the user’s preferences for a “specific group of content” that “may be based on type of content.” Groups of content can include songs, commercials, genre, artist or other criteria. Ex.1005, [0212], [0214]. Thus, Sasaki’s server that stores user preferences about multiple types of content accessed by a user of a portable media player device in view of Ellis’s technique of automatically determining a user’s preferences about types of content, songs, commercials, shows, and other content, where the automatic determination is based on monitoring a portable media player device user’s usage information renders obvious this limitation. Ex.1003, ¶¶84-90.
1[c] accessing, by the server, one or more sources of information about venues or events proximal to a current location of the user;	Sasaki discloses, and/or renders obvious, “accessing, by the server, one or more sources of information about venues or events proximal to a current location of the user.” <i>See, e.g.:</i>

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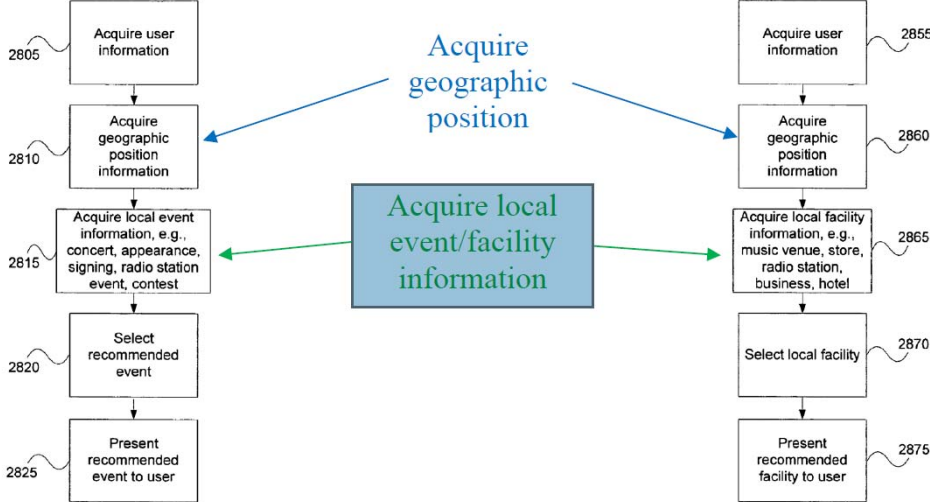
Claim	Exemplary Evidence of Anticipation and/or Obviousness
	 Ex.1005, Fig. 28A, Fig. 28B (annotated); Ex.1003, ¶95. Thus, Sasaki’s server in communication with a portable media player device that directly transmits location information in view of Ellis’s technique of using the user’s geographic location to access information about events and facilities that are local to the user render obvious this limitation. Ex.1003, ¶¶91-96.
1[d] identifying, by the server, at least one of said venues or events as being of interest to the user based at least in part on the one or more	Sasaki discloses, and/or renders obvious, “identifying, by the server, at least one of said venues or events as being of interest to the user based at least in part on the one or more entertainment preferences inferred by the server and the current location of the user.” <i>See, e.g.:</i> As discussed in [1.1]-[1.2], Sasaki and Ellis teach a server that automatically determines a user’s entertainment preferences. Further, Sasaki’s “server provides content recommendation information to a user’s terminal device.” Ex.1004, [0115].

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entertainment preferences inferred by the server and the current location of the user;	As discussed in [1.3], Sasaki teaches receiving location information representing the location of the user and Ellis teaches a technique that uses the geographic location of the user to acquire a set of events and facilities that are local to the user. Whether an event or venue is actually of interest to a user is purely subjective to that user’s personal tastes, but for purposes of this proceeding, Ellis discloses that, after acquiring information about local events and facilities, it identifies an event or facility that closely matches the user’s preferences: In step 2820, the system may select one or more recommended events. Events may be selected by comparing information about each event with user information, and selecting events that most closely match user preferences. Ex.1005, [0233]-[0234]. <pre> graph TD subgraph Left_Column [Left Column - Events] 2805[Acquire user information] --> 2810[Acquire geographic position information] 2810 --> 2815[Acquire local event information, e.g., concert, appearance, signing, radio station event, contest] 2815 --> 2820[Select recommended event] 2820 --> 2825[Present recommended event to user] end subgraph Right_Column [Right Column - Facilities] 2855[Acquire user information] --> 2860[Acquire geographic position information] 2860 --> 2865[Acquire local facility information, e.g., music venue, store, radio station, business, hotel] 2865 --> 2870[Select local facility] 2870 --> 2875[Present recommended facility to user] end 2810 -- "Acquire geographic position" --> 2860 2815 -- "Acquire local event/facility information" --> 2865 2820 -- "Select event/facility" --> 2870 </pre> Ex.1005, Fig. 28A, Fig. 28B (annotated); Ex.1003, ¶100. Thus, Sasaki’s server that provides recommendations to the portable media player device in view of Ellis’s technique of identifying events and facilities that are local to the user and that closely match the user’s

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	preferences (as determined by the server) render obvious this limitation. Ex.1003, ¶¶97-101.
1[e] generating, by the server, a recommendation indicating the identified venue or event as a venue or event of interest to the user; and communicating, by the server, the recommendation to the user.	Sasaki discloses, and/or renders obvious, “generating, by the server, a recommendation indicating the identified venue or event as a venue or event of interest to the user; and communicating, by the server, the recommendation to the user.” <i>See, e.g.:</i> As discussed in [1.1]-[1.2], Sasaki and Ellis teach a server that automatically determines a user’s entertainment preferences. Further, Sasaki’s “server provides content recommendation information to a user’s terminal device.” Ex.1004, [0115]. Jacobi discloses a technique for generating a recommendation message for a given user. Jacobi begins the technique by identifying items that are of interest to the user. Ex.1006, [0072]. Then, the recommendation message is generated. In one example, the recommendation message is generated by creating “one or more Web pages that are returned to the user, with each recommended item being presented as a hypertextual link to the item’s product information page.” Ex.1006, [0074]. In Jacobi’s other examples, the recommendation message is generated as an “email” or “facsimile.” Ex.1006, [0074]. Thus, Sasaki’s server that provides recommendations to the portable media player device in view of Ellis’s technique of identifying events and facilities, further in view of Jacobi’s generating a recommendation message (such as creating a web page with links) render obvious this limitation. Ex.1003, ¶¶102-105. As discussed in [1.5], Sasaki, Ellis and Jacobi teach a server that generates a recommendation message for the user. Further, Sasaki’s “server provides content recommendation information to a user’s terminal device.” Ex.1004, [0115]. The server and portable media player device communicate through a “communication interface 12, the communication circuit 13, and the transmitting/receiving antenna 14” using “wireless communications standards.” Ex.1004, [0041]. As also discussed in [1.5], Jacobi discloses that the recommendation message may be presented to the user using several different methods, including a web page with links, email, or facsimile. Ex.1006, [0074]. Thus, Sasaki’s server that provides a content recommendation to a user’s portable media player device through a communication interface in view of Jacobi’s techniques for communicating a recommendation message to the

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	user renders obvious this limitation. Ex.1003, ¶¶106-109
2. The method of claim 1, wherein the venue of interest is a club or a church located proximal to the current location of the user of the portable media player device, and the recommendation is based at least in part on a genre of music played in the club or the church and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media player device.	Sasaki discloses, and/or renders obvious, “The method of claim 1, wherein the venue of interest is a club or a church located proximal to the current location of the user of the portable media player device, and the recommendation is based at least in part on a genre of music played in the club or the church and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> First, as discussed in [1.4], Sasaki and Ellis render obvious (i) identifying local events and facilities that are of interest to the user, (ii) by comparing information about each local event or facility with the user’s preferences (as automatically determined by the server), and (iii) selecting local events and facilities by comparing information about the event or facility with the user’s preferences. Second, Ellis further discloses, as discussed in [1.2], that the recommendation is based on a user’s preference with respect to a “group” that is “based on type of content,” such as songs, commercials, music genre, a specific artist, or particular radio station. Ex.1005, [0214], [0051]. A POSITA would recognize that a “group” based on songs, commercials, music genre, a specific artist, or particular radio station, corresponds to music media. Ex.1003, ¶186. To the extent that Sasaki and Ellis do not disclose “a club or church” as a local event or facility, Teicher discloses that it was known to recommend clubs as a venue of interest: Social meetings can take place at commercial attractions such as dining and drinking places, clubs, movie and show theatres, concert halls, museums, lectures, sports arenas, shopping malls, amusement parks, zoos, resorts, domestic and overseas tours, etc. Ex.1007, [0007]. Third, as discussed in [1.4], Ellis’s technique selects events and facilities based on comparing information about each event with the user information (such as the determined music genre preferences of the user). It would be

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	obvious to a POSITA that information about each event would be information applicable to such event, such as the genre of music played at a club. Ex.1003, ¶189. Thus, Sasaki’s server that provides content recommendation information to a portable media player device, in view of Ellis’s technique of recommending events or facilities by comparing information about local events and facilities to the user’s preferences that are determined based on, in part, the music media listened to by the user on a portable media player device, further in view of Teicher’s teaching of recommending clubs as a venue of interest, renders obvious this limitation. Ex.1003, ¶¶185-190.
3. The method of claim 1, wherein the venue of interest is a either a theatre or a cinema located proximal to the current location of the user of the portable media player device, and the recommendation is based at least in part on a genre of a play or movie played in the theatre or cinema, respectively, and on a video genre preference of the user inferred by the server based at least	Sasaki discloses, and/or renders obvious, “The method of claim 1, wherein the venue of interest is a either a theatre or a cinema located proximal to the current location of the user of the portable media player device, and the recommendation is based at least in part on a genre of a play or movie played in the theatre or cinema, respectively, and on a video genre preference of the user inferred by the server based at least in part on video media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> First, as discussed in [1.4], Sasaki and Ellis render obvious (i) identifying local events and facilities that are of interest to the user, (ii) by comparing information about each local event or facility with the user’s preferences (as automatically determined by the server), and (iii) selecting local events and facilities by comparing information about the event or facility with the user’s preferences. Second, Ellis discloses, as discussed in [1.2], that the recommendation is based on a user’s preference with respect to a “group” that is “based on type of content.” Ex.1005, [0214], [0051]. Sasaki further discloses, as discussed in [1.2], collecting information about different media content types, such as “music,” “still pictures,” “video,” and “text.” Ex.1004, [0074]. A POSITA would recognize that Ellis’s technique of collecting a user’s usage information with respect to types of content would include all media content types accessed by the portable media player device including video media, such as the “video” content, taught in Sasaki. Ex.1003, ¶¶191-192. To the extent that Sasaki and Ellis do not disclose “a theatre or cinema” as a local event or facility, Teicher discloses that it was known to recommend movie and show theatres as a venue of interest:

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in part on video media stored in, or accessed using, the portable media player device.	Social meetings can take place at commercial attractions such as dining and drinking places, clubs, movie and show theatres, concert halls, museums, lectures, sports arenas, shopping malls, amusement parks, zoos, resorts, domestic and overseas tours, etc. Ex.1007, [0007]. Third, as discussed in [1.4], Ellis’s technique selects events and facilities based on comparing information about each event with the user information (such as the determined music genre preferences of the user). It would be obvious to a POSITA that information about each event would be information applicable to such event, such as the type of movie being played at the theatre. Ex.1003, ¶195. Thus, Sasaki’s server that provides content recommendation information to a portable media player device, in view of Ellis’s technique of recommending events or facilities by comparing information about local events and facilities to the user’s preferences that are determined based on, in part, the videos accessed by the user on a portable media player device, further in view of Teicher’s teaching of recommending movies and theatres as a venue of interest render obvious this limitation. Ex.1003, ¶¶191-196.
4. The method of claim 1, wherein the venue of interest is a either a museum or a gallery located proximal to the current location of the user of the portable media player device, and the recommendation is based at least in part on a genre of painting or photo	Sasaki discloses, and/or renders obvious, “The method of claim 1, wherein the venue of interest is a either a museum or a gallery located proximal to the current location of the user of the portable media player device, and the recommendation is based at least in part on a genre of painting or photo exhibited at the museum or gallery and on an image genre preference of the user inferred by the server based at least in part on image media stored in, or accessed using, the portable media player device.” <i>See, e.g.</i>: First, as discussed in [1.4], Sasaki and Ellis render obvious (i) identifying local events and facilities that are of interest to the user, (ii) by comparing information about each local event or facility with the user’s preferences (as automatically determined by the server), and (iii) selecting local events and facilities by comparing information about the event or facility with the user’s preferences. Second, Ellis further discloses, as discussed in [1.2], that the recommendation is based on user preferences with respect to “a group [] based on a specific radio show” or radio show broadcast via the internet. Ex.1005, [0214], [0051]. A POSITA would recognize that a radio show broadcast via the internet, as disclosed in Ellis, corresponds to a podcast media. <i>See</i> Ex.1009, [0035] (“It may be desired to publish a portion of the radio program as a podcast.”); Ex.1010, [0002] (“A podcast is a digital recording of a radio broadcast or similar

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exhibited at the museum or gallery and on an image genre preference of the user inferred by the server based at least in part on image media stored in, or accessed using, the portable media player device.	programme, made available on the Internet in a number of separate files for downloading to a personal audio player.”). Third, as discussed in [1.4], Ellis’s technique selects events and facilities based on comparing information about each event with the user information (such as the determined music genre preferences of the user). Sasaki further discloses that it was known to provide recommendation information about “places of historical interest.” Ex.1004, [0139] (“information concerning scenic spots and places of historical interest, can be provided to a communication terminal device.”). It would be obvious to a POSITA that information about each facility would be an attribute about such facility, such as a place of historical interest, as taught by Sasaki. Ex.1003, ¶112. Thus, Sasaki’s server that provides content recommendation information to a portable media player device, which takes into account information about places of historical interest, in view of Ellis’s technique of recommending events or facilities by comparing information about local events and facilities to the user’s preferences that are determined based on, in part, the podcast media listened to by the user on a portable media player device render obvious this limitation. Ex.1003, ¶¶110-113. First, as discussed in [1.4], Sasaki and Ellis render obvious (i) identifying local events and facilities that are of interest to the user, (ii) by comparing information about each local event or facility with the user’s preferences (as automatically determined by the server), and (iii) selecting local events and facilities by comparing information about the event or facility with the user’s preferences. Second, Ellis discloses, as discussed in [1.2], that the recommendation is based on a user’s preference with respect to a “group” that is “based on type of content.” Ex.1005, [0214], [0051]. Sasaki further discloses, as discussed in [1.2], collecting information about different media content types, such as “music,” “still pictures,” “video,” and “text.” Ex.1004, [0074]. A POSITA would recognize that Ellis’s technique of collecting a user’s usage information with respect to types of content would include all media content types accessed by the portable media player device including image media, such as the “picture” content, taught in Sasaki. Ex.1003, ¶198. To the extent that Sasaki and Ellis do not disclose “a museum or a gallery” as a local event or facility, Teicher discloses that it was known to recommend museums as a venue of interest:

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	Social meetings can take place at commercial attractions such as dining and drinking places, clubs, movie and show theatres, concert halls, museums, lectures, sports arenas, shopping malls, amusement parks, zoos, resorts, domestic and overseas tours, etc. Ex.1007, [0007]. Third, as discussed in [1.4], Ellis’s technique selects events and facilities based on comparing information about each event with the user information (such as the determined music genre preferences of the user). It would be obvious to a POSITA that information about each event would be information applicable to such event, such as the type of art being displayed at the museum. Ex.1003, ¶201. Thus, Sasaki’s server that provides content recommendation information to a portable media player device, in view of Ellis’s technique that determines events and facilities local to the user and matches those events and facilities to the automatically determined user preferences by taking into account the user’s image preferences combined with Teicher’s teaching recommending museums as a venue of interest renders obvious this limitation. Ex.1003, ¶¶197-202.
5. The method of claim 1, wherein the venue of interest is either a place of worship or a place of historic or cultural significance located proximal to the current location of the user of the portable media player device, and	Sasaki discloses, and/or renders obvious, “The method of claim 1, wherein the venue of interest is either a place of worship or a place of historic or cultural significance located proximal to the current location of the user of the portable media player device, and the recommendation is based at least in part on a denomination of religion or a historic or cultural attribute of the place of worship or place of historic or cultural significance, respectively, and on a subject preference of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> First, as discussed in [1.4], Sasaki and Ellis render obvious (i) identifying local events and facilities that are of interest to the user, (ii) by comparing information about each local event or facility with the user’s preferences (as automatically determined by the server), and (iii) selecting local events and facilities by comparing information about the event or facility with the user’s preferences.

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the recommendation is based at least in part on a denomination of religion or a historic or cultural attribute of the place of worship or place of historic or cultural significance, respectively, and on a subject preference of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.	Second, Ellis further discloses, as discussed in [1.2], that the recommendation is based on user preferences with respect to “a group [] based on a specific radio show” or radio show broadcast via the internet. Ex.1005, [0214], [0051]. A POSITA would recognize that a radio show broadcast via the internet, as disclosed in Ellis, corresponds to a podcast media. See Ex.1009, [0035] (“It may be desired to publish a portion of the radio program as a podcast.”); Ex.1010, [0002] (“A podcast is a digital recording of a radio broadcast or similar programme, made available on the Internet in a number of separate files for downloading to a personal audio player.”). Third, as discussed in [1.4], Ellis’s technique selects events and facilities based on comparing information about each event with the user information (such as the determined music genre preferences of the user). Sasaki further discloses that it was known to provide recommendation information about “places of historical interest.” Ex.1004, [0139] (“information concerning scenic spots and places of historical interest, can be provided to a communication terminal device.”). It would be obvious to a POSITA that information about each facility would be an attribute about such facility, such as a place of historical interest, as taught by Sasaki. Ex.1003, ¶112. Thus, Sasaki’s server that provides content recommendation information to a portable media player device, which takes into account information about places of historical interest, in view of Ellis’s technique of recommending events or facilities by comparing information about local events and facilities to the user’s preferences that are determined based on, in part, the podcast media listened to by the user on a portable media player device render obvious this limitation. Ex.1003, ¶¶110-113.
6. The method of claim 1, further comprising inferring by the server the current location of the user of the portable media player device, including receiving	Sasaki discloses, and/or renders obvious, “The method of claim 1, further comprising inferring by the server the current location of the user of the portable media player device, including receiving by the server a current location of the portable media player device from the portable media player device.” <i>See, e.g.:</i> As discussed in [1.1], Sasaki teaches a server in communication with a portable media player device. As discussed in [1.3], Sasaki teaches that the server infers the location of the user by having the portable media player device associated with the user directly transmit location information (either GPS or radio wave positional information). Ex.1004, [0069], [0081]. Further, Sasaki teaches that location information can be “converted into map information ... or a building name or the like.” Ex.1004, [0080]. Ellis also teaches multiple methods to infer the user’s location: (1) “us[ing] global positioning system monitor

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by the server a current location of the portable media player device from the portable media player device.	160 to determine the user’s location;” (2) “allowing a user to enter it;” and by (3) “monitoring the radio stations that may be received and comparing them against the geographical region field in the radio station database.” Ex.1005, [0225]. Thus, Sasaki’s server that receives location information of the portable media player device associated with the user and then converts that information into map information (or the like) renders obvious this limitation. Ex.1003, ¶¶114-117.
7. The method of claim 1, further comprising inferring by the server the current location of the user of the portable media player device, including receiving by the server a current location of the portable media player device from an access point through which the portable media player device establishes a network connection to the server.	Sasaki discloses, and/or renders obvious, “The method of claim 1, further comprising inferring by the server the current location of the user of the portable media player device, including receiving by the server a current location of the portable media player device from an access point through which the portable media player device establishes a network connection to the server.” <i>See, e.g.:</i> As discussed in [1.3], Sasaki teaches that the server receives information representing the current position of the portable media player device. Ex.1004, [0069]. Sasaki also teaches that the place of transmission is “necessary information” and is part of the “content recommendation information.” Ex.1004, [0068]. Havinis discloses a method for calculating the “geographical location” of a mobile station. Ex.1008, 2:7-18. Specifically, Havinis teaches that the mobile station establishes a wireless network connection by communicating with at least one base transceiver station. Ex.1008, Fig. 3, 2:2-6. To estimate the location of the mobile station, Havinis teaches using timing advance values transmitted from multiple base transceiver stations (each, an access point), along with the site location data associated with each base station, to calculate the geographical position of the mobile device: The historical data or real-time data can be obtained using various positioning methods. As an example, within a GSM system, positioning of a particular MS 300 can be performed by collecting positioning data, e.g., Timing Advance (TA) values TA1, TA2 and TA3 from several Base Transceiver Stations (BTS's) (310, 320 and 330) from which the geographical location, e.g., x, y coordinates, of the MS 300 can be calculated. Ex.1008, 4:31-38.

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	However, with three TA values from three BTSs, e.g., BTSs 210,220, and 230, the location of the MS200 can be determined with a certain degree of accuracy. Using a triangulation algorithm, with knowledge of the three TA values and site location data associated with each BTS (210, 220, and 230), the position of the MS200 can be determined (with certain accuracy) by the MLC 270. Ex.1008, 2:32-45. Thus, Sasaki’s server that receives location information from the portable media player device in view of Havinis’s technique that the location of a mobile device can be calculated using timing advance values and site location data transmitted from three base stations (access points) renders obvious this limitation. Ex.1003, ¶¶224-29.
8. The method of claim 1, wherein said communicating comprises transmitting the recommendation to the portable media player device.	Sasaki discloses, and/or renders obvious, “The method of claim 1, wherein said communicating comprises transmitting the recommendation to the portable media player device.” <i>See, e.g.:</i> As discussed in [1.5]-[1.6], Sasaki, Ellis and Jacobi teach a server that generates a recommendation message for the user. Further, Sasaki’s “server provides content recommendation information to a user’s terminal device.” Ex.1004, [0115]. The server and portable media player device communicate through a “communication interface 12, the communication circuit 13, and the transmitting/receiving antenna 14” using “wireless communications standards.” Ex.1004, [0041]. Additionally, Sasaki discloses that recommendations can be transmitted to and that the portable media player device “receives content recommendation information.” Ex.1004, [0011], [0132]. Thus, Sasaki’s server that provides a content recommendation to a user’s portable media player device through a communication interface in view of Jacobi’s techniques for communicating a recommendation message to the user renders obvious this limitation. Ex.1003, ¶¶118-121.

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10. The method of claim 1 further comprising retrieving, by the server, the plurality of media or the information about said plurality of media from a storage within the server.	Sasaki discloses, and/or renders obvious, “The method of claim 1 further comprising retrieving, by the server, the plurality of media or the information about said plurality of media from a storage within the server.” <i>See, e.g.:</i> As, as discussed in [1.1], Sasaki teaches that the server receives and stores user preference information. Ex.1004, [0098], [0112], [0019]. Sasaki further teaches that the server can retrieve user preference information from a hard drive. Ex.1004, [0126]. As discussed in [1.1], user preference information is usage data collected about what a user listened to or accessed using a portable media player device. Hard disk drive Ex.1004, Fig. 1 (annotated); Ex.1003, ¶127. Thus, Sasaki’s server that stores user preference information and retrieves that information from a hard drive in view of Ellis’s teaching of usage data about what a user listened to or accessed using a portable media player device render obvious this limitation. Ex.1003, ¶¶125-129.

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11[PRE] A method comprising:	Sasaki discloses, and/or renders obvious, “A method comprising.” <i>See, e.g.:</i> To the extent the preamble is limiting, Sasaki discloses “a system, device, and method for providing recommendation information concerning various types of content, such as music content and audio/visual (AV) content.” Ex.1004, [0003]. Sasaki’s “content recommendation system includes first and second communication devices which are connected to each other and in which content recommendation information is transmitted and received between both devices.” Ex.1004, Abstract. Sasaki discloses that one of the devices is “portable” and plays “various types of content, such as music and images.” Ex.1004, [0021]. Ellis describes modular content recommendation techniques that “monitor the content listened to by the user, and automatically determine the groups liked and disliked by the user” in order to “create recommendations.” Ex.1005, [0212], [0042]. Thus, Sasaki’s system and methods in view of Ellis’s techniques render obvious “a method.” Ex.1003, ¶¶130-134.
11[a] providing to a server, by a portable media player device, a current location of the portable media player device to facilitate the server in inferring a current location of a user of	Sasaki discloses, and/or renders obvious, “providing to a server, by a portable media player device, a current location of the portable media player device to facilitate the server in inferring a current location of a user of the portable media player device;” <i>See, e.g.:</i> This limitation is substantially similar to [6.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶135.

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the portable media player device; and	
11[b] receiving by the portable media player device, from the server, a recommendation indicating an event or venue of interest located proximal to the inferred current location of the user as being of interest to the user;	Sasaki discloses, and/or renders obvious, “receiving by the portable media player device, from the server, a recommendation indicating an event or venue of interest located proximal to the inferred current location of the user as being of interest to the user.” <i>See, e.g.:</i> First, as discussed in [1.1]-[1.6], Sasaki, Ellis and Jacobi render obvious a server that (i) accesses information about the events or facility that are local to the user, (ii) identifies an event or facility by closely matching information about the event or facility to the user’s preferences, (iii) generates a recommendation that identifies the event or facility that is local to the user and closely matches the user’s preferences, and (iv) communicates the recommendation to the user’s portable media player device. Second, as discussed in [6.0], Sasaki’s server determines the current location of the user of the portable media player device by receiving location information of the portal media player. Thus, for the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶¶136-138.
11[c] wherein the recommendation is generated by the server based at least in part on the inferred current location, data accessed by the server from one or more sources of	Sasaki discloses, and/or renders obvious, “wherein the recommendation is generated by the server based at least in part on the inferred current location, data accessed by the server from one or more sources of information about venues or events proximal to the current location of the user, and one or more entertainment preferences of the user, the event or venue of interest being one of said venues or events.” <i>See, e.g.:</i>

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information about venues or events proximal to the current location of the user, and one or more entertainment preferences of the user, the event or venue of interest being one of said venues or events; and	
11[d] wherein the one or more entertainment preferences are inferred by the server based at least in part on an analysis, by the server, of a plurality of media stored on or accessed using the portable media player device or information about said plurality of media.	Sasaki discloses, and/or renders obvious, “wherein the one or more entertainment preferences are inferred by the server based at least in part on an analysis, by the server, of a plurality of media stored on or accessed using the portable media player device or information about said plurality of media.” <i>See, e.g.:</i> This limitation is substantially similar to [1.2]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶139.

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12. The method of claim 11, wherein the event or venue of interest is a music event or music venue, and the recommendation is based at least in part on a genre of music played at the event or venue and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media player device.	Sasaki discloses, and/or renders obvious, “The method of claim 11, wherein the event or venue of interest is a music event or music venue, and the recommendation is based at least in part on a genre of music played at the event or venue and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [2.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶203. <i>See supra</i>, Claim 2
13. The method of claim 11, wherein the event or venue of interest is a theatrical or cinematography event or venue, and the recommendation is based at least in	Sasaki discloses, and/or renders obvious, “The method of claim 11, wherein the event or venue of interest is a theatrical or cinematography event or venue, and the recommendation is based at least in part on a genre of the theatrical or cinematography event or venue and on a video genre preference of the user inferred by the server based at least in part on video media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [3.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶204. <i>See supra</i>, Claim 3

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part on a genre of the theatrical or cinematography event or venue and on a video genre preference of the user inferred by the server based at least in part on video media stored in, or accessed using, the portable media player device.	
14. The method of claim 11, wherein the event or venue of interest is an exhibit or exhibit venue, and the recommendation is based at least in part on a genre of the exhibit and on an image genre preference of the user inferred by the server based at least in part on image media stored in, or	Sasaki discloses, and/or renders obvious, “The method of claim 11, wherein the event or venue of interest is an exhibit or exhibit venue, and the recommendation is based at least in part on a genre of the exhibit and on an image genre preference of the user inferred by the server based at least in part on image media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [4.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶205. <i>See supra</i>, Claim 4

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accessed using, the portable media player device.	
15. The method of claim 11, wherein the event or venue of interest is a worship, cultural, community or political event or venue, and the recommendation is based at least in part on an attribute of the worship, cultural, community or political event and on a subject preference of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.	Sasaki discloses, and/or renders obvious, “The method of claim 11, wherein the event or venue of interest is a worship, cultural, community or political event or venue, and the recommendation is based at least in part on an attribute of the worship, cultural, community or political event and on a subject preference of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> <i>See supra</i>, Claim 5 This limitation is substantially similar to [5.0], and for the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶140.
16[PRE] 16. A portable media	Sasaki discloses, and/or renders obvious, “A portable media player device comprising.” <i>See, e.g.:</i> Sasaki discloses a portable media player device because it teaches a terminal device that is “portable” for

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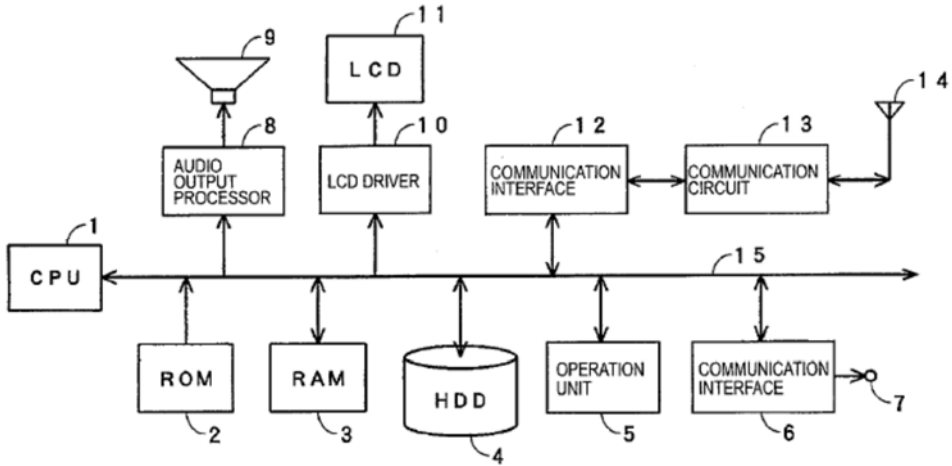
Claim	Exemplary Evidence of Anticipation and/or Obviousness
player device comprising:	playing “various types of content, such as music and images.” Ex.1004, [0021]; see Ex.1001, 1:32-34 (“includes only a handheld device ... for the purpose of displaying and/or playing media files”). Fig. 1 is a block diagram illustrating the portable media player device:  Ex.1004, Fig. 1 (annotated); Ex.1003, ¶141. Ellis further discloses that a portable media player device that accesses music and other content can do so by storing the content on the portable media player device (e.g., “download songs”) or by accessing songs over “Internet and radio frequency broadcasts.” Ex.1005, [0136]-[0137], [0274]. Thus, Sasaki’s portable media player device that plays various types of content, such as music and images, in view of Ellis’s teaching that a portable media player device can store media content or access songs over the Internet renders obvious this limitation. Ex.1003, ¶¶141-143.
16[a] a storage medium configured	Sasaki discloses, and/or renders obvious, “a storage medium configured to store one or more of a plurality of media and information about said plurality of media.” <i>See, e.g.:</i>

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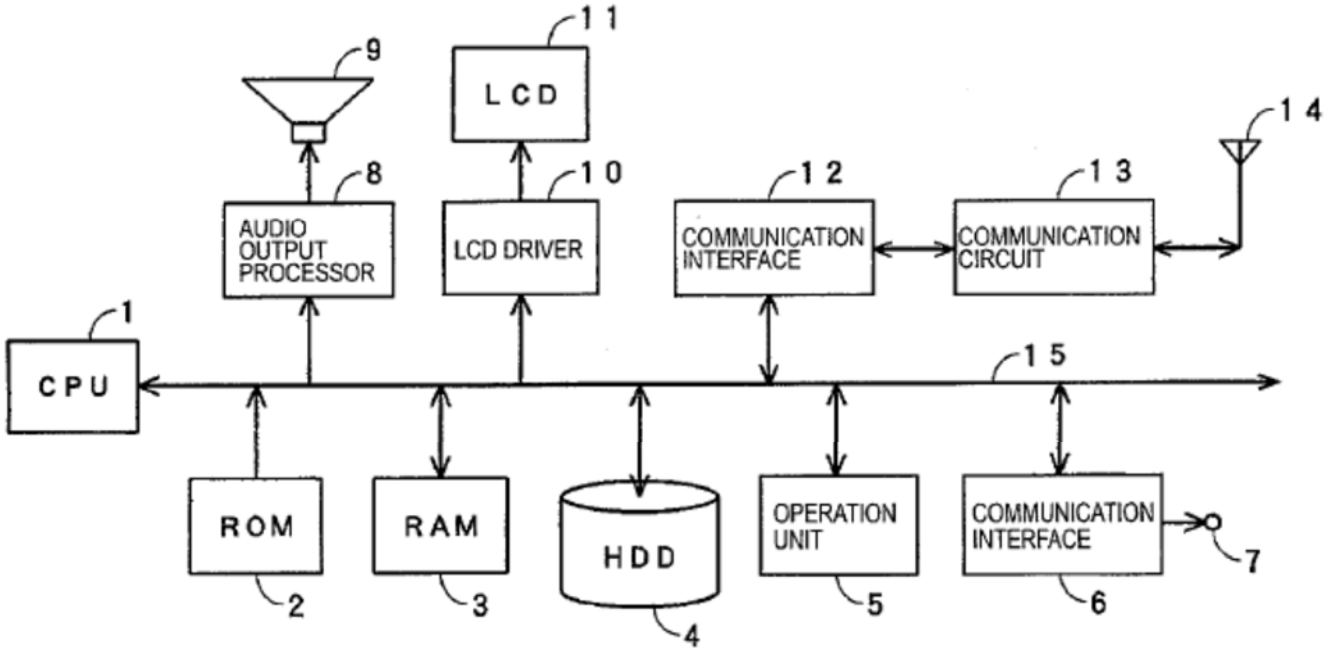
Claim	Exemplary Evidence of Anticipation and/or Obviousness
to store one or more of a plurality of media and information about said plurality of media; and	Sasaki's portable media player device discloses a storage medium because it teaches that the portable media player device has “a hard disk drive (HDD) 4.” Ex.1004, [0029]. “The HDD 4 includes a hard disk as a recording medium.” Ex.1004, [0033].  Hard disk drive (<i>storage medium</i>) Ex.1004, Fig. 1 (annotated); Ex.1003, ¶144.

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	The HDD can store “image data,” such as MPEG or JPEG data. Ex.1004, [0038]. “Audio data and image data” can be recorded and stored in the HDD. Ex.1004, [0045]. “[M]usic data and image data” are also stored in the HDD. Ex.1004, [0065]. Sasaki also teaches that the HDD stores information about the media because the HDD stores “pieces of content recommendation information.” Ex.1004, [0065]. The HDD also stores “locations at which sample data items of recommended content are stored.” Ex.1004, [0066]. Lastly, the HDD stores information about the content, such as “favorite artist names, actors, authors, genres, etc.” Ex.1004, [0085]. Ellis further discloses that it was known to store songs and information about songs in memory. “FIG. 41 shows illustrative memory map 4100 of data stored in memory 120 (FIG. 1).” Ex.1005, [0275]. “Memory region 4115 may store information about songs and other audio segments, such as names, identifiers, audio signatures, etc.” Ex.1005, [0276].

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	The diagram shows a vertical stack of ten rectangular boxes, each representing a different type of data or information. To the left of each box is a reference numeral. To the right of the stack, two red arrows point to specific boxes with accompanying text. 4105 Radio Input Buffers 4110 Recorded Songs 4115 Song Information 4120 Group Information 4125 Radio Station Information 4130 Presets 4135 User Preferences 4140 Usage Data 4145 Contact List 4150 Software Updates Annotations: - A red arrow points from the text "plurality of media" to the "Recorded Songs" box (4110). - A red arrow points from the text "Information about a plurality of media" to the "Song Information" box (4115). <u>4100</u> FIG 41

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	Ex.1005, Fig.41; Ex.1003, ¶147. Thus, Sasaki’s portable media player device that has a hard drive that stores image data, audio data, sample locations and names and genres of content in view of Ellis’s further teachings of storing songs and song information in memory render obvious this limitation. Ex.1003, ¶¶144-148.
16[b] a player coupled to the storage medium and endowed with executable instructions operable, upon execution, to cause the portable media player device to: selectively play the media;	Sasaki discloses, and/or renders obvious, “a player coupled to the storage medium and endowed with executable instructions operable, upon execution, to cause the portable media player device to: selectively play the media.” <i>See, e.g.:</i> Sasaki discloses a portable media player device that has “speaker 9” for playing audio and “LCD 11” for displaying images. Ex.1004, [0037]. The functionality of the portable media player device is controlled by “CPU 1” that executes “programs” stored in ROM Ex.1004, [0030].

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	The diagram illustrates a portable media player device (1) with the following components and connections: CPU (1): The central processing unit, connected to ROM (2), RAM (3), HDD (4), and two communication interfaces (12, 13). ROM (2): Read-Only Memory, connected to the CPU. RAM (3): Random Access Memory, connected to the CPU. HDD (4): Hard Disk Drive, connected to the CPU. Operation Unit (5): Connected to the CPU. Audio Output Processor (8): Connected to the CPU and Speaker (9). LCD Driver (10): Connected to the CPU and LCD (11). Communication Interface (12): Connected to the CPU and Communication Circuit (13). Communication Circuit (13): Connected to the CPU and an antenna (14). Antenna (14): For wireless communication. External Interface (6): Connected to the CPU via a communication interface (15) and a connector (7). Green annotations highlight specific functions: "Portable media player device" points to the overall system (1). "CPU executes programs" points to the CPU (1). "ROM stores programs" points to the ROM (2). "Hard disk drive (storage medium)" points to the HDD (4). Ex.1004, Fig. 1 (annotated); Ex.1003, 149. As discussed in [16.1], Sasaki also discloses that the HDD stores audio data and image data. The audio data is used by “audio output processor 8” supply audio data to “speaker 9” and the image data is used by the “LCD driver 10” to provide image data to “LCD 11.” Ex.1004, [0037]. Ellis discloses a program on a portable media player device that displays an interactive screen, allows the user to scroll through selections, and includes on-screen buttons for selection by the user to play content: FIG. 27 shows illustrative display screen 2700 which may be used to present recommended radio stations to a user. Recommended station list 2790 may be presented to the user. If more stations are recommended than will fit onto a single screen, the system may allow the user to scroll or page to view additional selections. Each selection may include information such as broadcast frequency 2710, call letters 2720, and station format 2730. Each selection may also include on-screen buttons 2740 that may be selected by the user to immediately start

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	listening to the station, buttons 2750 to view a schedule of programming on the station, and buttons 2760 to view a play list for the station. Other items may be shown on screen 2700 as well. Ex.1005, [0232]. FIG 27 Ex.1005, Fig. 27. Thus, Sasaki’s portable media player device that uses a program to play audio and display images from data stored on the hard drive in view of Ellis’s teaching of software that displays interactive screens to listen to music renders obvious this limitation. Ex.1003, ¶¶149-152. As discussed in [16.2], Sasaki’s portable media player device executes programs and Ellis teaches that a program on a portable media player device plays music. Ellis further discloses that program on a portable media player device causes the portable media player device to selectively play the media because it teaches that the program can “jump to desirable content” and “skip over undesirable content.” Ex.1005, Abstract. Also, as shown in Fig. 20, Ellis teaches an option to “automatically skip if I Hate It.” Ex.1005, [0217].

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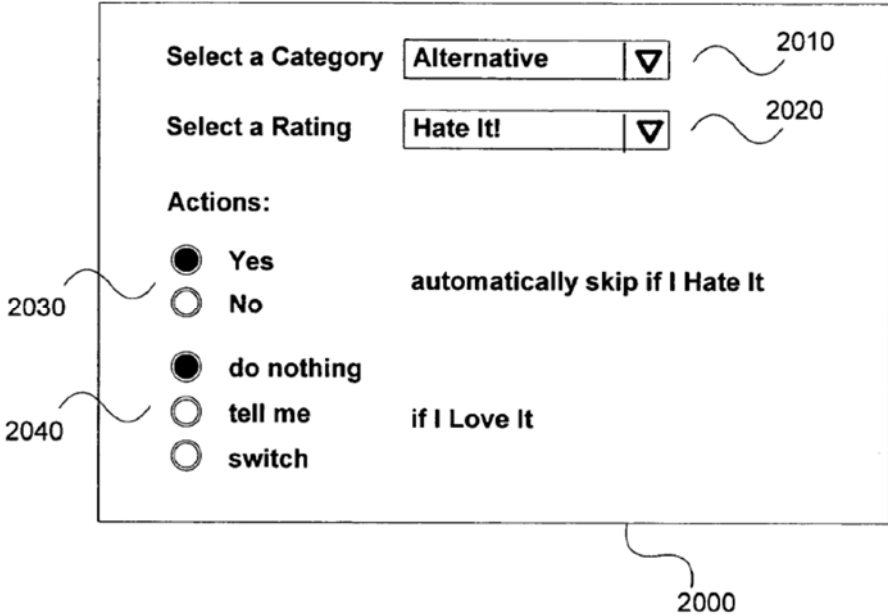
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	 Ex.1005, Fig. 20. Thus, Sasaki’s portable media player device executes programs and Ellis teaches that a program on a portable media player device plays music, such that user preferences cause the portable media player device to jump to desirable content and skip undesirable content renders obvious this limitation. Ex.1003, ¶¶153-155.
16[C] provide a server with a current location of the portable media player device to	Sasaki discloses, and/or renders obvious, “provide a server with a current location of the portable media player device to facilitate the server in inferring a current location of a user of the portable media player device.” <i>See, e.g.:</i>

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facilitate the server in inferring a current location of a user of the portable media player device; and	As discussed in [16.2], Sasaki’s portable media player device executes programs and Ellis teaches that a program on a portable media player device plays music. Second, as discussed in [1.3], Sasaki teaches a server in communication with a portable media player device. Sasaki teaches that its portable media player device can directly transmit location information (either GPS or radio wave positional information). Ex.1004, [0069], [0081]. As discussed in [6.0], the server infers the location of the user by converting the location information of the portable media player device into map information or a building’s name. Ex.1004, [0080]. Thus, Sasaki’s teaching of the portable media player device transmitting the location information of the portable media player device to the server, where the server converts that information into map information (or the like) renders obvious this limitation. Ex.1003, ¶¶156-158.
16[D] receive from the server, in response to said providing the server with the current location, a recommendation indicating a venue or event of interest located proximal to the current location of the user as being of interest to the user;	Sasaki discloses, and/or renders obvious, “receive from the server, in response to said providing the server with the current location, a recommendation indicating a venue or event of interest located proximal to the current location of the user as being of interest to the user;” <i>See, e.g.:</i> This limitation is substantially similar to [11.2]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶159.
16[E] wherein the recommendation is	Sasaki discloses, and/or renders obvious, “wherein the recommendation is generated by the server based at least in part on the inferred current location of the user, data accessed by the server from one or more sources of

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generated by the server based at least in part on the inferred current location of the user, data accessed by the server from one or more sources of information about venues or events proximal to the current location of the user, and at least one inferred entertainment preference of the user, the event or venue of interest being one of said venues or events; and	information about venues or events proximal to the current location of the user, and at least one inferred entertainment preference of the user, the event or venue of interest being one of said venues or events.” <i>See, e.g.:</i>
16[F] wherein the at least one entertainment preference is inferred by the server based at least in part on an analysis, by the server, of the	Sasaki discloses, and/or renders obvious, “wherein the at least one entertainment preference is inferred by the server based at least in part on an analysis, by the server, of the plurality of media stored on or accessed using the portable media player device or the information about said plurality of media.” <i>See, e.g.:</i> This limitation is substantially similar to [11.3]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶160.

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plurality of media stored on or accessed using the portable media player device or the information about said plurality of media.	
17. The portable media player device of claim 16, wherein the venue or event of interest is a club or club event located proximal to the inferred current location of the user, and the recommendation is based at least in part on a genre of music played in the club and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media	Sasaki discloses, and/or renders obvious, “The portable media player device of claim 16, wherein the venue or event of interest is a club or club event located proximal to the inferred current location of the user, and the recommendation is based at least in part on a genre of music played in the club and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [2.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶206. <i>See supra</i>, Claim 2

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player device.	
18. The portable media player device of claim 16, wherein the venue or event of interest is a theatre, a cinema, a theatre event, or a cinema event located proximal to the current location of the portable media player device, and the recommendation is based at least in part on a genre of play or movie played in the theatre or cinema, respectively, and on a video genre preference of the user inferred by the server based at least in part on video media stored in, or accessed using, the portable media player device.	Sasaki discloses, and/or renders obvious, “The portable media player device of claim 16, wherein the venue or event of interest is a theatre, a cinema, a theatre event, or a cinema event located proximal to the current location of the portable media player device, and the recommendation is based at least in part on a genre of play or movie played in the theatre or cinema, respectively, and on a video genre preference of the user inferred by the server based at least in part on video media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [3.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶207. <i>See supra</i>, Claim 3

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19. The portable media player device of claim 16, wherein the venue or event of interest is a museum, a gallery, a museum event, or a gallery event located proximal to the current location of the portable media player device, and the recommendation is based at least in part on a genre of painting or photo exhibited at the museum or gallery and on an image genre preference of the user inferred by the server based at least in part on image media stored in, or accessed using, the portable media player device.	Sasaki discloses, and/or renders obvious, “The portable media player device of claim 16, wherein the venue or event of interest is a museum, a gallery, a museum event, or a gallery event located proximal to the current location of the portable media player device, and the recommendation is based at least in part on a genre of painting or photo exhibited at the museum or gallery and on an image genre preference of the user inferred by the server based at least in part on image media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [4.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶208. <i>See supra</i>, Claim 4

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20. The portable media player device of claim 16, wherein the venue or event of interest is a place of worship, a place of historic or cultural significance, or an event occurring in a place of worship or in a place of historic or cultural significance located proximal to the current location of the portable media player device, and the recommendation is based at least in part on a denomination of religion or a historic or cultural attribute of the event or place of worship or place of historic or cultural significance, respectively, and on a subject preference	Sasaki discloses, and/or renders obvious, “The portable media player device of claim 16, wherein the venue or event of interest is a place of worship, a place of historic or cultural significance, or an event occurring in a place of worship or in a place of historic or cultural significance located proximal to the current location of the portable media player device, and the recommendation is based at least in part on a denomination of religion or a historic or cultural attribute of the event or place of worship or place of historic or cultural significance, respectively, and on a subject preference of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> <i>See supra</i>, Claim 5 This limitation is substantially similar to [5.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶161.

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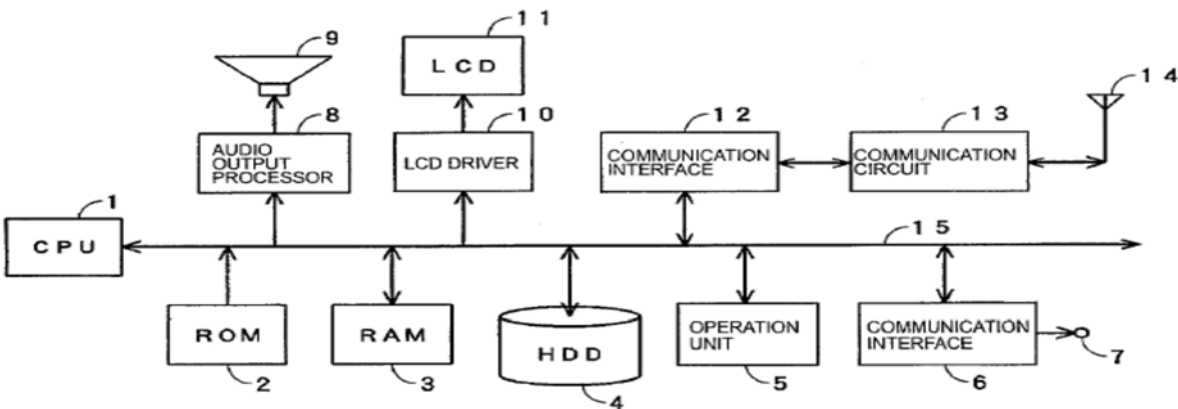
Claim	Exemplary Evidence of Anticipation and/or Obviousness
of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.	
21[PRE] A server comprising:	To the extent the preamble is limiting, Sasaki discloses, and/or renders obvious, “A server comprising.” <i>See, e.g.:</i> Sasaki discloses an embodiment in which “communication is performed between the server and terminal device B.” The server “has a configuration without the audio processor 8, speaker 9, LCD driver 10 and LCD 11 of the terminal device shown in Fig. 1.” Ex.1004, [0113].  Ex.1004, Fig. 1 (annotated); Ex.1003, ¶162.

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	The server communicates with a portable media player device through a “communication interface 12, the communication circuit 13, and the transmitting/receiving antenna 14” using “wireless communications standards.” Ex.1004, [0041]. Thus, the server in communication with a portable media player device renders obvious a “server.” Ex.1003, ¶¶162-164.
21[a] a storage medium to store a plurality of programming instructions; and	Sasaki discloses, and/or renders obvious, “a storage medium to store a plurality of programming instructions.” <i>See, e.g.:</i> The server “has a configuration without the audio processor 8, speaker 9, LCD driver 10 and LCD 11 of the terminal device shown in Fig. 1.” Ex.1004, [0113]. Sasaki’s server includes a ROM that “stores control programs.” The functionality of the server is controlled by “CPU 1” that executes “programs” stored in ROM. Ex.1004, [0030]. <pre> graph TD CPU1[CPU 1] <--> ROM2[ROM 2] CPU1 <--> RAM3[RAM 3] CPU1 <--> HDD4[(HDD 4)] CPU1 <--> OP5[Operation Unit 5] CPU1 <--> AOP8[AUDIO OUTPUT PROCESSOR 8] CPU1 <--> LCD10[LCD DRIVER 10] CPU1 <--> CI12[COMMUNICATION INTERFACE 12] CPU1 <--> CI6[COMMUNICATION INTERFACE 6] AOP8 --> SPK9[Speaker 9] LCD10 --> LCD11[LCD 11] CI12 <--> CC13[COMMUNICATION CIRCUIT 13] CC13 <--> ANT14[Antenna 14] CI6 <--> PORT7[Port 7] </pre> CPU executes programs ROM stores programs

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	Ex.1004, Fig. 1 (annotated); Ex.1003, ¶165. Thus, the server that has a ROM that stores programs that are executed by the CPU renders obvious this limitation. Ex.1003, ¶¶165-166.
21[b] a processor coupled to the storage medium and comprising executable instructions operable, upon execution, to enable the server to:	Sasaki discloses, and/or renders obvious, “a processor coupled to the storage medium and comprising executable instructions operable, upon execution, to enable the server to.” <i>See, e.g.:</i> As discussed in [21.1], Sasaki’s server is controlled by “CPU 1” that executes “programs” stored in ROM. Ex.1004, [0030]. Thus, server that has a processor coupled to ROM that stores programs that are executed by the CPU renders obvious this limitation. Ex.1003, ¶¶167-168.
21[c] retrieve a plurality of media stored on or accessed using a portable media player device or information about said plurality of media;	Sasaki discloses, and/or renders obvious, “retrieve a plurality of media stored on or accessed using a portable media player device or information about said plurality of media.” <i>See, e.g.:</i> This limitation is substantially similar to [1.1]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶169.
21[d] infer, based at least in part on the retrieved plurality of media or the retrieved information about said plurality	Sasaki discloses, and/or renders obvious, “infer, based at least in part on the retrieved plurality of media or the retrieved information about said plurality of media, one or more entertainment preferences of a user of the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [1.2]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶170.

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of media, one or more entertainment preferences of a user of the portable media player device;	
21[e] access one or more sources of information about venues or events proximal to a current location of the user;	Sasaki discloses, and/or renders obvious, “access one or more sources of information about venues or events proximal to a current location of the user.” <i>See, e.g.:</i> This limitation is substantially similar to [1.3]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶171.
21[f] identify at least one of said venues or events as being of interest to the user based at least in part on the one or more entertainment preferences inferred by the server and the current location of the user;	Sasaki discloses, and/or renders obvious, “identify at least one of said venues or events as being of interest to the user based at least in part on the one or more entertainment preferences inferred by the server and the current location of the user.” <i>See, e.g.:</i> This limitation is substantially similar to [1.4]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶172.
21[g] generate a recommendation indicating the identified venue or event as a venue or	Sasaki discloses, and/or renders obvious, “generate a recommendation indicating the identified venue or event as a venue or event of interest to the user; and communicate the recommendation to the user of the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [1.5]. For the same reasons discussed above, the prior art renders this

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event of interest to the user; and communicate the recommendation to the user of the portable media player device.	limitation obvious. Ex.1003, ¶173. This limitation is substantially similar to [1.6]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶174.
22. The server of claim 21, wherein the venue or event of interest is a music event or music venue, and the recommendation is based at least in part on a genre of music played at the event and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media player device, or the venue or event of interest is a theatrical	Sasaki discloses, and/or renders obvious, “The server of claim 21, wherein the venue or event of interest is a music event or music venue, and the recommendation is based at least in part on a genre of music played at the event and on a music genre preference of the user inferred by the server based at least in part on music media stored in, or accessed using, the portable media player device, or the venue or event of interest is a theatrical or a cinematography event, and the recommendation is based at least in part on a genre of the theatrical or cinematography event and on a video genre preference of the user inferred by the server based at least in part on video media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [2.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶209. <i>See supra</i> , Claim 2, Claim 3

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or a cinematography event, and the recommendation is based at least in part on a genre of the theatrical or cinematography event and on a video genre preference of the user inferred by the server based at least in part on video media stored in, or accessed using, the portable media player device.	
23. The server of claim 21, wherein the venue or event of interest is an exhibit or exhibit venue, and the recommendation is based at least in part on a genre of the exhibit and on an image genre preference of the user inferred by the server based at least	Sasaki discloses, and/or renders obvious, “The server of claim 21, wherein the venue or event of interest is an exhibit or exhibit venue, and the recommendation is based at least in part on a genre of the exhibit and on an image genre preference of the user inferred by the server based at least in part on image media stored in, or accessed using, the portable media player device, or the venue or event of interest is a worship, cultural, community or political event or venue, and the recommendation is based at least in part on an attribute of the worship, cultural, community or political event and on a subject preference of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.” <i>See, e.g.:</i> This limitation is substantially similar to [4.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶211. <i>See supra</i>, Claim 4, Claim 5

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in part on image media stored in, or accessed using, the portable media player device, or the venue or event of interest is a worship, cultural, community or political event or venue, and the recommendation is based at least in part on an attribute of the worship, cultural, community or political event and on a subject preference of the user inferred by the server based at least in part on podcast media stored in, or accessed using, the portable media player device.	
24. The server of claim 21, wherein the programming	Sasaki discloses, and/or renders obvious, “The server of claim 21, wherein the programming instructions are further operable, upon execution, to enable the server to determine the current location of the user of the portable media player device, including either receiving the current location of the portable media player device

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instructions are further operable, upon execution, to enable the server to determine the current location of the user of the portable media player device, including either receiving the current location of the portable media player device from the portable media player device, or from an access point through which the portable media player device establishes a network connection to the server.	from the portable media player device, or from an access point through which the portable media player device establishes a network connection to the server.” <i>See, e.g.:</i> <i>See supra</i>, Claim 6, Claim 7 This limitation is substantially similar to [6.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶230.
25. The server of claim 21, wherein the programming instructions are further operable, upon execution, to	Sasaki discloses, and/or renders obvious, “The server of claim 21, wherein the programming instructions are further operable, upon execution, to enable the server to retrieve the plurality of media or the information about said plurality of media from a storage of the server.” <i>See, e.g.:</i> <i>See supra</i>, Claim 10

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enable the server to retrieve the plurality of media or the information about said plurality of media from a storage of the server.	This limitation is substantially similar to [10.0]. For the same reasons discussed above, the prior art renders this limitation obvious. Ex.1003, ¶175.