IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE

ALMONDNET, INC. and INTENT IQ, LLC, Plaintiffs, v. FREEWHEEL MEDIA, INC. and BEESWAX.IO CORP., Defendants.	Case No. **JURY TRIAL DEMANDED**

COMPLAINT FOR PATENT INFRINGEMENT

This is an action for patent infringement arising under the Patent Laws of the United States of America, 35 U.S.C. § 1 *et seq.*, in which Plaintiffs AlmondNet, Inc. and Intent IQ, LLC (collectively "Plaintiff" or "AlmondNet") makes the following allegations against Defendants FreeWheel Media, Inc. and Beeswax.io Corp. (collectively "Defendant," "Defendants," or "FreeWheel"):

INTRODUCTION AND PARTIES

1. This complaint arises from FreeWheel's unlawful infringement of the following United States patents owned by AlmondNet, Inc. and Intent IQ, LLC (collectively, "AlmondNet"), each of which generally relate to novel internet / network based advertising systems and methods: United States Patent Nos. 8,775,249, 7,861,260, 7,979,307, and 11,564,015 (collectively, the "Asserted Patents"). AlmondNet owns all right, title, and interest in each of the Asserted Patents to file this case.

2. AlmondNet, Inc. is a corporation organized and existing under the laws of the state

of Delaware, having its place of business at 37-18 Northern Blvd. Suite 404, Long Island City, NY, 11101. Intent IQ, LLC is a Delaware limited liability company, having its place of business at 37-18 Northern Blvd. Suite 404, Long Island City, NY, 11101. AlmondNet, Inc. and Intent IQ, LLC are collectively referred herein as "AlmondNet." Established in 1998, AlmondNet is an industry leader and pioneer in privacy-friendly, targeted advertising. AlmondNet has developed an extensive suite of industry-leading targeted advertising solutions and products, is focused on R&D and the licensing of its extensive portfolio of enabling technology and intellectual property covering numerous areas of the targeting landscape and ecosystem, including profile based bidding, behavioral targeting, online and offline data monetization, addressable advertising, and multi-platform advertising.

3. FreeWheel Media, Inc. is a corporation organized under the laws of the state of Delaware, with its principal place of business at 1407 Broadway, 12th floor, New York, NY 10018. FreeWheel Media, Inc. may be served via its Delaware registered agent The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, DE 19801.

4. Beeswax.io Corp. is a corporation organized under the laws of the state of Delaware, with its principal place of business at 1407 Broadway, New York, NY 10018. Beeswax.io Corp. may be served via its Delaware registered agent The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, DE 19801. On information and belief, FreeWheel Media, Inc. acquired Beeswax.io Corp. in 2021.

JURISDICTION AND VENUE

5. This action arises under the patent laws of the United States, Title 35 of the United States Code. This Court has original subject matter jurisdiction pursuant to 28 U.S.C. §§ 1331 and 1338(a).

6. This Court has personal jurisdiction over Defendants in this action because Defendants have committed acts within this District giving rise to this action, and have established minimum contacts with this forum such that the exercise of jurisdiction over Defendants would not offend traditional notions of fair play and substantial justice. Defendants, directly and through subsidiaries or intermediaries, have committed and continue to commit acts of infringement in this District by, among other things, importing, offering to sell, and selling products that infringe the Asserted Patents.

7. Venue is proper in this District, at least because Defendants are incorporated under the laws of the state of Delaware.

FACTUAL ALLEGATIONS

8. AlmondNet placed Defendants on notice of the Asserted Patents.

9. On July 24, 2019, AlmondNet sent a communication to Beeswax.io Corp. identifying how Beeswax infringes numerous patents in AlmondNet's portfolio, and explaining how Beeswax could contact AlmondNet to discuss licensing AlmondNet's patent portfolio. No resolution was reached was reached as a result of this communication.

10. On October 25, 2019, AlmondNet sent another communication to Beeswax again indicating that Beeswax infringes numerous patents in AlmondNet's portfolio, including the Asserted Patents, and again explaining how Beeswax could contact AlmondNet to discuss licensing that portfolio. Again, no resolution was reached.

11. FreeWheel Media, Inc. subsequently acquired Beeswax.io Corp. in 2021.

12. FreeWheel Media, Inc. was further put on notice of AlmondNet's patent portfolio, including the Asserted Patents, at least as a result of discussions between AlmondNet and Freewheel Media, Inc. in 2018 regarding AlmondNet's cross-device advertising technology,

during which AlmondNet put FreeWheel Media Inc. on notice of AlmondNet's patent portfolio.

COUNT I

INFRINGEMENT OF U.S. PATENT NO. 8,775,249

13. AlmondNet realleges and incorporates by reference the foregoing paragraphs as if fully set forth herein.

14. AlmondNet owns all rights, title, and interest in U.S. Patent No. 8,775,249, titled "method, computer system, and stored program for accumulating descriptive profile data along with source information for use in targeting third-party advertisements," issued on July 8, 2014 ("the '249 patent"). A true and correct copy of the '249 patent is attached as Exhibit 1.

15. On information and belief, Defendant makes, uses, offers for sale, sells, and/or imports certain products and/or services ("Accused Instrumentalities"), such as, e.g., FreeWheel's advertising platform, that directly infringe, literally and/or under the doctrine of equivalents, claims of the '249 patent.

16. The infringement of the '249 patent is also attributable to Defendant. Defendant and/or users of the Accused Instrumentalities directs and controls use of the Accused Instrumentalities to perform acts that result in infringement of the '249 patent, conditioning benefits on participation in the infringement and establishing the timing and manner of the infringement.

17. Defendant's infringement has been and is willful. Defendant knew of, or was willfully blind to, the '249 patent and that the Accused Instrumentalities infringed it long before this suit was filed. For example, AlmondNet and Defendant communicated, e.g., in the 2018-2019 time frame, regarding AlmondNet's patent portfolio and Defendant's infringement of it. In these discussions, AlmondNet notified Defendant of the '249 patent at least as early as July 24, 2019.

Despite Defendant's knowledge of or willful blindness to the '249 patent as a result of the 2018-2019 communications as well as the filing of this complaint, Defendant continued and still continues to infringe the '249 patent. In doing so, Defendant knew, or should have known, that its conduct amounted to infringement of the '249 patent. Accordingly, Defendant is liable for willful infringement.

18. Defendant also knowingly and intentionally induces infringement of claims of the '249 patent in violation of 35 U.S.C. § 271(b). Defendant has had knowledge of, or was willfully blind to, the '249 patent and the infringing nature of the Accused Instrumentalities at least as early as July 24, 2019 when it received AlmondNet's communication identifying the '249 patent and explaining that Defendant infringes numerous patents in AlmondNet's portfolio, as set forth above. Despite this knowledge of or willful blindness to the '249 patent as a result of the 2018-2019 communications as well as the filing of this complaint, Defendant continued and still continues to actively encourage and instruct its customers and end users (for example, through user manuals and online instruction materials on its website) to use the Accused Instrumentalities in ways that directly infringe the '249 patent. Defendant did and does so intending that its customers and end users will commit these infringing acts. Defendant also continued and still continues to make, use, offer for sale, sell, and/or import the Accused Instrumentalities, despite its knowledge of the '249 patent, thereby specifically intending for and inducing its customers to infringe the '249 patent through the customers' normal and customary use of the Accused Instrumentalities.

19. Defendant has also infringed, and continues to infringe, claims of the '249 patent by offering to commercially distribute, commercially distributing, making, and/or importing the Accused Instrumentalities, which are used in practicing the process, or using the systems, of the

patent, and constitute a material part of the invention. Defendant has knowledge of or is willfully blind to the components in the Accused Instrumentalities being especially made or especially adapted for use in infringement of the patent, not a staple article, and not a commodity of commerce suitable for substantial noninfringing use. Accordingly, Defendant has been, and currently is, contributorily infringing the ’249 patent, in violation of 35 U.S.C. § 271(c).

20. The Accused Instrumentalities satisfy all claim limitations of claims of the ’249 patent. A claim chart comparing an independent claim of the ’249 patent to representative Accused Instrumentalities is attached as Exhibit 2, which is hereby incorporated by reference in its entirety.

21. By making, using, offering for sale, selling and/or importing into the United States the Accused Instrumentalities, Defendant has injured AlmondNet and is liable for infringement of the ’249 patent pursuant to 35 U.S.C. § 271.

22. As a result of Defendant’s infringement of the ’249 patent, AlmondNet is entitled to monetary damages in an amount adequate to compensate for Defendant’s infringement, but in no event less than a reasonable royalty for the use made of the invention by Defendant, together with interest and costs as fixed by the Court.

COUNT II

INFRINGEMENT OF U.S. PATENT NO. 7,861,260

23. AlmondNet realleges and incorporates by reference the foregoing paragraphs as if fully set forth herein.

24. AlmondNet owns all rights, title, and interest in U.S. Patent No. 7,861,260, titled “targeted television advertisements based on online behavior,” issued on December 28, 2010 (“the ’260 patent”). A true and correct copy of the ’260 patent is attached as Exhibit 3.

25. On information and belief, Defendant makes, uses, offers for sale, sells, and/or

imports certain products and/or services ("Accused Instrumentalities"), such as, e.g., FreeWheel's advertising platform, that directly infringe, literally and/or under the doctrine of equivalents, claims of the '260 patent.

26. The infringement of the '260 patent is also attributable to Defendant. Defendant and/or users of the Accused Instrumentalities directs and controls use of the Accused Instrumentalities to perform acts that result in infringement of the '260 patent, conditioning benefits on participation in the infringement and establishing the timing and manner of the infringement.

27. Defendant's infringement has been and is willful. Defendant knew of, or was willfully blind to, the '260 patent and that the Accused Instrumentalities infringed it long before this suit was filed. For example, AlmondNet and Defendant communicated, e.g., in the 2018-2019 timeframe, regarding AlmondNet's patent portfolio and Defendant's infringement of it. In these discussions, AlmondNet notified Defendant of the '260 patent as well as U.S. Patent No. 8,677,398 ("the '398 patent"), which is in the same patent family as the '260 patent, at least as early as July 24, 2019. Despite Defendant's knowledge of the '260 patent, Defendant continues to infringe. In doing so, Defendant knew, or should have known, that its conduct amounted to infringement of the '260 patent. Accordingly, Defendant is liable for willful infringement.

28. Defendant also knowingly and intentionally induces infringement of claims of the '260 patent in violation of 35 U.S.C. § 271(b). Defendant has had knowledge of, or was willfully blind to, the '260 patent and the infringing nature of the Accused Instrumentalities at least as early as July 24, 2019 when it received AlmondNet's communication identifying the '260 patent (and another patent in the same family, the '398 patent) and explaining that Defendant infringes numerous patents in AlmondNet's portfolio, as set forth above. Despite this knowledge of or

willful blindness to the ’260 patent, Defendant continues to actively encourage and instruct its customers and end users (for example, through user manuals and online instruction materials on its website) to use the Accused Instrumentalities in ways that directly infringe the ’260 patent. Defendant does so intending that its customers and end users will commit these infringing acts. Defendant also continues to make, use, offer for sale, sell, and/or import the Accused Instrumentalities, despite its knowledge of the ’260 patent, thereby specifically intending for and inducing its customers to infringe the ’260 patent through the customers’ normal and customary use of the Accused Instrumentalities.

29. Defendant has also infringed, and continues to infringe, claims of the ’260 patent by offering to commercially distribute, commercially distributing, making, and/or importing the Accused Instrumentalities, which are used in practicing the process, or using the systems, of the patent, and constitute a material part of the invention. Defendant has knowledge of or is willfully blind to the components in the Accused Instrumentalities being especially made or especially adapted for use in infringement of the patent, not a staple article, and not a commodity of commerce suitable for substantial noninfringing use. Accordingly, Defendant has been, and currently is, contributorily infringing the ’260 patent, in violation of 35 U.S.C. § 271(c).

30. The Accused Instrumentalities satisfy all claim limitations of claims of the ’260 patent. A claim chart comparing an independent claim of the ’260 patent to representative Accused Instrumentalities is attached as Exhibit 4, which is hereby incorporated by reference in its entirety.

31. By making, using, offering for sale, selling and/or importing into the United States the Accused Instrumentalities, Defendant has injured AlmondNet and is liable for infringement of the ’260 patent pursuant to 35 U.S.C. § 271.

32. As a result of Defendant’s infringement of the ’260 patent, AlmondNet is entitled

to monetary damages in an amount adequate to compensate for Defendant's infringement, but in no event less than a reasonable royalty for the use made of the invention by Defendant, together with interest and costs as fixed by the Court.

33. Defendant's infringing activities have injured and will continue to injure AlmondNet, unless and until this Court enters an injunction prohibiting further infringement of the '260 patent, and, specifically, enjoining further manufacture, use, sale, importation, and/or offers for sale that come within the scope of the patent claims.

COUNT III

INFRINGEMENT OF U.S. PATENT NO. 7,979,307

34. AlmondNet realleges and incorporates by reference the foregoing paragraphs as if fully set forth herein.

35. AlmondNet owns all rights, title, and interest in U.S. Patent No. 7,979,307, titled "method and stored program for accumulating descriptive profile data along with source information for use in targeting third-party advertisements," issued on July 12, 2011 ("the '307 patent"). A true and correct copy of the '307 patent is attached as Exhibit 5.

36. On information and belief, Defendant makes, uses, offers for sale, sells, and/or imports certain products and/or services ("Accused Instrumentalities"), such as, e.g., FreeWheel's advertising platform, that directly infringe, literally and/or under the doctrine of equivalents, claims of the '307 patent.

37. The infringement of the '307 patent is also attributable to Defendant. Defendant and/or users of the Accused Instrumentalities directs and controls use of the Accused Instrumentalities to perform acts that result in infringement of the '307 patent, conditioning benefits on participation in the infringement and establishing the timing and manner of the

infringement.

38. Defendant's infringement has been and is willful. Defendant knew of, or was willfully blind to, the '307 patent and that the Accused Instrumentalities infringed it long before this suit was filed. For example, AlmondNet and Defendant communicated, e.g., in the 2018-2019 time frame, regarding AlmondNet's patent portfolio and Defendant's infringement of it. In these discussions, AlmondNet notified Defendant of the '307 patent at least as early as July 24, 2019. Despite Defendant's knowledge of or willful blindness to the '307 patent as a result of the 2018-2019 communications as well as the filing of this complaint, Defendant continued and still continues to infringe the '307 patent. In doing so, Defendant knew, or should have known, that its conduct amounted to infringement of the '307 patent. Accordingly, Defendant is liable for willful infringement.

39. Defendant also knowingly and intentionally induces infringement of claims of the '307 patent in violation of 35 U.S.C. § 271(b). Defendant has had knowledge of, or was willfully blind to, the '307 patent and the infringing nature of the Accused Instrumentalities at least as early as July 24, 2019 when it received AlmondNet's communication identifying the '307 patent and explaining that Defendant infringes numerous patents in AlmondNet's portfolio, as set forth above. Despite this knowledge of or willful blindness to the '307 patent and AlmondNet's infringement allegations as a result of the 2019 communications as well as the filing of this complaint, Defendant continued and still continues to actively encourage and instruct its customers and end users (for example, through user manuals and online instruction materials on its website) to use the Accused Instrumentalities in ways that directly infringe the '307 patent. Defendant did and does so intending that its customers and end users will commit these infringing acts. Defendant also continued and still continues to make, use, offer for sale, sell, and/or import the Accused

Instrumentalities, despite its knowledge of the ’307 patent, thereby specifically intending for and inducing its customers to infringe the ’307 patent through the customers’ normal and customary use of the Accused Instrumentalities.

40. Defendant has also infringed, and continues to infringe, claims of the ’307 patent by offering to commercially distribute, commercially distributing, making, and/or importing the Accused Instrumentalities, which are used in practicing the process, or using the systems, of the patent, and constitute a material part of the invention. Defendant has knowledge of or is willfully blind to the components in the Accused Instrumentalities being especially made or especially adapted for use in infringement of the patent, not a staple article, and not a commodity of commerce suitable for substantial noninfringing use. Accordingly, Defendant has been, and currently is, contributorily infringing the ’307 patent, in violation of 35 U.S.C. § 271(c).

41. The Accused Instrumentalities satisfy all claim limitations of claims of the ’307 patent. A claim chart comparing an independent claim of the ’307 patent to representative Accused Instrumentalities is attached as Exhibit 6, which is hereby incorporated by reference in its entirety.

42. By making, using, offering for sale, selling and/or importing into the United States the Accused Instrumentalities, Defendant has injured AlmondNet and is liable for infringement of the ’307 patent pursuant to 35 U.S.C. § 271.

43. As a result of Defendant’s infringement of the ’307 patent, AlmondNet is entitled to monetary damages in an amount adequate to compensate for Defendant’s infringement, but in no event less than a reasonable royalty for the use made of the invention by Defendant, together with interest and costs as fixed by the Court.

COUNT IV

INFRINGEMENT OF U.S. PATENT NO. 11,564,015

44. AlmondNet realleges and incorporates by reference the foregoing paragraphs as if fully set forth herein.

45. AlmondNet owns all rights, title, and interest in U.S. Patent No. 11,564,015, titled "targeted television advertisements based on online behavior," issued on January 24, 2023 ("the '015 patent"). A true and correct copy of the '015 patent is attached as Exhibit 7.

46. On information and belief, Defendant makes, uses, offers for sale, sells, and/or imports certain products and/or services ("Accused Instrumentalities"), such as, e.g., FreeWheel's advertising platform, that directly infringe, literally and/or under the doctrine of equivalents, claims of the '015 patent.

47. The infringement of the '015 patent is also attributable to Defendant. Defendant and/or users of the Accused Instrumentalities directs and controls use of the Accused Instrumentalities to perform acts that result in infringement of the '015 patent, conditioning benefits on participation in the infringement and establishing the timing and manner of the infringement.

48. Defendant's infringement has been and is willful. Defendant knew of, or was willfully blind to, the '015 patent and that the Accused Instrumentalities infringed it long before this suit was filed. For example, AlmondNet and Defendant communicated, e.g., in the 2018-2019 time frame, regarding AlmondNet's patent portfolio and Defendant's infringement of it. In these discussions, AlmondNet notified Defendant of the '260 and '398 patents, which are both in the same patent family as the '015 patent, at least as early as July 24, 2019. Despite Defendant's knowledge of or willful blindness to the '015 patent as a result of the 2018-2019 communications as well as the filing of this complaint, Defendant continued and still continues to infringe the '015 patent. In doing so, Defendant knew, or should have known, that its conduct amounted to

infringement of the ’015 patent. Accordingly, Defendant is liable for willful infringement.

49. Defendant also knowingly and intentionally induces infringement of claims of the ’015 patent in violation of 35 U.S.C. § 271(b). As detailed above, Defendant has had knowledge of, or was willfully blind to, the ’015 patent and the infringing nature of the Accused Instrumentalities before this suit was filed. Despite this knowledge of or willful blindness to the ’015 patent, Defendant continued and still continues to actively encourage and instruct its customers and end users (for example, through user manuals and online instruction materials on its website) to use the Accused Instrumentalities in ways that directly infringe the ’015 patent. Defendant did and does so intending that its customers and end users will commit these infringing acts. Defendant also continued and still continues to make, use, offer for sale, sell, and/or import the Accused Instrumentalities, despite its knowledge of the ’015 patent, thereby specifically intending for and inducing its customers to infringe the ’015 patent through the customers’ normal and customary use of the Accused Instrumentalities.

50. Defendant has also infringed, and continues to infringe, claims of the ’015 patent by offering to commercially distribute, commercially distributing, making, and/or importing the Accused Instrumentalities, which are used in practicing the process, or using the systems, of the patent, and constitute a material part of the invention. Defendant has knowledge of or is willfully blind to the components in the Accused Instrumentalities being especially made or especially adapted for use in infringement of the patent, not a staple article, and not a commodity of commerce suitable for substantial noninfringing use. Accordingly, Defendant has been, and currently is, contributorily infringing the ’015 patent, in violation of 35 U.S.C. § 271(c).

51. The Accused Instrumentalities satisfy all claim limitations of claims of the ’015 patent. A claim chart comparing an independent claim of the ’015 patent to representative Accused

Instrumentalities is attached as Exhibit 8, which is hereby incorporated by reference in its entirety.

52. By making, using, offering for sale, selling and/or importing into the United States the Accused Instrumentalities, Defendant has injured AlmondNet and is liable for infringement of the ’015 patent pursuant to 35 U.S.C. § 271.

53. As a result of Defendant’s infringement of the ’015 patent, AlmondNet is entitled to monetary damages in an amount adequate to compensate for Defendant’s infringement, but in no event less than a reasonable royalty for the use made of the invention by Defendant, together with interest and costs as fixed by the Court.

54. Defendant’s infringing activities have injured and will continue to injure AlmondNet, unless and until this Court enters an injunction prohibiting further infringement of the ’015 patent, and, specifically, enjoining further manufacture, use, sale, importation, and/or offers for sale that come within the scope of the patent claims.

PRAYER FOR RELIEF

WHEREFORE, AlmondNet respectfully requests that this Court enter:

a. A judgment in favor of AlmondNet that Defendant has infringed, either literally and/or under the doctrine of equivalents, each of the Asserted Patents;

b. A judgment in favor of Plaintiff that Defendant has willfully infringed the Asserted Patents;

c. A permanent injunction prohibiting Defendant from further acts of infringement of the’260, and ’015 patents;

d. A judgment and order requiring Defendant to pay AlmondNet its damages, costs, expenses, and pre-judgment and post-judgment interest for Defendant’s infringement of the Asserted Patents;

e. A judgment and order requiring Defendant to provide an accounting and to pay supplemental damages to AlmondNet, including without limitation, pre-judgment and post-judgment interest;

f. A judgment and order finding that this is an exceptional case within the meaning of 35 U.S.C. § 285 and awarding to AlmondNet its reasonable attorneys' fees against Defendant; and

g. Any and all other relief as the Court may deem appropriate and just under the circumstances.

DEMAND FOR JURY TRIAL

AlmondNet, under Rule 38 of the Federal Rules of Civil Procedure, requests a trial by jury of any issues so triable by right.

Dated: March 1, 2023

Respectfully submitted,

FARNAN LLP

/s/ Michael J. Farnan
Brian E. Farnan (Bar No. 4089)
Michael J. Farnan (Bar No. 5165)
919 North Market Street, 12th Floor
Wilmington, DE 19801
(302) 777-0300
bfarnan@farnanlaw.com
mfarnan@farnanlaw.com

Attorneys for Plaintiffs AlmondNet, Inc. and Intent IQ, LLC

Of Counsel:

Reza Mirzaie
Ben Wang
James Milkey
Amy Hayden
James Tsuei
Daniel Kolko
Jason Wietholter
RUSS AUGUST & KABAT
12424 Wilshire Boulevard 12th Floor
Los Angeles, California 90025
Tel: 310-826-7474
Fax: 310-826-6991
rmirzaie@raklaw.com
bwang@raklaw.com
jmilkey@raklaw.com
ahayden@raklaw.com
jtsuei@raklaw.com
dkolko@raklaw.com
jwietholter@raklaw.com

Exhibit 2

U.S. Patent No. 8,775,249 ("'249 Patent")

Plaintiffs AlmondNet, Inc. and Intent IQ, LLC (together, "Plaintiff" or "AlmondNet") provide this chart based upon public information that is presently available to it.

Claim 1	FreeWheel's Accused Instrumentalities
1[pre]. An automated method of collecting profiles of Internet-using entities, the method comprising:	FreeWheel's Accused Instrumentalities perform an automated method of collecting profiles of Internet-using entities. *See, e.g.*, evidence and analysis for claim limitations (a)-(e) below
(a) electronically receiving at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties, a partial profile of an entity that uses a user computer coupled to the global computer network and accessing a website, which partial profile is available to one of the third parties and contains at least one profile attribute related to the entity;	FreeWheel's Accused Instrumentalities perform a method comprising electronically receiving at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties, a partial profile of an entity that uses a user computer coupled to the global computer network and accessing a website, which partial profile is available to one of the third parties and contains at least one profile attribute related to the entity. For example, FreeWheel's Accused Instrumentalities electronically receive a partial profile of a computer user from a server controlled by an unaffiliated third party (e.g., one of FreeWheel's advertising partners, clients, or affiliates) and that partial profile contains profile attribute information related to that user (e.g., data about a user based on that user's activity on the third party's website). *See, e.g.*:

	Information We Generate When you first visit a Publisher's app, site or streaming service, FreeWheel's software assigns a unique random identifier to your browser or device **(Freewheel ID)** which allows our technology to automatically recognise your device or browser next time it is used to access Publisher Content of any Publisher integrated with our technology. This allows our Publishers and partners to "sync" their own unique identifiers against the Freewheel ID so they can use their own data on our platform that they may have associated with your device. **Information We Collect Automatically** When a user views Publisher Content which the Publisher has integrated with our software platform, we, and the partners and vendors we work with, use Cookies and related technologies to collect information about the user and the device they are using when there is advertising space available in relation to the Publisher Content. See 2.8 How We Use Cookies As Part Of Our Services below for more information about Cookies. This information can include device model, whether the device is using the Apple or Android operating system and its version number, the type and version of the web browser or Publisher app being used to access the Publisher Content (e.g., Chrome or Safari), IP address, referral URL, approximate device location (on a town or city level), mobile device IDs assigned by Apple, Android or other manufacturers of phones and operating systems (such as the IDFA for Apple devices and AAID or GAID for Android devices), the Publisher's unique identifier (often a "VCID" used in video streaming) for that user or device. Our technology also looks for our Freewheel ID each time a user accesses Publisher Content.

	Information Provided By Publishers And Third Parties Through our Services, we process information about an individual's interests and preferences, typically relating to demographic details such as age range and gender, product interest, and where legally permitted and with consent where applicable, precise geo-location. This interest and preference information is used to estimate what advertising the individual might be interested in by first placing the individual in one of a number of audience segments (**Segments**; together with interests and preferences **Segment Data**). Examples of Segments might be "women aged 18-30 interested in fashion", "persons aged 25-35 interested in buying a car" and so on. Our Services involve Segment Data when connecting Publishers wishing to sell ad space with Media Buyers (either selected by Publishers or by us depending on the Services), so that ads are delivered in a more relevant and targeted way. Where we provide Services to a Publisher to deliver advertising to their ad space, they may upload their own data relating to their users to facilitate the targeting of advertisements to audiences most likely to be interested in the products or services advertised. Data Management Platforms **(DMP)** are technology solutions that pull together data from multiple sources including publicly or commercially available data to identify Segments to be used in targeted advertising. Through use of our Services, a Publisher may direct DMPs within its network (either selected by Publishers or by us depending on the Services) to upload Segment Data to our platform. Media Buyers may also use Segment Data when deciding where to place their advertisements, to help them decide whether they want to purchase (or bid for) a Publisher's ad space. This is enabled by a process known as "syncing". We sync by sharing unique identifiers including the Freewheel ID with Media Buyers and any DMPs chosen from the Publisher's network. The user-related information described above is collectively **Platform Data**.

2.8 How We Use Cookies As Part of Our Services

Like many companies, we use cookies (small files placed on your computer or device) and other common tracking technologies on the Services, including HTTP cookies, HTML5 and Flash local storage/flash cookies, web beacons/GIFs, embedded scripts, ETags/cache browsers, and software development kits (referred to together from this point forward as "**Cookies**," unless otherwise stated). A Cookie will usually contain the name of the website from which the Cookie has come from, the "lifetime" of the Cookie (i.e. how long the Cookie will remain on your device), and a value, which is usually a randomly generated unique number.

In this subsection we provide more information about these Cookies.

Our Services enable our Publisher customers to use information captured through our use of Cookies to enhance the targeting of ads served through the Platform. The Cookie lifespan/duration referred to below may be less than stated where necessary to meet regulatory guidance in specific country locations. Subject to applicable laws, the duration of these Cookies may also be extended when you further interact with Publisher Content.

https://www.freewheel.com/privacy-policy

Cookies

Cookies are small packets of data that are stored on your computer's hard drive so that your computer will "remember" information about your visits to websites or your viewing of ads. If you do not want us or our service providers to place a cookie on your hard drive, you may be able to turn that feature off in your browser or device settings, and you may opt out here from our use of Beeswax cookies on your device. Detailed information about managing cookies on your devices is provided in our Cookie Policy.

Pixel Tags

We also use pixel tags, which are small, invisible 1x1 images on a web page. Pixel tags allow us to set, read and modify cookies when you visit the websites or apps of our partners.

Information We Receive from Third Parties

We may also receive information about you from third parties when you interact with third party sites or apps. We may combine the information we receive from these third parties with the information we directly collect from you and use such information in accordance with this services privacy policy and requirements under applicable data protection and privacy laws.

	https://www.beeswax.com/privacy/ How to Build Retargeting or Exclusion Segments in Web Retargeting or excluding users who have been to your website (or other pixeled website) is a common use case for Beeswax users. You can use Segment Targeting to retarget or exclude. https://help.beeswax.com/article/86-how-to-retarget-using-segments
(b) automatically with the computer system electronically storing the received partial profile by adding the received partial profile to an electronically stored profile, which stored profile is believed to be related to the same entity;	FreeWheel's Accused Instrumentalities, automatically with the computer system, electronically store the received partial profile by adding the received partial profile to an electronically stored profile, which stored profile is believed to be related to the same entity. *See, e.g.*, evidence and analysis for claim limitation 1(a); *see also, e.g.*:

	Information We Generate When you first visit a Publisher's app, site or streaming service, FreeWheel's software assigns a unique random identifier to your browser or device **(Freewheel ID)** which allows our technology to automatically recognise your device or browser next time it is used to access Publisher Content of any Publisher integrated with our technology. This allows our Publishers and partners to "sync" their own unique identifiers against the Freewheel ID so they can use their own data on our platform that they may have associated with your device. **Information We Collect Automatically** When a user views Publisher Content which the Publisher has integrated with our software platform, we, and the partners and vendors we work with, use Cookies and related technologies to collect information about the user and the device they are using when there is advertising space available in relation to the Publisher Content. See 2.8 How We Use Cookies As Part Of Our Services below for more information about Cookies. This information can include device model, whether the device is using the Apple or Android operating system and its version number, the type and version of the web browser or Publisher app being used to access the Publisher Content (e.g., Chrome or Safari), IP address, referral URL, approximate device location (on a town or city level), mobile device IDs assigned by Apple, Android or other manufacturers of phones and operating systems (such as the IDFA for Apple devices and AAID or GAID for Android devices), the Publisher's unique identifier (often a "VCID" used in video streaming) for that user or device. Our technology also looks for our Freewheel ID each time a user accesses Publisher Content.

Information Provided By Publishers And Third Parties

Through our Services, we process information about an individual's interests and preferences, typically relating to demographic details such as age range and gender, product interest, and where legally permitted and with consent where applicable, precise geo-location. This interest and preference information is used to estimate what advertising the individual might be interested in by first placing the individual in one of a number of audience segments (**Segments**; together with interests and preferences **Segment Data**). Examples of Segments might be "women aged 18-30 interested in fashion", "persons aged 25-35 interested in buying a car" and so on. Our Services involve Segment Data when connecting Publishers wishing to sell ad space with Media Buyers (either selected by Publishers or by us depending on the Services), so that ads are delivered in a more relevant and targeted way. Where we provide Services to a Publisher to deliver advertising to their ad space, they may upload their own data relating to their users to facilitate the targeting of advertisements to audiences most likely to be interested in the products or services advertised.

Data Management Platforms **(DMP)** are technology solutions that pull together data from multiple sources including publicly or commercially available data to identify Segments to be used in targeted advertising. Through use of our Services, a Publisher may direct DMPs within its network (either selected by Publishers or by us depending on the Services) to upload Segment Data to our platform. Media Buyers may also use Segment Data when deciding where to place their advertisements, to help them decide whether they want to purchase (or bid for) a Publisher's ad space. This is enabled by a process known as "syncing". We sync by sharing unique identifiers including the Freewheel ID with Media Buyers and any DMPs chosen from the Publisher's network. The user-related information described above is collectively **Platform Data**.

2.3 How We Use and Share Your Information

We Use Platform Data As Follows:

- To provide the Services. We use Platform Data to provide the Services to our customers, including enabling Publishers to manage, control and monitor the availability, forecasting, planning, sale and performance of their sale of advertising space, and to facilitate the bidding for and purchase of that advertising space by Media Buyers and us, including by sharing Platform Data with them for that purpose;

- To display ads in a sequence, display ads based on users' interests, and cap the frequency with which ads are shown to a particular user, according to advertising parameters set by Publishers;

2.8 How We Use Cookies As Part of Our Services

Like many companies, we use cookies (small files placed on your computer or device) and other common tracking technologies on the Services, including HTTP cookies, HTML5 and Flash local storage/flash cookies, web beacons/GIFs, embedded scripts, ETags/cache browsers, and software development kits (referred to together from this point forward as "**Cookies**," unless otherwise stated). A Cookie will usually contain the name of the website from which the Cookie has come from, the "lifetime" of the Cookie (i.e. how long the Cookie will remain on your device), and a value, which is usually a randomly generated unique number.

In this subsection we provide more information about these Cookies.

Our Services enable our Publisher customers to use information captured through our use of Cookies to enhance the targeting of ads served through the Platform. The Cookie lifespan/duration referred to below may be less than stated where necessary to meet regulatory guidance in specific country locations. Subject to applicable laws, the duration of these Cookies may also be extended when you further interact with Publisher Content.

https://www.freewheel.com/privacy-policy

Cookies

Cookies are small packets of data that are stored on your computer's hard drive so that your computer will "remember" information about your visits to websites or your viewing of ads. If you do not want us or our service providers to place a cookie on your hard drive, you may be able to turn that feature off in your browser or device settings, and you may opt out here from our use of Beeswax cookies on your device. Detailed information about managing cookies on your devices is provided in our Cookie Policy.

Pixel Tags

We also use pixel tags, which are small, invisible 1x1 images on a web page. Pixel tags allow us to set, read and modify cookies when you visit the websites or apps of our partners.

Information We Receive from Third Parties

We may also receive information about you from third parties when you interact with third party sites or apps. We may combine the information we receive from these third parties with the information we directly collect from you and use such information in accordance with this services privacy policy and requirements under applicable data protection and privacy laws.

	https://www.beeswax.com/privacy/
(c) wherein receiving the partial profile is achieved as a result of automatic electronic URL redirection from a portion of a page of the website accessed by the user computer; and	In the automated method performed by FreeWheel's Accused Instrumentalities, receiving the partial profile is achieved as a result of automatic electronic URL redirection from a portion of a page of the website accessed by the user computer. *See, e.g.*, evidence and analysis for claim limitations 1(a)-(b); *see also, e.g.*: **Information We Generate** When you first visit a Publisher's app, site or streaming service, FreeWheel's software assigns a unique random identifier to your browser or device **(Freewheel ID)** which allows our technology to automatically recognise your device or browser next time it is used to access Publisher Content of any Publisher integrated with our technology. This allows our Publishers and partners to "sync" their own unique identifiers against the Freewheel ID so they can use their own data on our platform that they may have associated with your device. **Information We Collect Automatically** When a user views Publisher Content which the Publisher has integrated with our software platform, we, and the partners and vendors we work with, use Cookies and related technologies to collect information about the user and the device they are using when there is advertising space available in relation to the Publisher Content. See 2.8 How We Use Cookies As Part Of Our Services below for more information about Cookies. This information can include device model, whether the device is using the Apple or Android operating system and its version number, the type and version of the web browser or Publisher app being used to access the Publisher Content (e.g., Chrome or Safari), IP address, referral URL, approximate device location (on a town or city level), mobile device IDs assigned by Apple, Android or other manufacturers of phones and operating systems (such as the IDFA for Apple devices and AAID or GAID for Android devices), the Publisher's unique identifier (often a "VCID" used in video streaming) for that user or device. Our technology also looks for our Freewheel ID each time a user accesses Publisher Content.

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	Information We Receive from Third Parties We may also receive information about you from third parties when you interact with third party sites or apps. We may combine the information we receive from these third parties with the information we directly collect from you and use such information in accordance with this services privacy policy and requirements under applicable data protection and privacy laws. https://www.beeswax.com/privacy/ **How to Build Retargeting or Exclusion Segments in Web** Retargeting or excluding users who have been to your website (or other pixeled website) is a common use case for Beeswax users. You can use Segment Targeting to retarget or exclude. https://help.beeswax.com/article/86-how-to-retarget-using-segments
(d) automatically with the computer system generating an electronic record of which of the plurality of unaffiliated third parties contributed to the stored profile particular profile attributes;	FreeWheel's Accused Instrumentalities automatically with the computer system generate an electronic record of which of the plurality of unaffiliated third parties contributed to the stored profile particular profile attributes. *See, e.g.*, evidence and analysis for claim limitations 1(a)-(c); *see also, e.g.*:

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	Information We Receive from Third Parties We may also receive information about you from third parties when you interact with third party sites or apps. We may combine the information we receive from these third parties with the information we directly collect from you and use such information in accordance with this services privacy policy and requirements under applicable data protection and privacy laws. https://www.beeswax.com/privacy/
(e) wherein the stored profile, including the added partial profile, comprises data used in targeting third-party advertisements to the user computer over the global computer network.	In the automated method performed by FreeWheel's Accused Instrumentalities, the stored profile, including the added partial profile, comprises data used in targeting third-party advertisements to the user computer over the global computer network. For example, for a user for which FreeWheel receives data resulting from that user's activity on the third party's website, FreeWheel uses that information to target third-party advertisements to that user's computer (e.g., interest-based advertisements). *See, e.g.*, evidence and analysis for claim limitations 1(a)-(d); *see also, e.g.*: 2.8 How We Use Cookies As Part of Our Services Like many companies, we use cookies (small files placed on your computer or device) and other common tracking technologies on the Services, including HTTP cookies, HTML5 and Flash local storage/flash cookies, web beacons/GIFs, embedded scripts, ETags/cache browsers, and software development kits (referred to together from this point forward as "**Cookies**," unless otherwise stated). A Cookie will usually contain the name of the website from which the Cookie has come from, the "lifetime" of the Cookie (i.e. how long the Cookie will remain on your device), and a value, which is usually a randomly generated unique number. In this subsection we provide more information about these Cookies. Our Services enable our Publisher customers to use information captured through our use of Cookies to enhance the targeting of ads served through the Platform. The Cookie lifespan/duration referred to below may be less than stated where necessary to meet regulatory guidance in specific country locations. Subject to applicable laws, the duration of these Cookies may also be extended when you further interact with Publisher Content.

	https://www.freewheel.com/privacy-policy How to Build Retargeting or Exclusion Segments in Web Retargeting or excluding users who have been to your website (or other pixeled website) is a common use case for Beeswax users. You can use Segment Targeting to retarget or exclude. https://help.beeswax.com/article/86-how-to-retarget-using-segments

Exhibit 6

U.S. Patent No. 7,979,307 ("'307 Patent")

Plaintiffs AlmondNet, Inc. and Intent IQ, LLC (together, "Plaintiff" or "AlmondNet") provide this chart based upon public information that is presently available to it.

Claim 1	FreeWheel's Accused Instrumentalities
1[pre]. An automated method of collecting profiles of Internet-using entities, the method comprising:	FreeWheel's Accused Instrumentalities perform an automated method of collecting profiles of Internet-using entities. *See, e.g.*, evidence and analysis for claim limitations (a)-(e) below.
(a) electronically receiving at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties operating respective websites, a partial profile of an entity that uses a user computer coupled to the global computer network and accessing the website, which partial profile contains at least one profile related to the entity, and automatically with the computer system storing the received partial profile;	FreeWheel's Accused Instrumentalities perform a method comprising electronically receive at a programmed computer system coupled to a global computer network, from at least one server controlled by one of a plurality of unaffiliated third parties operating respective websites, a partial profile of an entity that uses a user computer coupled to the global computer network and accessing the website, which partial profile contains at least one profile related to the entity, and automatically with the computer system storing the received partial profile. For example, FreeWheel's Accused Instrumentalities electronically receive a partial profile of a computer user from an unaffiliated third party (e.g., one of FreeWheel's advertising partners, clients, or affiliates) and that partial profile contains profile attribute information related to that user (e.g., data about a user based on that user's activity on the third party's website), and store that partial profile for use in targeted advertising. *See, e.g.*:

	Information We Generate When you first visit a Publisher's app, site or streaming service, FreeWheel's software assigns a unique random identifier to your browser or device **(Freewheel ID)** which allows our technology to automatically recognise your device or browser next time it is used to access Publisher Content of any Publisher integrated with our technology. This allows our Publishers and partners to "sync" their own unique identifiers against the Freewheel ID so they can use their own data on our platform that they may have associated with your device. **Information We Collect Automatically** When a user views Publisher Content which the Publisher has integrated with our software platform, we, and the partners and vendors we work with, use Cookies and related technologies to collect information about the user and the device they are using when there is advertising space available in relation to the Publisher Content. See 2.8 How We Use Cookies As Part Of Our Services below for more information about Cookies. This information can include device model, whether the device is using the Apple or Android operating system and its version number, the type and version of the web browser or Publisher app being used to access the Publisher Content (e.g., Chrome or Safari), IP address, referral URL, approximate device location (on a town or city level), mobile device IDs assigned by Apple, Android or other manufacturers of phones and operating systems (such as the IDFA for Apple devices and AAID or GAID for Android devices), the Publisher's unique identifier (often a "VCID" used in video streaming) for that user or device. Our technology also looks for our Freewheel ID each time a user accesses Publisher Content.

Information Provided By Publishers And Third Parties

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Data Management Platforms **(DMP)** are technology solutions that pull together data from multiple sources including publicly or commercially available data to identify Segments to be used in targeted advertising. Through use of our Services, a Publisher may direct DMPs within its network (either selected by Publishers or by us depending on the Services) to upload Segment Data to our platform. Media Buyers may also use Segment Data when deciding where to place their advertisements, to help them decide whether they want to purchase (or bid for) a Publisher's ad space. This is enabled by a process known as "syncing". We sync by sharing unique identifiers including the Freewheel ID with Media Buyers and any DMPs chosen from the Publisher's network. The user-related information described above is collectively **Platform Data**.

2.3 How We Use and Share Your Information

We Use Platform Data As Follows:

- To provide the Services. We use Platform Data to provide the Services to our customers, including enabling Publishers to manage, control and monitor the availability, forecasting, planning, sale and performance of their sale of advertising space, and to facilitate the bidding for and purchase of that advertising space by Media Buyers and us, including by sharing Platform Data with them for that purpose;

- To display ads in a sequence, display ads based on users' interests, and cap the frequency with which ads are shown to a particular user, according to advertising parameters set by Publishers;

2.8 How We Use Cookies As Part of Our Services

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https://www.freewheel.com/privacy-policy

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Pixel Tags

We also use pixel tags, which are small, invisible 1x1 images on a web page. Pixel tags allow us to set, read and modify cookies when you visit the websites or apps of our partners.

Information We Receive from Third Parties

We may also receive information about you from third parties when you interact with third party sites or apps. We may combine the information we receive from these third parties with the information we directly collect from you and use such information in accordance with this services privacy policy and requirements under applicable data protection and privacy laws.

	https://www.beeswax.com/privacy/ How to Build Retargeting or Exclusion Segments in Web Retargeting or excluding users who have been to your website (or other pixeled website) is a common use case for Beeswax users. You can use Segment Targeting to retarget or exclude. https://help.beeswax.com/article/86-how-to-retarget-using-segments
(b) wherein receiving the partial profile is achieved by automatic electronic URL redirection from a portion of a page of the website accessed by the user computer;	In the automated method performed by FreeWheel's Accused Instrumentalities, receiving the partial profile is achieved by automatic electronic URL redirection from a portion of a page of the website accessed by the user computer. *See, e.g.*, evidence and analysis for claim limitation 1(a); *see also, e.g.*:

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(c) automatically with the computer system electronically adding the received partial profile to a maintained profile believed to be related to the same entity; and	FreeWheel's Accused Instrumentalities automatically with the computer system add the received partial profile to a maintained profile believed to be related to the same entity. *See, e.g.*, evidence and analysis for claim limitation 1(a)-1(b); *see also, e.g.*:

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Data Management Platforms **(DMP)** are technology solutions that pull together data from multiple sources including publicly or commercially available data to identify Segments to be used in targeted advertising. Through use of our Services, a Publisher may direct DMPs within its network (either selected by Publishers or by us depending on the Services) to upload Segment Data to our platform. Media Buyers may also use Segment Data when deciding where to place their advertisements, to help them decide whether they want to purchase (or bid for) a Publisher's ad space. This is enabled by a process known as "syncing". We sync by sharing unique identifiers including the Freewheel ID with Media Buyers and any DMPs chosen from the Publisher's network. The user-related information described above is collectively **Platform Data**.

2.3 How We Use and Share Your Information

We Use Platform Data As Follows:

- To provide the Services. We use Platform Data to provide the Services to our customers, including enabling Publishers to manage, control and monitor the availability, forecasting, planning, sale and performance of their sale of advertising space, and to facilitate the bidding for and purchase of that advertising space by Media Buyers and us, including by sharing Platform Data with them for that purpose;

- To display ads in a sequence, display ads based on users' interests, and cap the frequency with which ads are shown to a particular user, according to advertising parameters set by Publishers;

2.8 How We Use Cookies As Part of Our Services

Like many companies, we use cookies (small files placed on your computer or device) and other common tracking technologies on the Services, including HTTP cookies, HTML5 and Flash local storage/flash cookies, web beacons/GIFs, embedded scripts, ETags/cache browsers, and software development kits (referred to together from this point forward as "**Cookies**," unless otherwise stated). A Cookie will usually contain the name of the website from which the Cookie has come from, the "lifetime" of the Cookie (i.e. how long the Cookie will remain on your device), and a value, which is usually a randomly generated unique number.

In this subsection we provide more information about these Cookies.

Our Services enable our Publisher customers to use information captured through our use of Cookies to enhance the targeting of ads served through the Platform. The Cookie lifespan/duration referred to below may be less than stated where necessary to meet regulatory guidance in specific country locations. Subject to applicable laws, the duration of these Cookies may also be extended when you further interact with Publisher Content.

https://www.freewheel.com/privacy-policy

Cookies

Cookies are small packets of data that are stored on your computer's hard drive so that your computer will "remember" information about your visits to websites or your viewing of ads. If you do not want us or our service providers to place a cookie on your hard drive, you may be able to turn that feature off in your browser or device settings, and you may opt out here from our use of Beeswax cookies on your device. Detailed information about managing cookies on your devices is provided in our Cookie Policy.

Pixel Tags

We also use pixel tags, which are small, invisible 1x1 images on a web page. Pixel tags allow us to set, read and modify cookies when you visit the websites or apps of our partners.

Information We Receive from Third Parties

We may also receive information about you from third parties when you interact with third party sites or apps. We may combine the information we receive from these third parties with the information we directly collect from you and use such information in accordance with this services privacy policy and requirements under applicable data protection and privacy laws.

	https://www.beeswax.com/privacy/
(d) automatically with the computer system generating and storing an electronic record of which of the plurality of unaffiliated third parties contributed to the maintained profile particular profile attributes;	FreeWheel's Accused Instrumentalities automatically with the computer system generate and store an electronic record of which of the plurality of unaffiliated third parties contributed to the maintained profile particular profile attributes. *See, e.g.*, evidence and analysis for claim limitations 1(a)-(c); *see also, e.g.*: **Information We Generate** When you first visit a Publisher's app, site or streaming service, FreeWheel's software assigns a unique random identifier to your browser or device **(Freewheel ID)** which allows our technology to automatically recognise your device or browser next time it is used to access Publisher Content of any Publisher integrated with our technology. This allows our Publishers and partners to "sync" their own unique identifiers against the Freewheel ID so they can use their own data on our platform that they may have associated with your device. **Information We Collect Automatically** When a user views Publisher Content which the Publisher has integrated with our software platform, we, and the partners and vendors we work with, use Cookies and related technologies to collect information about the user and the device they are using when there is advertising space available in relation to the Publisher Content. See 2.8 How We Use Cookies As Part Of Our Services below for more information about Cookies. This information can include device model, whether the device is using the Apple or Android operating system and its version number, the type and version of the web browser or Publisher app being used to access the Publisher Content (e.g., Chrome or Safari), IP address, referral URL, approximate device location (on a town or city level), mobile device IDs assigned by Apple, Android or other manufacturers of phones and operating systems (such as the IDFA for Apple devices and AAID or GAID for Android devices), the Publisher's unique identifier (often a "VCID" used in video streaming) for that user or device. Our technology also looks for our Freewheel ID each time a user accesses Publisher Content.

Information Provided By Publishers And Third Parties

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Pixel Tags

We also use pixel tags, which are small, invisible 1x1 images on a web page. Pixel tags allow us to set, read and modify cookies when you visit the websites or apps of our partners.

	Information We Receive from Third Parties We may also receive information about you from third parties when you interact with third party sites or apps. We may combine the information we receive from these third parties with the information we directly collect from you and use such information in accordance with this services privacy policy and requirements under applicable data protection and privacy laws. https://www.beeswax.com/privacy/
(e) wherein the maintained profile, including the added partial profile, comprises data used in targeting third-party advertisements to the user computer over the global computer network.	In the automated method performed by FreeWheel's Accused Instrumentalities, the maintained profile, including the added partial profile, comprises data used in targeting third-party advertisements to the user computer over the global computer network. For example, for a user for which FreeWheel receives data based on that user's activity on the third party's website, FreeWheel uses that information to target third-party advertisements to that user's computer (e.g., interest-based advertisements). *See, e.g.*, evidence and analysis for claim limitations 1(a)-(d); *see also, e.g.*: 2.8 How We Use Cookies As Part of Our Services Like many companies, we use cookies (small files placed on your computer or device) and other common tracking technologies on the Services, including HTTP cookies, HTML5 and Flash local storage/flash cookies, web beacons/GIFs, embedded scripts, ETags/cache browsers, and software development kits (referred to together from this point forward as "**Cookies**," unless otherwise stated). A Cookie will usually contain the name of the website from which the Cookie has come from, the "lifetime" of the Cookie (i.e. how long the Cookie will remain on your device), and a value, which is usually a randomly generated unique number. In this subsection we provide more information about these Cookies. Our Services enable our Publisher customers to use information captured through our use of Cookies to enhance the targeting of ads served through the Platform. The Cookie lifespan/duration referred to below may be less than stated where necessary to meet regulatory guidance in specific country locations. Subject to applicable laws, the duration of these Cookies may also be extended when you further interact with Publisher Content.

	https://www.freewheel.com/privacy-policy How to Build Retargeting or Exclusion Segments in Web Retargeting or excluding users who have been to your website (or other pixeled website) is a common use case for Beeswax users. You can use Segment Targeting to retarget or exclude. https://help.beeswax.com/article/86-how-to-retarget-using-segments