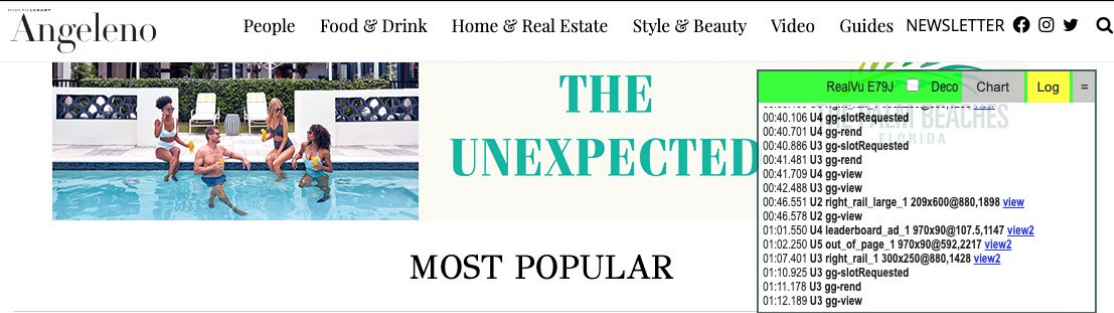


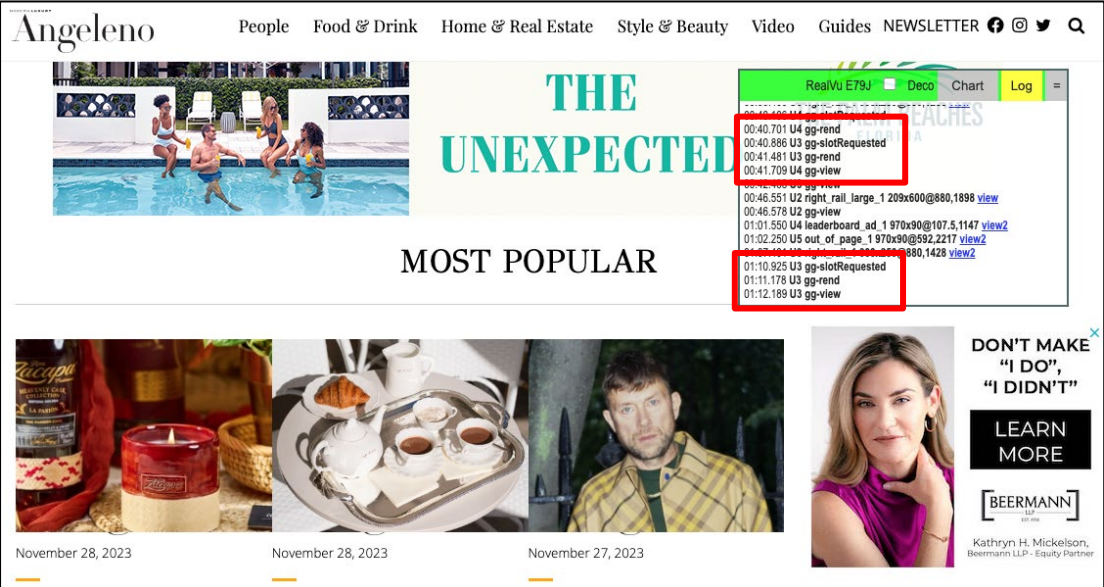
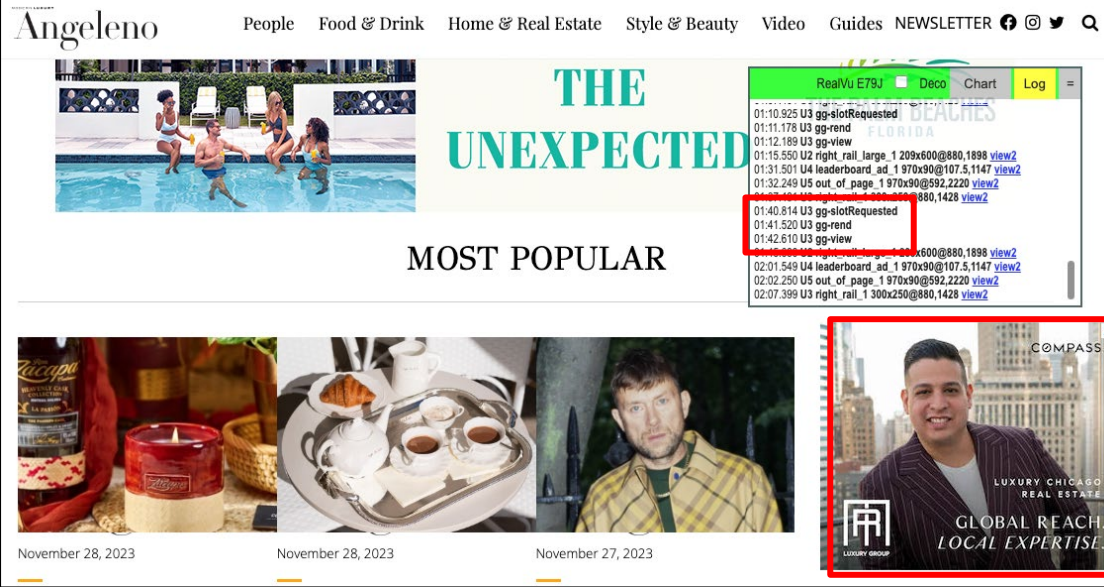
U.S. Patent No. 11,443,329: RealVu

Claim 1	Analysis	Select Evidence
A method comprising:	RealVu implements the following claimed method via its Content Rendering Control technology.	<p>CRC – Patented Content Rendering Control</p> <p><u>RealVu's proprietary architecture, called Content Rendering Control*, arrives on the page before the ad is delivered, establishes the location of the ad space in relation to the viewable area of the viewer's browser and display in milliseconds, validates the location of the ad unit, then makes ad calls. If desired, RealVu can then continue to report a viewable impression (currently measured when 50% of the ad surface area is in view for one second) and view time up to 30 seconds, in addition to many other useful metrics.</u></p> <p>This unique ability to make ad server decisions based on whether the ad space is actually in view provides value for publishers, advertisers, and programmatic exchanges while increasing performance across all metrics, including clicks, acquisitions, and brand lift. RealVu's technology has been optimized for unrivaled speed and accuracy and is deployed across top tier websites and exchanges, determining the viewability of every impression called without latency.</p> <p>RealVu provides a truly transparent holistic environment which is not conducive to bad players and impression fraud, offering unprecedented brand safety and fraud protection.</p> <p>With typical server log file impression counting methodologies, a request is logged and reported as an impression prior to the ad being delivered, loaded and rendered, making many events that occur on the viewer side not detectable resulting in measurement limitations and fraud. RealVu's virtual log counts in viewer's browser, where the view event actually takes place, enabling true and accurate client side viewable impression measurement. See it work.</p> <p>Source: https://www.realvu.com/realvu-technology-patented-crc/</p> <div> <div> <p>RealVu® Technology</p> <p>RealVu is the industry leader in <u>viewable impression ad serving and reporting. RealVu's patented Content Rendering Control (CRC) technology makes ad serving decisions based on the viewability of the ad space, allowing publishers, programmatic platforms, and buyers to transact more efficiently in the new viewable digital advertising landscape.</u></p> </div> <div> <p>RealVu® Programmatic Viewable Exchange Solution</p> <p>With RealVu's patented Pre-Bid CRC technology, advertising exchange partners can now offer <u>truly transparent brand safe inventory that is RealVu certified in-view at the point of purchase, finally bringing together data, audience targeting, and viewability. Other pre-bid solutions only "target" inventory that is more likely to be viewable.</u></p> </div> </div> <p>Source: https://www.realvu.com/</p>

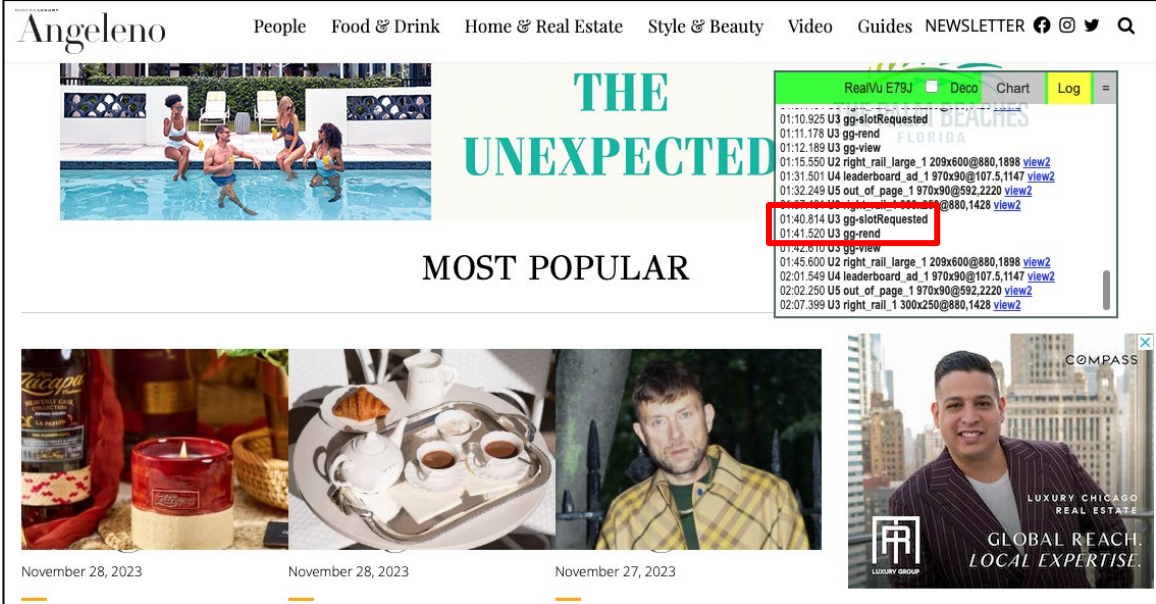
Claim 1	Analysis	Select Evidence
<p>(a) determining whether a predefined area of an ad content display page that is used to display an advertisement is in view within a visible area of a browser window of a browser configured to be operated by a remote computing device, wherein the predefined area is a portion of the ad content display page, and</p> <p>wherein the ad content display page includes (i) the predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content; and</p>	<p>RealVu determines whether a predefined area of an ad content display page that is used to display an advertisement is in view within a visible area of a browser window of a browser configured to be operated by a remote computing device.</p> <p>The predefined area is a portion of the ad content display page, as shown on the next page.</p> <p>(Continued on Next Page)</p>	<p>This unique ability to <u>make ad server decisions based on whether the ad space is actually in view</u> provides value for publishers, advertisers, and programmatic exchanges while increasing performance across all metrics, including clicks, acquisitions, and brand lift. RealVu's technology has been optimized for unrivaled speed and accuracy and is deployed across top tier websites and exchanges, determining the viewability of every impression called without latency.</p> <p>Source: https://www.realvu.com/realvu-technology-patented-crc/</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>9. Duration also copied other aspects of RealVu's system. <u>RealVu has a debugging or overlay tool that shows, in real time, how RealVu's system handles ads on a webpage. I have triggered the overlay on one of RealVu's customers, the website angeleno.com, to explain.</u> Exhibit 2013 has two screenshots of a webpage located at the url https://mlangeleno.com that I captured in November 2023. Both are true and correct copies of how the webpages appeared when I took the screenshots.</p> </div> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>11. The second screenshot shows <u>the webpage once the RealVu overlay has been triggered by adding the phrase "/?boost log" to the end of the url.</u> The Board can replicate this functionality in realtime by visiting the full url: https://mlangeleno.com/?boost_log.</p> </div>

EX2025 at 9, 11.

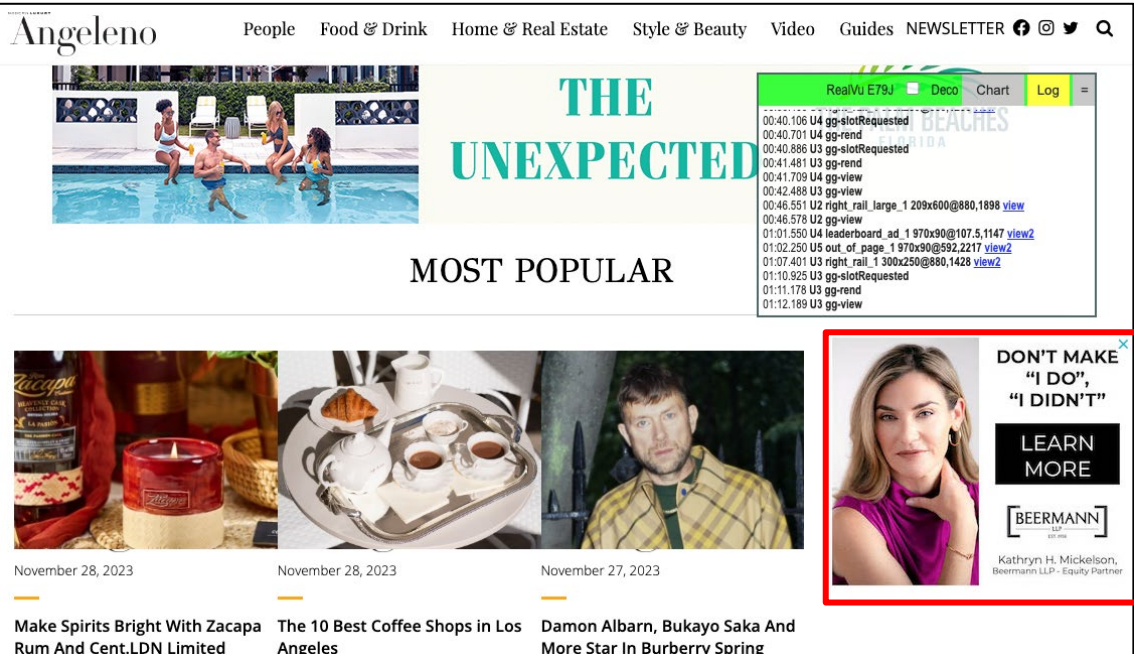
Claim 1	Analysis	Select Evidence
	<p>The ad content display page (e.g., mlangeleno.com) includes (i) the predefined area configured to display advertisement content (e.g., the Beermann LLP ad) and (ii) page content displayed in other portions of the ad content display page (e.g., images, headlines, and articles).</p> <p>The page content is separate from the advertisement content.</p>	 <p>Source: https://mlangeleno.com/?boost_log</p>
<p>(b) in response to a determination that the predefined area that is used to display the advertisement has been in view within the visible area of the browser window for a predefined period of time, causing a communication to be sent to one or more dispatcher servers,</p>	<p>In response to a determination that the predefined area used to display the advertisement has been in view within the visible area of the browser window for a predefined period of time (e.g., 30 seconds), RealVu causes a communication to be sent to a dispatcher server.</p>	<p>CRC – Patented Content Rendering Control</p> <p>RealVu's proprietary architecture, called Content Rendering Control*, arrives on the page before the ad is delivered, establishes the location of the ad space in relation to the viewable area of the viewer's browser and display in milliseconds, validates the location of the ad unit, then makes ad calls. If desired, <u>RealVu can then continue to report a viewable impression (currently measured when 50% of the ad surface area is in view for one second) and view time up to 30 seconds</u>, in addition to many other useful metrics.</p> <p>Source: https://www.realvu.com/realvu-technology-patented-crc/</p>

Claim 1	Analysis	Select Evidence
<p>wherein the one or more dispatcher servers are configured to: (i) receive the communication; (ii) cause a replacement advertisement to be selected for display on the ad content display page; and (iii) cause the replacement advertisement to be served to the remote computing device;</p> <p>wherein the browser is further configured to render the replacement advertisement in the predefined area.</p>	<p>RealVu's dispatcher servers are configured to (i) receive the communication, (ii) cause a replacement advertisement (e.g., the Compass ad) to be selected for display on the ad content display page, and (iii) cause the replacement advertisement to be served to the remote computing device.</p> <p>The browser is configured to render the replacement advertisement in the predefined area.</p>	  <p>Source: https://mlangeleno.com/?boost_log</p>

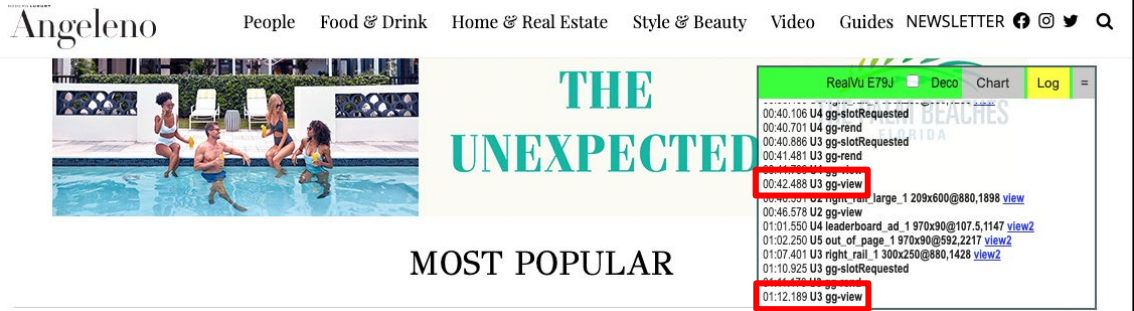
Claim 2	Analysis	Select Evidence
The method of claim 1 wherein the replacement advertisement is selected at least partially as a result of a replacement auction.	The replacement advertisement is selected at least partially as a result of a replacement auction.	<p>RealVu is <u>pre-bid</u> deterministic technology, not after-the-fact verification or historical targeting</p> <div> <div>  <p>HIGH VIEWABILITY</p> <p>Only buy ad units that are in view. RealVu's proprietary Content Rendering Control (CRC) technology checks every ad unit for viewability <u>in real time before you bid</u>, delivering the highest view rates in the industry.</p> </div> <div>  <p>BRAND SAFE INVENTORY</p> <p>RealVu pre-bid validation technology confirms the actual domain source of every impression before you buy, insuring delivery to only top publishers participating in the Viewable Exchange.</p> </div> <div>  <p>HIGHER BRAND LIFT AND CONVERSIONS</p> <p>Buying only ad units that are in view significantly raises brand lift and conversions. Studies have shown 32%+ higher brand lift and 12X conversions with RealVu validated inventory.</p> </div> <div>  <p>ELIMINATE WASTE</p> <p>70% of impressions validated by RealVu don't meet viewable criteria and are not sent to the viewable exchange. Without CRC, these impressions would be purchased, dragging down view rates and ROI.</p> </div> </div> <p>Source: http://realvu.exchange/</p>

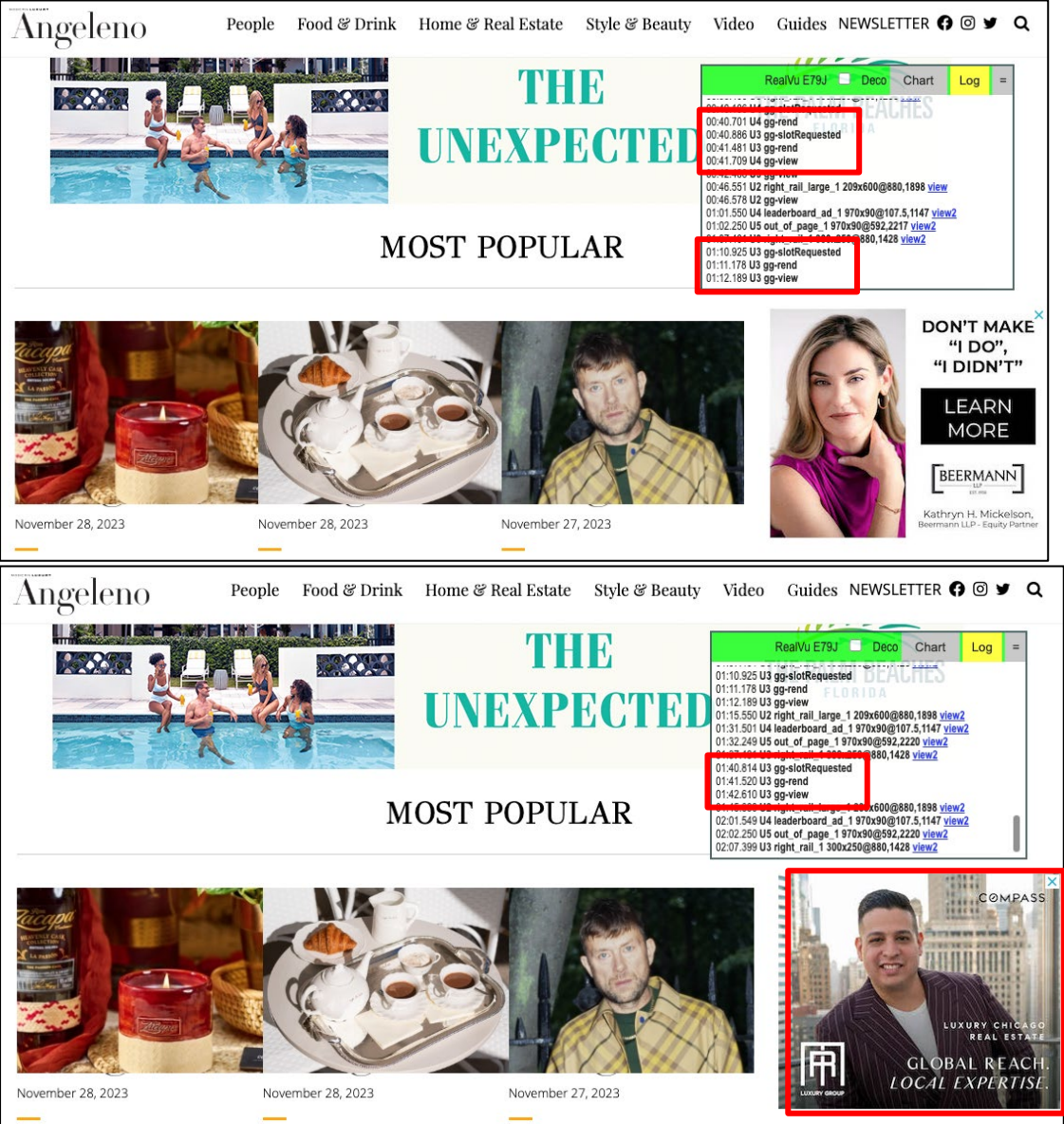
Claim 3	Analysis	Select Evidence
<p>The method of claim 2 wherein the replacement auction is conducted in real time between the time the second communication is sent from the remote computing device and the time that the replacement advertisement is selected.</p>	<p>RealVu's replacement auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the replacement advertisement is selected.</p> <p>In the example on the right, the ad is requested at 01:40.814 and rendered at 01:41.520.</p>	 <p>Source: https://mlangeleno.com/?boost_log</p>

Claim 6	Analysis	Select Evidence
A system comprising:	RealVu implements the following claimed system via its Content Rendering Control technology.	<p>CRC – Patented Content Rendering Control</p> <p><u>RealVu's proprietary architecture, called Content Rendering Control*, arrives on the page before the ad is delivered, establishes the location of the ad space in relation to the viewable area of the viewer's browser and display in milliseconds, validates the location of the ad unit, then makes ad calls. If desired, RealVu can then continue to report a viewable impression (currently measured when 50% of the ad surface area is in view for one second) and view time up to 30 seconds, in addition to many other useful metrics.</u></p> <p>This unique ability to make ad server decisions based on whether the ad space is actually in view provides value for publishers, advertisers, and programmatic exchanges while increasing performance across all metrics, including clicks, acquisitions, and brand lift. RealVu's technology has been optimized for unrivaled speed and accuracy and is deployed across top tier websites and exchanges, determining the viewability of every impression called without latency.</p> <p>RealVu provides a truly transparent holistic environment which is not conducive to bad players and impression fraud, offering unprecedented brand safety and fraud protection.</p> <p>With typical server log file impression counting methodologies, a request is logged and reported as an impression prior to the ad being delivered, loaded and rendered, making many events that occur on the viewer side not detectable resulting in measurement limitations and fraud. RealVu's virtual log counts in viewer's browser, where the view event actually takes place, enabling true and accurate client side viewable impression measurement. See it work.</p> <p>Source: https://www.realvu.com/realvu-technology-patented-crc/</p> <div data-bbox="814 1036 1297 1377"> <p>RealVu® Technology</p> <p>RealVu is the industry leader in viewable impression ad serving and reporting. <u>RealVu's patented Content Rendering Control (CRC) technology makes ad serving decisions based on the viewability of the ad space</u>, allowing publishers, programmatic platforms, and buyers to transact more efficiently in the new viewable digital advertising landscape.</p> </div> <div data-bbox="1329 1036 1780 1377"> <p>RealVu® Programmatic Viewable Exchange Solution</p> <p>With RealVu's patented Pre-Bid CRC technology, advertising exchange partners can now offer truly transparent brand safe inventory that is <u>RealVu certified in-view at the point of purchase</u>, finally bringing together data, audience targeting, and viewability. Other pre-bid solutions only "target" inventory that is more likely to be viewable.</p> </div> <p>Source: https://www.realvu.com/</p>

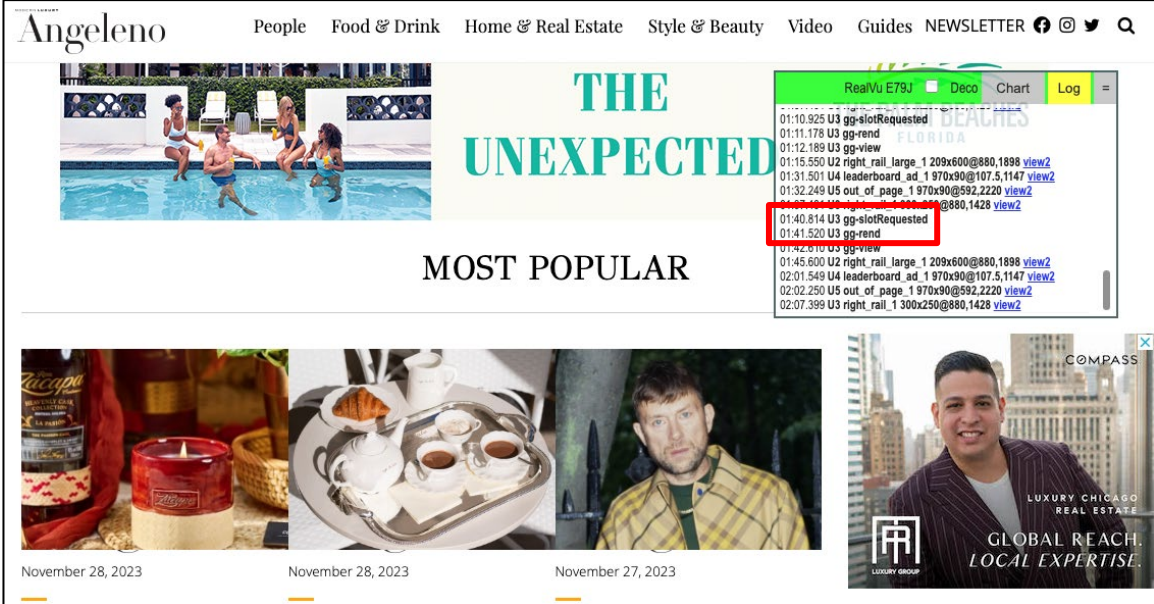
Claim 6	Analysis	Select Evidence
<p>(a) at least one ad content display page configured to be served to a remote computing device, wherein the ad content display page is configured with a predefined area that is used to display an advertisement, the predefined area being a portion of the ad content display page, and</p> <p>wherein the ad content display page includes (i) the predefined area configured to display advertisement content, the predefined area being a portion of the ad content display page, and (ii) page content displayed in other portions of the ad content display page, the page content being separate from the advertisement content;</p>	<p>The RealVu system includes an ad content display page (e.g., the mlangeleno.com webpage) configured to be served to a remote computing device (e.g., a laptop).</p> <p>The ad content display page is configured with a predefined area that is used to display an advertisement (e.g., an ad space).</p> <p>The ad content display page (e.g., mlangeleno.com) includes (i) the predefined area configured to display advertisement content (e.g., the Beermann LLP ad) and (ii) page content displayed in other portions of the ad content display page (e.g., images, headlines, and articles).</p> <p>The page content is separate from the advertisement content.</p>	<p>CRC – Patented Content Rendering Control</p> <p><u>RealVu's proprietary architecture, called Content Rendering Control*, arrives on the page before the ad is delivered, establishes the location of the ad space in relation to the viewable area of the viewer's browser and display in milliseconds, validates the location of the ad unit, then makes ad calls. If desired, RealVu can then continue to report a viewable impression (currently measured when 50% of the ad surface area is in view for one second) and view time up to 30 seconds, in addition to many other useful metrics.</u></p> <p>Source: https://www.realvu.com/realvu-technology-patented-crc/</p>  <p>Source: https://mlangeleno.com/?boost_log</p>

Claim 6	Analysis	Select Evidence
<p>(b) instructions in the form of code configured to:</p> <p>(i) determine whether the predefined area of the ad content display page that is used to display the advertisement is in view within a visible area of a browser window of a browser configured to be operated by the remote computing device; and</p>	<p>The RealVu system includes instructions in the form of code configured to do the following:</p> <p>RealVu determines whether a predefined area of an ad content display page that is used to display an advertisement is in view within a visible area of a browser window of a browser configured to be operated by a remote computing device.</p> <p>(Continued on Next Page)</p>	<p>This unique ability to <u>make ad server decisions based on whether the ad space is actually in view</u> provides value for publishers, advertisers, and programmatic exchanges while increasing performance across all metrics, including clicks, acquisitions, and brand lift. RealVu's technology has been optimized for unrivaled speed and accuracy and is deployed across top tier websites and exchanges, determining the viewability of every impression called without latency.</p> <p>Source: https://www.realvu.com/realvu-technology-patented-crc/</p> <div data-bbox="810 472 1728 906"> <p>9. Duration also copied other aspects of RealVu's system. <u>RealVu has a debugging or overlay tool that shows, in real time, how RealVu's system handles ads on a webpage. I have triggered the overlay on one of RealVu's customers, the website angeleno.com, to explain.</u> Exhibit 2013 has two screenshots of a webpage located at the url https://mlangeleno.com that I captured in November 2023. Both are true and correct copies of how the webpages appeared when I took the screenshots.</p> </div> <div data-bbox="810 911 1728 1167"> <p>11. The second screenshot shows <u>the webpage once the RealVu overlay has been triggered by adding the phrase "/?boost log" to the end of the url.</u> The Board can replicate this functionality in realtime by visiting the full url: https://mlangeleno.com/?boost_log.</p> </div> <p>EX2025 at 9, 11.</p>

Claim 6	Analysis	Select Evidence
		 <p>Angeleno People Food & Drink Home & Real Estate Style & Beauty Video Guides NEWSLETTER</p> <p>THE UNEXPECTED</p> <p>MOST POPULAR</p> <p>00:40:106 U4 gg-slotRequested 00:40:701 U4 gg-rend 00:40:886 U3 gg-slotRequested 00:41:481 U3 gg-rend 00:42:488 U3 gg-view 00:46:578 U2 gg-view 01:01:550 U4 leaderboard_ad_1 970x90@107.5,1147 view2 01:02:250 U5 out_of_page_1 970x90@592,2217 view2 01:07:401 U3 right_rail_1 300x250@880,1428 view2 01:10:925 U3 gg-slotRequested 01:12:189 U3 gg-view</p> <p>November 28, 2023 November 28, 2023 November 27, 2023</p> <p>Make Spirits Bright With Zacapa Rum And Cent.LDN Limited The 10 Best Coffee Shops in Los Angeles Damon Albarn, Bukayo Saka And More Star In Burberry Spring</p> <p>Source: https://mlangeleno.com/?boost_log</p>
<p>(ii) in response to a determination that the predefined area has been in view within the visible area of the browser window for a predefined period of time, cause a communication to be sent from the remote computing device; and</p>	<p>In response to a determination that the predefined area used to display the advertisement has been in view within the visible area of the browser window for a predefined period of time (e.g., 30 seconds), RealVu causes a communication (e.g., an ad call) to be sent to a dispatcher server.</p>	<p>CRC – Patented Content Rendering Control</p> <p>RealVu's proprietary architecture, called Content Rendering Control*, arrives on the page before the ad is delivered, establishes the location of the ad space in relation to the viewable area of the viewer's browser and display in milliseconds, <u>validates the location of the ad unit, then makes ad calls. If desired, RealVu can then continue to report a viewable impression (currently measured when 50% of the ad surface area is in view for one second) and view time up to 30 seconds,</u> in addition to many other useful metrics.</p> <p>Source: https://www.realvu.com/realvu-technology-patented-crc/</p>

Claim 6	Analysis	Select Evidence
<p>(c) one or more dispatcher servers configured to:</p> <p>(i) receive the communication;</p> <p>(ii) cause a replacement advertisement to be selected for display on the ad content display page; and</p> <p>(iii) cause the replacement advertisement to be served to the remote computing device;</p> <p>wherein the browser is configured to render the replacement advertisement in the predefined area.</p>	<p>RealVu's system includes dispatcher servers.</p> <p>The dispatcher servers are configured to (i) receive the communication, (ii) cause a replacement advertisement (e.g., the Compass ad) to be selected for display on the ad content display page, and (iii) cause the replacement advertisement to be served to the remote computing device.</p> <p>The browser is configured to render the replacement advertisement in the predefined area.</p>	 <p>Source: https://mlangeleno.com/?boost_log</p>

Claim 7	Analysis	Select Evidence
The system of claim 6 wherein the replacement advertisement is selected at least partially as a result of a replacement auction.	The replacement advertisement is selected at least partially as a result of a replacement auction.	<p>RealVu is <u>pre-bid</u> deterministic technology, not after-the-fact verification or historical targeting</p> <div>     </div> <div> <p>HIGH VIEWABILITY</p> <p>Only buy ad units that are in view. RealVu's proprietary Content Rendering Control (CRC) technology checks every ad unit for viewability <u>in real time before you bid</u>, delivering the highest view rates in the industry.</p> </div> <div> <p>BRAND SAFE INVENTORY</p> <p>RealVu pre-bid validation technology confirms the actual domain source of every impression before you buy, insuring delivery to only top publishers participating in the Viewable Exchange.</p> </div> <div> <p>HIGHER BRAND LIFT AND CONVERSIONS</p> <p>Buying only ad units that are in view significantly raises brand lift and conversions. Studies have shown 32%+ higher brand lift and 12X conversions with RealVu validated inventory.</p> </div> <div> <p>ELIMINATE WASTE</p> <p>70% of impressions validated by RealVu don't meet viewable criteria and are not sent to the viewable exchange. Without CRC, these impressions would be purchased, dragging down view rates and ROI.</p> </div> <p>Source: http://realvu.exchange/</p>

Claim 8	Analysis	Select Evidence
<p>The system of claim 7 wherein the replacement auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the replacement advertisement is selected.</p>	<p>RealVu's replacement auction is conducted in real time between the time the communication is sent from the remote computing device and the time that the replacement advertisement is selected.</p> <p>In the example on the right, the ad is requested at 01:40.814 and rendered at 01:41.520.</p>	<div data-bbox="772 224 1919 824">  </div> <p>Source: https://mlangeleno.com/?boost_log</p>