

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

AKAMAI TECHNOLOGIES, INC.,
Petitioner

v.

EQUIL IP HOLDINGS LLC,
Patent Owner

Case IPR2023-00332
U.S. Patent No. 9,158,745

**DECLARATION OF DR. MARK T. JONES
IN SUPPORT OF PATENT OWNER'S PRELIMINARY RESPONSE**

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Equil EX2001
Akamai Techs. v. Equil IP Holdings
IPR2023-00332

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I, Mark. T. Jones, hereby declare as follows.

I. INTRODUCTION

1. I have been retained on behalf of Patent Owner Equil IP Holdings LLC (“Equil IP”) for the above-captioned *inter partes* review (IPR). I understand that this proceeding involves U.S. Patent No. 9,158,745 (“the ’745 patent”) titled “Optimization of media content using generated intermediate media content.”

2. I understand that Sean Barger, Brian Rice, Matt Butler, and David Pochron are the named inventors of the ’745 patent. I also understand that the ’745 patent is currently assigned to Equil IP.

3. I have reviewed and am familiar with the following documents:

Paper or Exhibit No.	Description
2	Akamai Technologies’ Petition for <i>Inter Partes</i> Review of U.S. Patent No. 9,158,745
1001	U.S. Patent No. 9,158,745 (“the ’745 patent”)
1002	File History of U.S. Application No. 13/752,110
1007	U.S. Patent Application Publication No. US 2002/0078093 (“Samaniego”)
1010	File History of U.S. Application No. 11/269,916
1013	Redline Comparison of specifications from Samaniego and the ’745 patent
1021	Redline Comparison of specifications from Samaniego and Publication No. 2006/0265476 of Application No. 11/269,916

Paper or Exhibit No.	Description
1026	File History of U.S. Application No. 12/173,747
1027	File History of U.S. Application No. 12/238,842
1028	Redline Comparison of specifications from Samaniego and Publication No. 2009/0070485 of Application No. 12/173,747
1029	Redline Comparison of specifications from Samaniego and Publication No. 2009/0089422 of Application No. 12/238,842
1035	File History of U.S. Application No. 09/929,904
2002	Curriculum Vitae of Dr. Mark T. Jones

II. QUALIFICATIONS

4. My CV is attached as EX2002. I am a Professor Emeritus of Electrical and Computer Engineering at Virginia Tech in Blacksburg, Virginia. I graduated *summa cum laude* from Clemson University in 1986 with a B.S. in Computer Science and a minor in Computer Engineering, while holding a National Merit Scholarship and the R. F. Poole Scholarship. I then graduated from Duke University in 1990 with a Ph.D. in Computer Science, while holding the Von Neumann Fellowship.

5. Upon graduation, I joined the Department of Energy at its Argonne National Laboratory facility. My responsibilities there included the design and use of software for computers with hundreds of processing elements. This software was designed for compatibility with new parallel computer architectures as they

became available, as well as with other large software components being written in the Department of Energy. While with the Department of Energy, I received the IEEE Gordon Bell Prize.

6. In 1994, I joined the Computer Science faculty at the University of Tennessee. My teaching responsibilities included computer architecture and computer networking. My research interests included the design and use of software that used the collective power of large groups of workstations. While at the University of Tennessee, I received a CAREER Award from the National Science Foundation.

7. In 1997, I joined the Electrical and Computer Engineering faculty at Virginia Tech. My teaching responsibilities have included the design of embedded systems, computer organization, computer architecture, a variety of programming courses, and parallel computing. I have been cited multiple times on the College of Engineering's Dean's List for teaching.

8. In addition to the activities, education, and professional experience listed above, I have been involved in research projects that contribute to my expertise relating to this report. While at Virginia Tech, I have been a primary or co-investigator on government and industrial research grants and contracts in excess of five million dollars.

9. The majority of the research contracts undertaken in the laboratory have involved collaboration and coordination with other groups to build a larger system. My responsibilities under the SLAAC project (a collaborative effort funded by the Defense Advanced Research Projects Agency involving the University of Southern California, Sandia National Laboratory, Los Alamos National Laboratory, Brigham Young University, UCLA, Lockheed-Martin, and the Navy) included the development of a software system for monitoring, configuring, and controlling a networked collection of computers hosting specialized computer hardware. As part of the DSN project (a collaborative effort funded by the Defense Advanced Research Projects Agency involving UCLA and USC), I was responsible for designing algorithms and software for controlling and monitoring a large network of autonomous computer sensor nodes. This software was integrated with software from several other teams around the country for a set of field demonstrations over a three-year period.

10. In the TEAMDEC project for the Air Force Research Laboratory, I led an effort to design and construct a collaborative, Internet-based decision making system. This Java-based system provided a geographically diverse team with Internet-based tools to enable collaborative decision-making. On the server side, the system architecture made extensive use of database technology. This work was awarded first prize at the 2002 AOL/CIT Research Day.

11. Other projects have involved the close coupling of computer hardware and software, including the writing of device drivers and simple operating systems, the design of hardware circuits, the design of new system architectures, architectures for secure computing, the modification of complex operating systems, and software for mediating between complex software packages. Additionally, my research has included video-conferencing, network-based visualization of large-scale scientific computing results, and a wireless link for communicating video from a UAV.

12. In my professional experience, I have become familiar with many problems faced by computer scientists, designers, programmers, and users in the area of networked media delivery and related topics and technologies.

III. LEGAL PRINCIPLES

A. Claim Construction

13. I understand that, during an *inter partes* review, an unexpired claim is construed according to its ordinary and customary meaning consistent with the standard established in *Phillips v. AWH Corp.*, 415 F.3d 1303 (Fed. Cir. 2005) (en banc) (“*Phillips*”). As such, it is my understanding that claim terms are given the meaning that the term would have to a person of ordinary skill in the art in question at the time of the invention. In this standard, my understanding is that the primary source of claim construction should be intrinsic evidence; that is, the

patent itself. I also understand that I may use extrinsic evidence to construe the claims; however, I understand that intrinsic evidence takes priority.

B. 35 U.S.C. § 112(a)

14. I understand that 35 U.S.C. § 112(a) includes a written description requirement and an enablement requirement. I understand that that while written description and enablement are separate requirements, they often rise and fall together in the predictable arts (such as the electrical arts). I also understand that to rely upon the priority date of an earlier-filed patent application, that earlier-filed application must also provide support that satisfies the written description and enablement requirements.

15. I understand that the test for sufficiency of written description is whether the disclosure of the patent or application which is relied upon reasonably conveys that the inventor had possession of the claimed subject matter as of the filing date. I understand that a description that merely renders the claimed subject matter obvious does not satisfy the written description requirement.

16. I understand that the test for enablement is whether the disclosure teaches those in the art to make and use the invention without undue experimentation. I understand that the following factors are considered in determining whether a disclosure would require undue experimentation: (1) the quantity of experimentation necessary; (2) the amount of direction or guidance

presented; (3) the presence or absence of working examples; (4) the nature of the invention; (5) the state of the prior art; (6) the relative skill of those in the art; (7) the predictability or unpredictability of the art; and (8) the breadth of the claims.

IV. THE '745 PATENT

17. The '745 patent describes an automatic graphics delivery method that “automat[es] the production of media through content generation procedures controlled by proprietary tags placed within URLs embedded within Web documents.” EX1001, 7:6-11. The method “automatically processes the URL encoded tags and automatically produces derivative media for the web site from the original media.” *Id.*, 7:13-16.

18. By way of example, Figure 22, reproduced below, is “a flowchart of the content generation procedure according to a preferred embodiment” of the '745 patent. EX1001, 20:3-4. A URL with proprietary tags 2200 is parsed at step 2210 to “determine the content generation procedure to execute, any dynamic modifications to the media, user profile characteristics, and proxy-cache control.” *Id.*, 20:5-8. At step 2220, a unique final lookup key is generated for the media. *Id.*, 20:8-10. The media cache is checked at step 2230. *Id.* If the indicated media exists, the media is delivered to the browser at step 2295. *Id.*, 20:10-12.

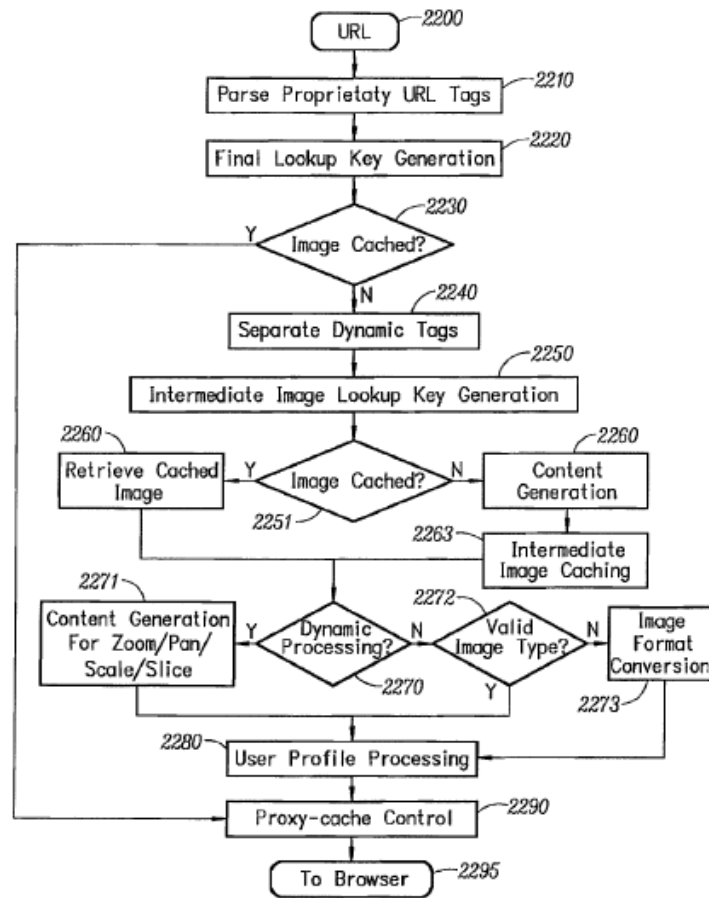


FIG. 22

EX1001, FIG. 22.

19. If the media does not exist, dynamic media system tags are separated from content generation control tags at step 2240. *Id.*, 20:12-14. A unique intermediate image lookup key is generated at step 2250. *Id.* The cache is checked

for this intermediate media at step 2251¹. *Id.*, 20:15-16. If the intermediate media is found, it is retrieved at step 2260 and used directly for dynamic processing, if required. *Id.*, 20:16-17, FIG. 22. If the intermediate media is not found, content is generated at step 2262² and cached at step 2263. *Id.*, 20:17-19. The intermediate media is evaluated for dynamic processing at step 2270. *Id.* If dynamic processing is required, the dynamic content generator operates on the media at step 2271. *Id.*, 20:19-22. The image is then customized by the user profiling system at step 2280 for specified browser or client attributes. *Id.*, 20:23-25. Any cache-control directives specified are attached to the response at step 2290. *Id.*, 20:25-27. The media is delivered to the browser at step 2295. *Id.*

V. LEVEL OF ORDINARY SKILL IN THE ART

20. I have been informed that a person of ordinary skill in the art (“POSITA”) is a hypothetical person that has ordinary creativity and is not an automaton. I understand that Akamai has proposed that a POSITA would have had a bachelor’s degree in computer systems, computer science, or the equivalent

¹ The specification includes a typographical error. As seen in Figure 22, the cache checking step is 2251.

² There is a typographical error in Figure 22, where the “Content Generation” block is labeled as 2260 rather than 2262.

thereof, and at least two years of experience with networked media delivery or related technologies. Pet., 10. I understand that Akamai has further proposed that more education can supplement practical experience, and vice-versa. *Id.* For purposes of this declaration, I have applied Akamai's definition of a POSITA. As of the relevant time period I was at least a person of ordinary skill in the art according to Akamai's definition.

VI. CLAIM CONSTRUCTION

21. I understand that the '745 patent is currently involved in the following district court litigation between Equil IP and Akamai: *Equil IP Holdings LLC v. Akamai Technologies, Inc.*, No. 1-22-cv-00677 (D. Del.). I further understand that the parties have not engaged in claim construction in that litigation.

22. I understand that Petitioner has proposed that all claim terms should be construed according to their plain and ordinary meaning. Pet., 10-11. I have applied the plain and ordinary meaning to the claim terms of the '745 patent in my analysis herein.

VII. THE '745 PATENT PRIORITY

23. I have been asked by Patent Owner's counsel to determine whether claims 1-7 of the '745 patent are supported by each of the applications in its priority chain, shown in the chart below. A copy of the originally filed

specification of each application is available in the corresponding file history, the exhibit numbers of which also are identified in the chart.

Appl. No.	Filing Date	Corresponding US Patent/Pub. No.	Exhibit No. (File History)
13/752,110	January 28, 2013	9,158,745	1002
12/238,842	September 26, 2008	8,381,110	1027
12/173,747	July 15, 2008	8,656,046	1026
11/269,916	November 7, 2005	2006/0265476	1010
09/929,904	August 14, 2001	6,964,009	1035

24. I understand that Samaniego (EX1007) is the pre-issuance publication of the '904 application, the earliest application discussed herein. As shown by Akamai's redline comparison in EX1013, the specifications of the '745 patent and Samaniego are identical except for the addition of a cross-reference paragraph in the specification of the '745 patent. Likewise, the specifications of each of the applications in the priority chain are the same. *See* EX1021 (comparison of Samaniego and publication of the '916 application), EX1028 (comparison of Samaniego and publication of the '747 application), EX1029 (comparison of Samaniego and publication of the '842 application).

25. The chart attached to this declaration as Appendix A demonstrates, in my expert opinion, that all the limitations of claims 1-7 of the '745 patent are supported by each of the '110 application, the '842 application, the '747

application, the '916 application, and the '904 application.³ The cited portions demonstrate that the inventors had possession of the claimed subject matter and also enable a POSITA to make and use the invention without undue experimentation.

VIII. CONCLUSION

26. The findings and opinions set forth in this declaration are based on my work and analysis to date. I may continue my analysis. I may also receive additional documentation and other factual evidence over the course of this proceeding that will allow me to supplement and/or refine my opinions. I reserve the right to add to, alter, or delete my opinions and my declaration upon discovery of any additional information. I reserve the right to make such changes as may be deemed necessary.

27. In signing this declaration, I recognize that the declaration will be filed as evidence in an *inter partes* review before the Patent Trial and Appeal Board of the United States Patent and Trademark Office. I also recognize that I may be subject to cross-examination in the case and that cross-examination will

³ Citations to the '110 application, the '842 application, the '747 application, the '916 application, and the '904 application are exemplary and there may be additional portions of the applications that support the claims.

take place within the United States. If cross-examination is required, I will appear for cross-examination within the United States during the time allotted.

28. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

Executed on this 25th day of April 2023, in Blacksburg, Virginia.



Dr. Mark T. Jones

Appendix A

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
[1.P] A method in a host computer for developing transformation processing operations to optimize media content playback to a plurality of playback devices connected with the host computer in a network, the method comprising:	1:19-21 ¹ “[T]he invention relates to an Internet server-based software system that provides delivery of automated graphics and other media to Web sites for access by an end user or consumer.”	1:19-21 ²	1:18-20	1:17-19	1:7-9
	5:28-30 (discussing the prior art for comparison) “TrueSpectra has a patent pending for the technology employed in its two products, IrisAccelerate and IrisTransactive. These products are designed for zooming and panning and simple image transformations and conversions, respectively.”	5:28-30	5:27-29	5:27-29	4:31-33

¹ All citations are to the native page and line numbers of the as-filed specifications. The as-filed applications are available at the page range of each exhibit identified in the column headers.

² Where the quotations are the same across all specifications, only corresponding citations are provided for the ’842 application, the ’747 application, the ’916 application, and the ’904 application.

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	9:30-10:3 (see also 12:22-29, 27:19-25) “The system streamlines the post-production process by automating the production of media through content generation procedures controlled by proprietary tags placed within URLs embedded within Web documents... The system automatically processes the URL encoded tags and automatically produces derivative media for the website from the original media.” 10:5-7 (see also 12:31-33, 27:27-29) “The system takes as input the client connection, server traffic, content generation procedures, and proprietary tags placed within the URL to generate optimized media for the client.”	9:30-10:3 (12:23-29, 27:19-25) 10:5-7 (12:31-33, 27:27-29)	9:30-10:3 (12:23-29, 27:19-25) 10:5-7 (12:31-33, 27:27-29)	9:30-10:3 (12:23-29, 27:5-11) 10:5-7 (12:31-33, 27:13-15)	8:13-18 (10:28-33, 23:25-30) 8:20-22 (10:35-37, 23:32-34)

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	13:15-17 “The system 100 is attached to a Web server 110, which is connected to multiple client browsers 120(a-d) via the Internet 130.”	13:15-17	13:15-17	13:15-17	11:14-16
	12:10-11 (see also 27:18-20) “FIG. 21 is a schematic diagram showing process flow of a proprietary enabled page delivered to a Web browser...”	12:10-11 (30:18-20)	12:10-11 (30:18-20)	12:10-11 (30:4-6)	10:15-16 (26:9-10)

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	FIG. 21	FIG. 21	FIG. 21	FIG. 21	FIG. 21
	12:13-14 (see also 28:29-30) “FIG. 22 shows a flowchart of a content generation procedure according to a	12:13-14 (31:29-30)	12:13-14 (31:29-30)	12:13-14 (31:15-16)	10:18-19 (27:14-15)

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	preferred embodiment of the invention;” 21:27-28 (Table B: Media processing script commands) “Load Load(Name @<filename> [type @<typename>] [transform @<true, false>]) This command loads a media from the specified file.”	21:27-28	21:27-28	21:22-23	18:23-24

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	FIG. 22 26:23 “The claimed method allows the creation of all 100 combinations automatically.”	FIG. 22	FIG. 22	FIG. 22	FIG. 22
		26:23	26:23	26:10	22:34

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	30:21-22 “A content generation procedure 2140 is created with instructions on how the media is to be transformed to create the desired Web page content.” 1:7-14 “This application is a Continuation of U.S. Serial No. 12/238,842, filed September 26, 2008, which is a Divisional of U.S. Serial No. 12/173,747, filed July 15, 2008, which is a Divisional of U.S. Serial No. 11/269,916, filed November 7, 2005, which is a Continuation-in-Part of U.S. Serial No. 09/929,904, filed August 14, 2001, now U.S. Patent No. 6,964,009 granted on November 8, 2005, which is a Continuation of U.S. Serial No. 09/425,326, filed October 21, 1999, now U.S. Patent	30:21-22 1:8-14 “This application is a Divisional of U.S. Serial No. 12/173,747, filed July 15, 2008, which is a Divisional of U.S. Serial No. 11/269,916,	30:21-22 1:8-13 “This application is a Divisional of U.S. Serial No. 11/269,916, filed November 7, 2005, which is a Continuation-in-Part of U.S. Serial	30:7-8 1:8-12 “This application is a Continuation-in-Part of U.S. Serial No. 09/929,904, filed August 14, 2001, now U.S. Patent No. 6,964,009 granted on	26:12-13 33:13-33 (Original claim 5) “An apparatus for generating Web-safe media ... comprising ... a content generation procedure containing instructions

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	No. 6,792,575, granted on September 14, 2004, each of which is hereby incorporated in its entirety by this reference thereto. "	filed November 7, 2005, which is a Continuation-in-Part of U.S. Serial No. 09/929,904 , filed August 14, 2001, now U.S. Patent No. 6,964,009 granted on November 8, 2005, which is a Continuation of U.S. Serial No., 09/425,326,	No. 09/929,904 , filed August 14, 2001, now U.S. Patent No. 6,964,009 granted on November 8, 2005, which is a Continuation of U.S. Serial No., 09/425,326, filed October 21, 1999, now U.S. Patent No. 6,792,575, granted on	November 8, 2005, which is a Continuation of U.S. Serial No., 09/425,326, filed October 21, 1999, now U.S. Patent No. 6,792,575, granted on September 14, 2004, all of which are hereby incorporated in its	for transformin g said original media into said Web-safe media..."

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
		filed October 21, 1999, now U.S. Patent No. 6,792,575, granted on September 14, 2004, each of which is hereby incorporate d in its entirety by this reference thereto.”	September 14, 2004, all of which are hereby incorporate d in its entirety by reference.”	entirety by reference.”	
[1.1] receiving a first request from a first playback	8:7-10 “It would be advantageous to provide a system for automated processing and delivery of media	8:7-10	8:7-10	8:7-10	6:34-37

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
device for media content;	(images, video, and sound) to a Web server whereby it eliminates the laborious post-production and conversion work that must be done before a media asset can be delivered on a Web server.” 14:2-3 “Original media assets 400 are original images, video, or sound that have not been prepared for the Web.” 30:22-28 “An HTML page 301 is created for the Web site comprising the system 100, the page containing one or more URLs directing a browser 120 to request the specified content generation procedure 2140 from the system 100 using input parameters specified with proprietary tags encoded within the URL. The browser 120 requests the	14:2-3 30:22-28	14:2-3 30:22-28	14:2-3 30:8-14	11:34-35 26:13-19

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	Web page 301 from the Web site 110. Upon receipt of the page 301, the browser contacts the system 100 requesting media specified in the URL.” 28:33-29:1 “HTML pages with proprietary URL tags 301 describe how referenced media therein is to be manipulated for Web. Browsers 120 send such tags to the image system 100 as media requests.” (29:12-13) “The system receives a request for media through a URL containing proprietary tags for controlling image generation.”	28:33-29:1 29:12-13	28:33-29:1 29:12-13	28:18-20 28:31-32	24:33-35 25:8-9
[1.2] wherein the first request contains information, the	The claimed “first content generation operations” include, e.g., content generation procedures. The claimed “first transformation				

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
information indicating a first original media content, first content generation operations, and first transformation operations;	operations” include, e.g., dynamic content processing and/or user profile processing. These content generation procedures and/or dynamic content processing and/or user profile processing to be performed on the original media content are identified by proprietary tags contained within a URL that is requested by a browser. 28:14-19 “Resource locators (URLs) are placed within HTML documents 301 accessible to the Web server 110. These URLs direct browsers to generate requests for media to the system 100. The system processes such URLs by interpreting the proprietary tags, executing the indicated image generation procedures on the original media 200, and returning	28:14-19	28:14-19	27:33-28:4	24:14-19

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	derivative Web-safe media to client browsers 120a-120d via the Internet 130.”				
	29:1-6 “A server 2000 within the image system 100 receives the media requests, decodes the URL tags, and retrieves any media that already exists in the media caching system 2010. Non-existent media is subsequently generated by a media creation system 2020 using original media 2050 stored in a media repository 2040 and using content generation procedures 2030.”	29:1-6	29:1-6	28:20-25	24:35-30:2
	29:12-16 “The system receives a request for media through a URL containing proprietary tags for controlling image generation. The system parses this URL to determine the content generation	29:12-16	29:12-16	28:31-29:1	25:8-12

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	procedure to execute, input to the content generation procedure, post-processing directives for, for example, zoom/pan/slice, browser properties, and any cache control directives.” 30:26-34 “The browser 120 requests the Web page 301 from the Web site 110. Upon receipt of the page 301, the browser contacts the system 100 requesting media specified in the URL. The system parses the URL 2100 to determine the content generation procedure 2140 to execute, any corresponding input parameters to be used by such procedure, any dynamic content processing 2150 to be performed by dynamic media procedures, any user profile information 2160 to be used to modify the resulting image, and	30:26-34	30:26-34	30:12-20	26:17-24

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	any cache control HTTP headers 2190 the site instructs to accompany the resulting image.” 31:30-33 “A URL containing proprietary tags (2200) is parsed (2210) to determine the content generation procedure to execute, any dynamic modifications to the media, user profile characteristics, and proxy-cache control.”	31:30-33	31:30-33	31:16-19	27:15-17
[1.3] determining whether a previously- generated first intermediate media content is available for reuse, the previously- generated first	29:17-21 “If the image is not found, the information is handed to the media generation subsystem that executes the specified content generation procedure to produce a derivative image. The media generation subsystem returns one or more images to the media caching system for subsequent reuse.”	29:17-21	29:17-21	29:2-6	25:13-16

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
intermediate media content having been created using the first original media content and the first set of content generation operations; and	29:23-25 “The media caching subsystem is a mechanism for associating final or intermediate derivative media with the procedure, input, and user characteristics used to generate said media, specified through proprietary tags within the requested URL.”	29:23-25	29:23-25	29:8-10	25:18-20
	29:29-32 “The media generation subsystem executes a primary content generation procedure to produce a derivative image whose identifier is provided to the media caching subsystem. This derivative image is composed of one or more original images acquired from the media repository.”	29:29-32	29:29-32	29:14-17	25:24-27
	31:5-11 “In the case of media generation requiring dynamic content processing, a unique	31:5-11	31:5-11	30:25-31	26:29-34

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	secondary lookup key corresponding to intermediate media is generated 2130. If intermediate media 2170 corresponding to this key is found, such media is passed directly to the dynamic media content system 2150...” 31:34-32:4 “If the indicated media exists, control passes to proxy-cache control (2290) and the media is delivered to the browser (2295). Otherwise, dynamic media system tags are separated from content generation control tags (2240) and a unique intermediate image lookup key is generated (2250). The cache is then checked for such intermediate media (2261).”	31:34-32:4	31:34-32:4	31:20-24	27:19-23

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
[1.4] responsive to determining that a previously-generated first intermediate media content is available, creating a first optimized media content for the first playback device by performing the first set of transformation operations on the previously-generated first intermediate media content; and	29:32-34 “This media is then passed to the dynamic image content system, if necessary, to generate a subsequent derivative media suitably modified for the needs of zooming, panning, or slice.”	29:32-34	29:32-34	29:17-19	25:27-29
	30:7-10 “The dynamic content system operates on intermediate derivative images to generate image subsets or scalings used by Web site designers to implement zooming in on an image, panning across an image, slicing an image into parts, and the like for special Web page effects.”	30:7-10	30:7-10	29:26-29	25:35-31:1
	30:10-11 “The input to this system is cached by the media caching system such that the intermediate image need not be regenerated.”	30:10-11	30:10-11	29:29-30	26:1-2

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	31:7-11 “If intermediate media 2170 corresponding to this key is found, such media is passed directly to the dynamic media content system 2150 having dynamic media procedures, wherein appropriate action is taken to generate the required derivative from the intermediate media data.”	31:7-11	31:7-11	30:27-31	26:31-34
	32:3-5 “The cache is then checked for such intermediate media (2261). If such intermediate media is found, it is used directly for dynamic processing, if required.”	32:3-5	32:3-5	31:23-25	27:22-24
	32:7-9 “If dynamic processing is required, the media is operated upon by the dynamic content generator (2271)...”	32:7-9	32:7-9	31:27-29	27:25-27

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
[1.5] responsive to determining that a previously-generated first intermediate media content is not available, creating a first optimized media content for the first playback device by creating a first intermediate content using the first original media content and the first set of content generation operations, and performing the	29:17-19 “If the image is not found, the information is handed to the media generation subsystem that executes the specified content generation procedure to produce a derivative image.”	29:17-19	29:17-19	29:2-4	25:13-15
	29:29-34 “The media generation subsystem executes a primary content generation procedure to produce a derivative image whose identifier is provided to the media caching subsystem. This derivative image is composed of one or more original images acquired from the media repository. This media is then passed to the dynamic image content system, if necessary, to generate a subsequent derivative media suitably modified for the	29:29-34	29:29-34	29:14-19	25:24-29

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
first set of transformation operations on the first intermediate media content; and	needs of zooming, panning, or slice.”	31:12-17	31:12-17	30:32-31:3	26:36-27:2
	31:12-17 “If the media caching system finds no such intermediate image, such intermediate image is generated according to instructions specified by the content generation procedure, cached by the media cache system 2120 as a secondary cached media 2170, and passed to the dynamic media system 2150. Again, appropriate action is taken to generate the required derivative from the intermediate image data.”	32:5-7	32:5-7	31:25-27	27:24-25
	32:5-7 “Otherwise, content is generated (2262) and cached (2263), and the result is evaluated for dynamic processing (2270).”	32:7-9	32:7-9	31:27-29	27:25-27

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	32:7-9 “If dynamic processing is required, the media is operated upon by the dynamic content generator (2271)...” 33:1-3 (see also Table D) “Table D below is a list of example proprietary URL tags used for content generation within the system according to the preferred embodiment of the invention. Additional tags may be added to the system as necessary.”	33:1-3 (Table D)	33:1-3 (Table D)	32:19-21 (Table D)	28:12-14 (Table D)
([1.6] sending the first optimized media content to the first playback device.	30:2-5 “This media is then returned to the browser, along with any cache control directives encoded within the URL, and its identifier is passed to the media caching system for subsequent retrieval.”	30:2-5 31:26-27	30:2-5 31:26-27	29:21-24 31:12-13	25:31-33 27:10-12

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	31:26-27 “The resulting image is handed to the media cache system 2120 for caching and returned to the browser 120.” 32:11-13 “Finally, any cache control directives specified are attached to the response (2290) and the media is delivered to the browser (2295).”	32:11-13	32:11-13	31:31-33	27:30-31
[2] The method of claim 1, further comprising: receiving a second request from a second playback device for media content;	8:16-18 “It would be advantageous to provide a system that generates media based on current Web server traffic thereby optimizing throughput of the media through the Web server.”	8:16-18	8:16-18	8:16-18	7:5-6
	8:27-28 “It would be advantageous to provide a system that automatically caches generated media so identical requests can be	8:27-28	8:27-28	8:27-28	7:15-16

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
wherein the second request contains information, the information indicating a second original media content, second set of content generation operations, and second set of transformation operations; wherein the second request is received substantially concurrently with receiving the first request;	handled without regeneration of images.” 13:2-3 (see also 30:31-32) “[T]he generated media is cached so that further requests for the same media require little overhead.” 10:7-9 “The need for the Web author to create different versions of a Web site is reduced because the image content of the site is automatically handled by the system.” 13:14-17 “FIG. 1 is a schematic diagram showing the placement of the system within a current Web infrastructure according to a preferred embodiment of the invention. The system 100 is attached to a Web server 110, which	13:2-3 (27:31-32) 10:7-9 13:14-17	13:2-3 (27:31-32) 10:7-9 13:14-17	13:2-3 (27:17-18) 10:7-9 13:14-17	11:2-3 (23:36-37) 8:22-23 11:13-16

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
wherein the first original media content and the second original media content are the same media content; determining whether a second intermediate media content is available having been previously created using the second original media content and the second set of content generation operations; and responsive to determining that	is connected to multiple client browsers 120(a-d) via the Internet 130.” 28:10-11 “Multiple client browsers 120a-120d communicate with both the Web server 110 and the image server 100 via the Internet 130.” 28:34-29:1 (see also FIG. 20) “Browsers 120 send such tags to the image system 100 as media requests.” 28:19-21 “[S]uch generated media is cached on the image server 100 and, therefore need not be regenerated for subsequent requests.” 29:19-21 “The media generation subsystem returns one or more	28:10-11 28:34-29:1 (FIG. 20) 28:19-21 29:19-21	28:10-11 28:34-29:1 (FIG. 20) 28:19-21 29:19-21	27:29-30 28:19-20 (FIG. 20) 28:4-6 29:4-6	24:10-11 24:34-35 (FIG. 20) 24:19-21 25:15-16

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
the second intermediate media content is available, creating a second optimized media content for the first playback device by performing the second set of transformation operations on the second intermediate media content; and responsive to determining that the second intermediate media content is	images to the media caching system for subsequent reuse.”				
	30:2-5 “This media is then returned to the browser, along with any cache control directives encoded within the URL, and its identifier is passed to the media caching system for subsequent retrieval.”	30:2-5	30:2-5	29:21-24	25:31-33
	30:10-11 “The input to this system is cached by the media caching system such that the intermediate image need not be regenerated.”	30:10-11	30:10-11	29:29-30	26:1-2
	32:26-31 “It should be appreciated that differences exist between specifying an image with a URL and requesting an image using a content creation process that interprets proprietary parameters encoded within a URL. That is,	32:26-31	32:26-31	32:12-17	28:5-10

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
not available, creating a second optimized media content for the first playback device by creating the second intermediate content using the second original media content and the second set of content generation operations, and performing the second set of transformation operations on the second intermediate	URLs allow Web site designers to load specific graphic images into a Web page. In contrast and according to the invention, URLs containing proprietary content creation tags initiate a process whereby graphic images for a site are automatically produced.” <i>See also elements [1.3] (determining whether intermediate media content is available); [1.4] (if available, creating optimized media content by performing transformation operations on previously generated intermediate media content); [1.5] (if not available, creating optimized media content by creating intermediate media content, and then performing transformation operations).</i>				

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
media content; and sending the second optimized media content to the second playback device.					
[3] The method of claim 2, wherein the first set of content generation operations and the second set of content generation operations are the same, and the first set of transformation	8:27-28 “It would be advantageous to provide a system that automatically caches generated media so identical requests can be handled without regeneration of images.” 10:12-15 (see also 13:5-8, 28:1-4) “Because the invention takes the original media, content generation procedures, and proprietary URL tags as inputs for generating the Web media, it is possible to modify any of these inputs and have the	8:27-28 10:12-15 (13:5-8, 28:1-4)	8:27-28 10:12-15 (13:5-8, 28:1-4)	8:27-28 10:12-15 (13:5-8, 27:20-23)	7:15-16 8:27-30 (11:5-8, 24:1-4)

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
operations and the second set of transformation operations are different.	system automatically update the media on the associated Web pages.”				
	24:13-16 “Table C herein below provides a list of features provided by a preferred embodiment of the invention. It is noted that the list of features included in Table C is by no means complete. In other embodiments, the list of features is expanded or reduced as needed.”	24:13-16	24:13-16	24:7-10	20:44-21:2
	24:25-26 (Table C: System Feature List) “Dynamically creates images that can be panned and zoomed without browser plug-ins or special file formats;” (see also 35:32-33, Table F)	24:25-26, 35:32-33	24:25-26, 35:32-33	24:19-20, 35:18-19	21:11-12, 31:6-7
	29:23-27 “The media caching subsystem is a mechanism for	29:23-27	29:23-27	29:8-12	25:18-22

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	associating final or intermediate derivative media with the procedure, input, and user characteristics used to generate said media, specified through proprietary tags within the requested URL. This system may be implemented using a database, file system, or any other mechanism having capability to track such associations.” 29:32-30:2 “This media is then passed to the dynamic image content system, if necessary, to generate a subsequent derivative media suitably modified for the needs of zooming, panning, or slice. The resulting media is passed to the user profile system where it is again modified to account for any specific user browser characteristics	29:32-30:2	29:32-30:2	29:17-31	25:27-31

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	specified using the proprietary URL tags.”				
	30:7-10 “The dynamic content system operates on intermediate derivative images to generate image subsets or scalings used by Web site designers to implement zooming in on an image, panning across an image, slicing an image into parts, and the like for special Web page effects.”	30:7-10	30:7-10	29:26-29	25:35-26:1
	30:13-16 “The user profile system operates on the final image about to be returned to the browser and may modify the image to account for individual needs of Web site users. The designer of a site is able to implement freely custom post-processing of images to meet the specific needs of their clients.”	30:13-16	30:13-16	29:32-30:2	26:4-7

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	31:7-11 “[M]edia is passed directly to the dynamic media content system 2150 having dynamic media procedures, wherein appropriate action is taken to generate the required derivative from the intermediate media data.”	31:7-11	31:7-11	30:27-31	26:31-34
	31:23-25 “The final media is passed to a user profile system 2160 wherein browser characteristics specified through proprietary tags within the URL are inspected, and appropriate modification to the media is performed, based on such characteristics.”	31:23-25	31:23-25	31:9-11	27:8-10
	31:30-32:7 “A URL containing proprietary tags (2200) is parsed (2210) to determine the content generation procedure to execute,	31:30-32:7	31:30-32:7	31:16-27	27:15-25

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	any dynamic modifications to the media, user profile characteristics, and proxy-cache control. A unique final lookup key is generated for the media (2220) and the media cache is checked (2230). If the indicated media exists, control passes to proxy-cache control (2290) and the media is delivered to the browser (2295). Otherwise, dynamic media system tags are separated from content generation control tags (2240) and a unique intermediate image lookup key is generated (2250). The cache is then checked for such intermediate media (2261). If such intermediate media is found, it is used directly for dynamic processing, if required. Otherwise, content is generated (2262) and cached (2263), and the result is				

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	evaluated for dynamic processing (2270).”	32:10-11	32:10-11	31:30-31	27:28-29
	32:10-11 “The resulting image is then customized by the user profiling system (2280) for specified browser or client attributes.”				
	33:1-3 “Table D below is a list of example proprietary URL tags used for content generation within the system according to the preferred embodiment of the invention. Additional tags may be added to the system as necessary.”	33:1-3	33:1-3	32:19-21	28:12-14
	<i>See also elements [1.3], [1.4] (Note: if the previously generated intermediate media content is available, then the content</i>				

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	<i>generation operations to create it must be the same)</i>				
[4] The method of claim 2, wherein the first set of content generation operations and the second set of content generation operations are different, and the first set of transformation operations and the second set of transformation operations are different.	10:12-15 (see also 13:5-8, 28:1-4) “Because the invention takes the original media, content generation procedures, and proprietary URL tags as inputs for generating the Web media, it is possible to modify any of these inputs and have the system automatically update the media on the associated Web pages.” 29:23-27 “The media caching subsystem is a mechanism for associating final or intermediate derivative media with the procedure, input, and user characteristics used to generate said media, specified through proprietary tags within the requested URL. This	10:12-15 (13:5-8, 28:1-4) 29:23-27	10:12-15 (13:5-8, 28:1-4) 29:23-27	10:12-15 (13:5-8, 27:20-23) 29:8-12	8:27-30 (11:5-8, 24:1-4) 25:18-22

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	system may be implemented using a database, file system, or any other mechanism having capability to track such associations.” 31:30-32:7 “A URL containing proprietary tags (2200) is parsed (2210) to determine the content generation procedure to execute, any dynamic modifications to the media, user profile characteristics, and proxy-cache control. A unique final lookup key is generated for the media (2220) and the media cache is checked (2230). If the indicated media exists, control passes to proxy-cache control (2290) and the media is delivered to the browser (2295). Otherwise, dynamic media system tags are separated from content generation control tags (2240) and a unique intermediate	31:30-32:7	31:30-32:7	31:16-27	27:15-25

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	image lookup key is generated (2250). The cache is then checked for such intermediate media (2261). If such intermediate media is found, it is used directly for dynamic processing, if required. Otherwise, content is generated (2262) and cached (2263), and the result is evaluated for dynamic processing (2270).” 33:1-3 “Table D below is a list of example proprietary URL tags used for content generation within the system according to the preferred embodiment of the invention. Additional tags may be added to the system as necessary.” <i>See also elements [1.3], [1.5] (Note: if the previously generated intermediate media content is not</i>	33:1-3	33:1-3	32:19-21	28:12-14

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	<i>available, then the content generation operations to create it must be the different).</i> <i>See also claim 3 regarding dynamic content system and user profile system disclosure of different sets of transformation operations.</i>				
[5] The method of claim 1, further comprising: determining whether a previously-generated first optimized media content is available for reuse, wherein the previously-	13:2-3 (see also 27:31-32) “[T]he generated media is cached so that further requests for the same media require little overhead.”	13:2-3 (27:31-32)	13:2-3 (27:31-32)	13:2-3 (27:17-18)	11:2-3 (23:36-37)
	29:19-21 “The media generation subsystem returns one or more images to the media caching system for subsequent reuse.”	29:19-21	29:19-21	29:4-6	25:15-16
	29:1-3 “A server 2000 within the image system 100 receives the media requests, decodes the URL	29:1-3	29:1-3	28:20-22	24:35-37

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
generated first optimized media content was created using the first original media content, the first content generation operations, and the first transformation operations; responsive to determining that the previously-generated first optimized media content is available, sending the previously-generated first optimized media	tags, and retrieves any media that already exists in the media caching system 2010.” 29:16-17 “Such data is handed to a media caching subsystem that returns the requested image if found.” 31:1-5 “The parser generates a unique primary lookup key 2110 for the specified resulting media. If the key corresponds to an existing generated media 2180, such media is returned immediately to the browser 120 through a media cache 2120, and the transaction is complete.” 31:5-11 “In the case of media generation requiring dynamic content processing, a unique	29:16-17 31:1-5 31:5-11	29:16-17 31:1-5 31:5-11	29:1-2 30:22-25 30:25-31	25:12-13 26:26-29 26:29-34

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
content to the first playback device.	secondary lookup key corresponding to intermediate media is generated 2130. If intermediate media 2170 corresponding to this key is found, such media is passed directly to the dynamic media content system 2150...” 31:34-32:3 “If the indicated media exists, control passes to proxy-cache control (2290) and the media is delivered to the browser (2295). Otherwise, dynamic media system tags are separated from content generation control tags (2240) and a unique intermediate image lookup key is generated (2250).”	31:34-32:3	31:34-32:3	31:20-23	27:19-22
[6] The method of claim 1,	FIG. 20 shows that “host computer” system 100 includes server 2000, media caching system 2010, media				

Claim	Support for Claimed Features in:				
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further comprising: determining whether the host computer has sufficient processing resources to create the first optimized media content for the first playback device; responsive to determining that the host computer does not have sufficient processing resources to create the first optimized media	creation system 2020, and media repository 2040. The specification describes a “server 2000 within the image system 100 receives the media requests, decodes the URL tags, and retrieves any media that already exists in the media caching system 2010.” (29:1-3). Thus, the claimed “processing resources” include at least computational resources of server 2000 (to decode the URL tags) and communication resources (i.e., traffic) of server 2000 (to receive media requests and retrieve media from the caching system). Based on one or more of these computing resources of server 2000, system 100 may adjust the bandwidth of a media content (e.g., a graphic), which is stored as a part of the database record of the media content (see Bandwidth 1230 in	29:1-3	29:1-3	28:20-22	24:35-37

Claim	Support for Claimed Features in:				
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content, determining an alternate first set of content generation operations or an alternate first set of transformation operations; creating an alternate first optimized media content using the alternate first set of content generation operations or the alternate first set of transformation operations.	FIG. 12), thus creating an alternate media content. Such adjustments to bandwidth may be made by using different content generation operations (e.g., changing a raster bit depth) or transformation operations (e.g., zoom). 8:16-18 “It would be advantageous to provide a system that generates media based on current Web server traffic thereby optimizing throughput of the media through the Web server.” 10:5-7 (see also 12:31-33, 27:27-29) “The system takes as input the client connection, server traffic, content generation procedures, and proprietary tags placed within the URL to generate optimized media for the client.”	8:16-18 10:5-7 (12:31-33, 27:27-29)	8:16-18 10:5-7 (12:31-33, 27:27-29)	8:16-18 10:5-7 (12:31-33, 27:13-15)	7:5-6 8:20-22 (10:35-37, 23:32-34)

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	17:9-22 “FIG. 10 is a flow chart showing a media creation process according to a preferred embodiment of the invention. The process starts (1000) when the system requests an HTML equivalent to a proprietary media tag (1010). The Media tag is combined with bandwidth information (1020) ... The subsystem generates the HTML referring to the generated media (1100) and places the media tag and the HTML equivalent in the media tag database (1110).”	17:9-22	17:9-22	17:8-21	14:25-37
	25:16-19 “FIG. 12 displays a structure of a database record used for the system ... A Script Table 1200 has 5 columns, Media Script 1210, HTML Equivalent 1220,	25:16-19	25:16-19	25:4-7	21:33-36

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	Bandwidth 1230, Generated File 1240, and Dependency List 1250.” 24:25-26, 25:5, Table C: System Feature List (see also 35:32-33, 36:10, Table F: System Features) “Dynamically creates images that can be panned and zoomed without browser plug-ins or special file formats;” “Optimizes Web server traffic by adjusting the bandwidth of graphics;” 34:14-15, Table E: Content Creation Commands “Convert Converts the rasters to the specified type/bit-depth.” 24:7-10, Table B-continued: Media processing script commands	24:25-26, 25:5 (35:32-33, 36:10) 34:14-15 24:7-10	24:25-26, 25:5 (35:32-33, 36:10) 34:14-15 24:7-10	24:19-20, 24:30 (35:18-19, 35:30) 33:31-32 24:1-4	21:11-12, 21:22 (31:6-7, 31:18) 29:32-33 20:38-41

Claim	Support for Claimed Features in:				
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	“Zoom “Zoom([xs @ <pixels>] [ys @ <pixels>] [scale @ <value>] [x @ <left pixel>] [y @ <top pixel>]) This command zooms in on a specified portion of the media and fits it to the specified size. This constitutes a crop followed by a scale.”				
[7] The method of claim 6, wherein the first optimized media content is at a first level of quality and the alternate first optimized media content is at a second level of	Unlike the prior art, which sets image quality and compression for only one file format (JPEGs), system 100 provides media content that is optimized for the client. The media is provided in a variety versions in different compression formats (BMP, GIF, etc.) and image resolutions. The system optimizes the media based on the client connection speed (bit rate of file exchange) and provides a version of				

Claim	Support for Claimed Features in:				
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quality, wherein the first level of quality is higher than the second level of quality; wherein a level of quality of a media content is measured based on a compression format, a bit rate, and an image resolution of a media content sent to a playback device.	the media having an optimum quality. System 100 also allows a client to specify the quality of images on a Web site so that, for example, only a highest or lowest quality image is provided to the client. 6:1-3 (discussing the prior art for comparison) “TrueSpectra allows the image quality and compression to be set for JPEGs only. The compression setting is set on the server and all images are delivered at the same setting.” 8:20-22 “It would be advantageous to provide a system that generates media that is optimized for the Web client, wherein client connection speed determines optimum quality and file size.”	6:1-3 8:20-22	6:1-3 8:20-22	6:1-3 8:20-22	5:1-3 7:8-10

Claim	Support for Claimed Features in:				
	U.S. Appl. 13/752,110, EX1002, 4-70	U.S. Appl. 12/238,842, EX1027, 2-66	U.S. Appl. 12/173,747, EX1026, 2-64	U.S. Appl. 11/269,916, EX1010, 4-67	U.S. Appl. 09/929,904, EX1035, 6-63
	23:4-6, Table B-continued: Media processing script commands “Set Resolution SetResolution [dpi @ <value>] [xdpi @ <value>] [ydpi @ <value>]) This command changes the DPI of the image in memory.” 24:20-21, 25:6-7, Table C: System Feature List “Reads and writes various file formats: BMP, GIF, JPG, PNG, TIF, PICT, TGA, PSD, FPX;” “Optimizes images for client connection speed;” “Allows clients to specify the quality of images on a Web site;”	23:4-6 24:20-21, 25:6-7	23:4-6 24:20-21, 25:6-7	22:27-23:1 24:14-15, 24:31-32	19:44-46 21:6-7, 21:23-24