Exhibit 8

U.S. Patent No. 11,564,015 ("'015 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.

	FreeWheel's Accused Instrumentalities
14. [Preamble] An article comprising a tangible data storage medium that is not a transitory propagating signal encoding computer-readable instructions that, when applied to a computer system comprising at least one hardware server computer, instruct the computer system to perform a method comprising:	To the extent the preamble is limiting, FreeWheel's Accused Instrumentalities include an article comprising a tangible data storage medium that is not a transitory propagating signal encoding computer-readable instructions that, when applied to a computer system comprising at least one hardware server computer, instruct the computer system to perform a method. *See, e.g.*, evidence and analysis for claim limitations (a)-(b) below.
(a) with the computer system, creating an electronic database containing a multitude of associations, each indicating an association between device identifiers of two or more Internet-accessing electronic devices of a multitude of Internet-accessing electronic devices, wherein:	FreeWheel's Accused Instrumentalities perform the method of, with the computer system, creating an electronic database containing a multitude of associations, each indicating an association between device identifiers of two or more Internet-accessing electronic devices of a multitude of Internet-accessing electronic devices. *See, e.g.*, evidence and analysis for claim limitations 14(a)(i)-(iv).
(i) each of the associations is determined using stored data relating to Internet access by various of the multitude of devices, the stored data comprising (A) a device identifier of one of the Internet-accessing devices; (B) an IP address through which the one of the devices accessed the Internet; and	In the method performed by FreeWheel's Accused Instrumentalities, each of the associations is determined using stored data relating to Internet access by various of the multitude of devices, the stored data comprising (A) a device identifier of one of the Internet-accessing devices; (B) an IP address through which the one of the devices accessed the Internet; and (C) a timestamp identifying when the one of the devices accessed the Internet. For example, FreeWheel's Accused Instrumentalities determine the associations between device identifiers (e.g., set-top box identifiers or identifiers contained in cookies) of two or more Internet-accessing electronic devices based at least on an IP address through which one of the devices accessed the Internet, and a timestamp identifying when the one of the devices accessed the Internet.

(C) a timestamp identifying when the one of the devices accessed the Internet;	*See, e.g.*: 2. **How We Use Your Information** Collecting your personal data helps us to better understand what you need from us. When you provide your personal data and related information about your interests, we can learn more about what types of products and services you might be most interested in so that we can present the right information to you and improve your experience of our Sites. When you express interest in purchasing our services, we also use personal data that we collect about you to take necessary steps at your request prior to enter into and perform a contract with you for our Services. 3. **Cookies** We use "cookies" which are files or pieces of information that may be stored on your computer (or other internet enabled devices, such as a smartphone or tablet) when you visit our Sites. We use cookies to make our Sites easier to use and to better tailor the Sites and our products to your interests and needs. 6. **Retention of Your Data** We will keep the data we hold about you for as long as we believe is necessary to provide you the information you requested or as reasonably useful for commercial purposes, unless you tell us you would like us to stop holding your data. We retain IP addresses that we have collected on behalf of our customers for a maximum of 18 months from the date of our receipt. https://www.freewheel.com/privacy-policy

	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.

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;

- As part of the Services we may share Platform Data, including Segment Data, with multiple Media Buyers according to their requirements as to whether they want to link the Segment Data with each of a number of possible unique identifiers such as IP address, cookie ID and device ID, to help them decide whether to bid to show an ad to a user and, if so, how much they will bid. That decision can take milliseconds through an automated software-based process called "real-time bidding" where multiple Media Buyers will bid to show their ad, and the highest bidder wins the auction and the right to have their ad shown to the user. The Services support real-time bidding, and bidding within much smaller bidding pools, as well as other ways to buy online advertising space;

- To synchronize our Services with other digital advertising platforms outlined in 2.2 The Personal Information We Collect above, which involves sharing unique identifiers including the Freewheel ID with Media Buyers and any DMPs chosen from the Publisher's network. This allows Media Buyers and other platforms in the ecosystem to gain a better understanding of the demographic and product interests of the user in order to display relevant advertising to them or decide whether to bid to show ads to that user; to report on and make forecasts of advertising performance to Publishers;

- For internal reporting, troubleshooting and support;

- 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;

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

	Today, Fox Corp. and FreeWheel, a Comcast company, announced a partnership to enable programmatic trading of addressable set-top box (STB) video on demand (VOD), marking what they call an industry first for a television network. Through this partnership, Showcase offers advertisers a path to execute addressable household-level campaigns on any of its content viewed On Demand within the Comcast Xfinity footprint. This adds to the programmatic trading capabilities for the Showcase portfolio, including Tubi, the company's free AVOD platform available on Xfinity X1, Xfinity Flex and Cox Contour devices. https://tvnewscheck.com/business/article/fox-and-freewheel-partner-to-bring-programmatic-addressable-capabilities-to-set-top-box-video-on-demand-across-comcast-footprint/ What Information We Collect, The Purpose of Collection and Use The Beeswax technology collects information on behalf of its customers to help target online advertising to you based on your interests. This information may include cookie and mobile advertising identifiers, your IP host address (which we truncate when we know the user or the ad request is subject to GDPR), your browser type (e.g. Chrome or Firefox), the date and time of the ad request, advertiser pages viewed, your operating system (e.g. Macintosh, Windows, Android, OSX), the URL or App you are using, and your Internet Service Provider (e.g. Verizon or Comcast). **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.

	Use of Cross-Device Linking Beeswax may offer cross-device linking services to our customers. These services attempt to identify which identifiers are associated with the same user across multiple devices, such as between a desktop computer and a mobile device. To enable these services, we may, subject to the section on Onward Transfer to Third Parties, share your pseudonymised information with contracted third parties that provide cross-device linking services. For consumers who have opted-out from the use of your personal information by Beeswax, we do not share any of your information with these third parties and do not attempt to re-identify the user in any way. We do not utilize cross-device linking services when we know the user or the ad request is subject to GDPR or otherwise not permitted. To effectively opt-out of our cross-device linking services, users must opt-out on every device and browser using our opt-out methods described in the Cookies section of this policy, including in the section on Mobile Tracking. Detailed information about managing cookies and mobile tracking on your devices is provided in our Cookie Policy. https://www.beeswax.com/privacy/

Use Cases

Targeting	Frequency Capping
You can: • Expand your campaign targeting across channels • Target CTV inventory (via IPv4) using a cookie or MAID-based audiences • Re-target users on CTV across channels **Note:** *This unlocks all segments for targeting on CTV inventory.*	You can frequency cap: • Your cross-channel campaigns • Your campaigns on the IP addresses that are known to belong to individuals and households

How it works

Here is the workflow for the enhanced Tapad and LiveRamp graphs:

1. Beeswax receives an auction.
2. Beeswax evaluates identity signals (cookies, MAIDs, CTV IFAs, and now IPv4 Addresses) against the cross-device graphs to include all IDs connected to the incoming identity signal.
3. Beeswax sends auctions to qualifying bidders.
4. Qualifying bidders evaluate line items based on the cross-device configuration per line-item.

https://help.beeswax.com/article/368-tapad

	FreeWheel, Comcast's ad tech company, said it is launching an audience identity initiative aimed at connecting first-party and third-party IDs in order to optimize reach and frequency for television advertising. Participating in the initiative are Blockgraph, Experian, LiveRamp and TransUnion. By connecting with those platforms, FreeWheel will be able to match up the ID most often used for targeting TV advertising. The initiative will support ID systems from Blockgraph, Experian, LiveRamp, Merkel, OpenAP and TransUnion, as well as device identifiers, mobile IDs and CTV IDs, FreeWheel said. FREEWHEEL A COMCAST COMPANY (Image credit: FreeWheel) https://www.nexttv.com/news/freewheel-launches-identity-initiative-aimed-at-optimal-reach-and-frequency-for-tv-ads Custom ID Spaces Beeswax allows customers to target more than just the Beeswax cookie ID and mobile device IDs. https://help.beeswax.com/article/294-segment-matching-on-customer-ids
(ii) at least some of the associations indicate association between at least two devices of the two or more Internet-accessing electronic devices, which association is determined by using the stored data to determine that both of the at least two devices have accessed the Internet via a common IP address at respective times satisfying a predetermined time-relation criterion;	In the method performed by FreeWheel's Accused Instrumentatlities, at least some of the associations indicate association between at least two devices of the two or more Internet-accessing electronic devices, which association is determined by using the stored data to determine that both of the at least two devices have accessed the Internet via a common IP address at respective times satisfying a predetermined time-relation criterion. *See e.g.*, evidence and analysis for claim limitation 14(a)(i); *see also, e.g.*:

ACR SOLUTIONS

ACR solutions estimate incremental viewership by attempting to match samples of content playing on a consumer's smart TV with monitored feeds of a set of TV channels running simultaneously. While ACR solutions provide data in real time, because TVs must be turned on to be monitored, that data may represent a small portion of an entire household's actual TV viewing. For example, ACR data collected may only come from a single television in a multi-TV household, and the channels monitored may not include all locally available cable and broadcast options. These limitations make content matching and determining viewership metrics difficult and perhaps less accurate than when using set-top box (STB) data.

HOUSEHOLD MODELING

Household modeling uses set-top box, broadband-only, and third-party panel data to estimate incremental viewership. The scale offered by this combination of sources enables more accurate modeling for both in and out-of-footprint forecasting and more stable reach and ratings measurement, particularly for smaller localities. However, coverage and data providers' methodologies can vary widely from market to market.

https://www.freewheel.com/wp-content/uploads/2022/09/FreeWheel_Incremental_Reach_Guide.pdf

FreeWheel is taking another step in working to scale and standardize audience targeting at a household level. The Comcast-owned ad tech company is rolling out a new platform feature that looks to solve a few problems that have long stymied the growth in addressable advertising, including the amount of inventory available to purchase in an addressable manner, managing frequency across linear and digital and the ability to measure across screens.

	FreeWheel's technology allows advertisers to execute household-level addressable targeting on a traditional linear set-top box using real-time ad decisioning, which opens up a broader range of available impressions, according to the company. Previously, addressable TV campaigns would only use a portion of targeted impressions for a given ad avail and the remainder would generally be used for promotional spots, PSAs or direct-response advertising. In some cases, if the unused impressions fit the desired criteria, they could be scheduled for another advertiser. https://adage.com/article/media/freewheel-unveils-cross-screen-addressable-platform/2328486
(iii) at least some of the associations indicate association between at least two devices of the two or more Internet-accessing electronic devices, which association is determined without use of personally identifiable information; and	In the method performed by FreeWheel's Accused Instrumentalities, at least some of the associations indicate association between at least two devices of the two or more Internet-accessing electronic devices, which association is determined without use of personally identifiable information. For example, FreeWheel's Accused Instrumentalities determine the associations between at least two devices without use of personally identifiable information. *See, e.g.*, evidence and analysis for claim limitations 14(a)(i)-(ii); *see also, e.g.*:

	Privacy Practices for Our Technology Advertising supports the free content and digital user experiences that we all love. Our goal is to make advertising more effective by helping our customers to display ads that may be of interest to you. We believe that relevant ads are more valuable to users than less relevant ads. More relevance also helps the services that depend on advertising because advertisers pay more for effective ads, which in turn leads to higher quality and richer consumer experiences. Beeswax is a member of the Network Advertising Initiative (NAI) and we adhere to the NAI Codes of Conduct. To learn more about the NAI and the Code of Conduct please visit: http://www.networkadvertising.org/code-enforcement/code. Beeswax adheres to the Self-Regulatory Principles published by the Digital Advertising Alliance (DAA), the European Principles published by the European Interactive Digital Advertising Alliance (EDAA), and the Self-Regulatory Principles published by the Digital Advertising Alliance of Canada (DAAC). We honor the DAA's, CDAA's, and EDAA's opt-out mechanisms for data collection and use in connection with mobile applications. To learn more about the self-regulatory principles of the DAA, CDAA, and EDAA and your choices, please visit our Cookie Policy. What Information We Collect, The Purpose of Collection and Use The Beeswax technology collects information on behalf of its customers to help target online advertising to you based on your interests. This information may include cookie and mobile advertising identifiers, your IP host address (which we truncate when we know the user or the ad request is subject to GDPR), your browser type (e.g. Chrome or Firefox), the date and time of the ad request, advertiser pages viewed, your operating system (e.g. Macintosh, Windows, Android, OSX), the URL or App you are using, and your Internet Service Provider (e.g. Verizon or Comcast). https://www.beeswax.com/privacy/ **Advertising** Advertising cookies are used to track your behavior on websites and to provide more relevant advertising that is tailored to your interests as well as to measure the performance of advertising campaigns. We adhere to the Digital Advertising Alliance's Self-regulatory Principles of Online Behavioral Advertising. Companies that engage in Online Behavioral Advertising ("OBA," or Interest-based Advertising) use information gathered about your visits over time and across different websites or applications in order to predict your preferences and show you ads that are more likely to be of interest to you. We partner with third parties to provide certain services on our Sites, such as the ability to share content on other platforms. Our third-party partners may use cookies or similar technologies in order to analyze your behavior across websites. https://www.freewheel.com/privacy-policy/

(iv) the computer system determining the associations accesses the Internet without using any of the common IP addresses of the associations identified in part (ii); and	In FreeWheel's Accused Instrumentalities, the computer system determining the associations accesses the Internet without using any of the common IP addresses of the associations identified in part (ii). For example, FreeWheel's Accused Instrumentalities accesses the Internet, but do not use any of the common IP addresses of the associations identified in part (ii), because, e.g., FreeWheel's systems are not part of users' local area networks. *See, e.g.*, evidence and analysis for claim limitations 14(a)(i)-(iii).
(b) when the computer system and a first device identified in a first association are in communication with one another, with the computer system using a device identifier of the first device and user profile information associated with a device identifier of a second device identified in the first association to cause an automatic action to be taken with respect to the first device, wherein:	When the computer system and a first device identified in a first association are in communication with one another, FreeWheel's Accused Instrumentalities perform the step of, with the computer system, using a device identifier of the first device and user profile information associated with a device identifier of a second device identified in the first association to cause an automatic action to be taken with respect to the first device. For example, FreeWheel's Accused Instrumentalities use a device identifier of the first device and user profile information associated with a device identifier of a second device identified to take an automatic action (e.g., serving a targeted advertisement) on the first electronic device. *See, e.g.*: **Use of Cross-Device Linking** Beeswax may offer cross-device linking services to our customers. These services attempt to identify which identifiers are associated with the same user across multiple devices, such as between a desktop computer and a mobile device. To enable these services, we may, subject to the section on Onward Transfer to Third Parties, share your pseudonymised information with contracted third parties that provide cross-device linking services. For consumers who have opted-out from the use of your personal information by Beeswax, we do not share any of your information with these third parties and do not attempt to re-identify the user in any way. We do not utilize cross-device linking services when we know the user or the ad request is subject to GDPR or otherwise not permitted. To effectively opt-out of our cross-device linking services, users must opt-out on every device and browser using our opt-out methods described in the Cookies section of this policy, including in the section on Mobile Tracking. Detailed information about managing cookies and mobile tracking on your devices is provided in our Cookie Policy. https://www.beeswax.com/privacy/
(i) the first association is one of the associations identified in part (a)(ii); and	In the method performed by FreeWheel's Accused Instrumentalities, the first association is one of the associations identified in part (a)(ii).

	For example, determining the first association is done by using the stored data to determine that both of the at least two devices have accessed the Internet via a common IP address at respective times satisfying a predetermined time-relation criterion. *See, e.g.*, evidence and analysis for claim limitation 14(a)(ii); *see also, e.g.*: What Information We Collect, The Purpose of Collection and Use The Beeswax technology collects information on behalf of its customers to help target online advertising to you based on your interests. This information may include cookie and mobile advertising identifiers, your IP host address (which we truncate when we know the user or the ad request is subject to GDPR), your browser type (e.g. Chrome or Firefox), the date and time of the ad request, advertiser pages viewed, your operating system (e.g. Macintosh, Windows, Android, OSX), the URL or App you are using, and your Internet Service Provider (e.g. Verizon or Comcast). **Use of Cross-Device Linking** Beeswax may offer cross-device linking services to our customers. These services attempt to identify which identifiers are associated with the same user across multiple devices, such as between a desktop computer and a mobile device. To enable these services, we may, subject to the section on Onward Transfer to Third Parties, share your pseudonymised information with contracted third parties that provide cross-device linking services. For consumers who have opted-out from the use of your personal information by Beeswax, we do not share any of your information with these third parties and do not attempt to re-identify the user in any way. We do not utilize cross-device linking services when we know the user or the ad request is subject to GDPR or otherwise not permitted. To effectively opt-out of our cross-device linking services, users must opt-out on every device and browser using our opt-out methods described in the Cookies section of this policy, including in the section on Mobile Tracking. Detailed information about managing cookies and mobile tracking on your devices is provided in our Cookie Policy. https://www.beeswax.com/privacy/

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	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.

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;

- As part of the Services we may share Platform Data, including Segment Data, with multiple Media Buyers according to their requirements as to whether they want to link the Segment Data with each of a number of possible unique identifiers such as IP address, cookie ID and device ID, to help them decide whether to bid to show an ad to a user and, if so, how much they will bid. That decision can take milliseconds through an automated software-based process called "real-time bidding" where multiple Media Buyers will bid to show their ad, and the highest bidder wins the auction and the right to have their ad shown to the user. The Services support real-time bidding, and bidding within much smaller bidding pools, as well as other ways to buy online advertising space;

- To synchronize our Services with other digital advertising platforms outlined in 2.2 The Personal Information We Collect above, which involves sharing unique identifiers including the Freewheel ID with Media Buyers and any DMPs chosen from the Publisher's network. This allows Media Buyers and other platforms in the ecosystem to gain a better understanding of the demographic and product interests of the user in order to display relevant advertising to them or decide whether to bid to show ads to that user; to report on and make forecasts of advertising performance to Publishers;

- For internal reporting, troubleshooting and support;

- 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;

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(ii) the first association was stored in the electronic database described in part (a) prior to the computer system and the first device being in communication with one another as described in part (b).	In the method performed by FreeWheel's Accused Instrumentatlities, the first association is stored in the electronic database described in part (a) prior to the computer system and the first device being in communication with one another as described in part (b). For example, at a time after the first association is stored in an electronic database, FreeWheel's Accused Instrumentalities serve targeted advertisements to the first device when the computer system and the first device are in communication with one another. *See, e.g.*: What Information We Collect, The Purpose of Collection and Use The Beeswax technology collects information on behalf of its customers to help target online advertising to you based on your interests. This information may include cookie and mobile advertising identifiers, your IP host address (which we truncate when we know the user or the ad request is subject to GDPR), your browser type (e.g. Chrome or Firefox), the date and time of the ad request, advertiser pages viewed, your operating system (e.g. Macintosh, Windows, Android, OSX), the URL or App you are using, and your Internet Service Provider (e.g. Verizon or Comcast). **Use of Cross-Device Linking** Beeswax may offer cross-device linking services to our customers. These services attempt to identify which identifiers are associated with the same user across multiple devices, such as between a desktop computer and a mobile device. To enable these services, we may, subject to the section on Onward Transfer to Third Parties, share your pseudonymised information with contracted third parties that provide cross-device linking services. For consumers who have opted-out from the use of your personal information by Beeswax, we do not share any of your information with these third parties and do not attempt to re-identify the user in any way. We do not utilize cross-device linking services when we know the user or the ad request is subject to GDPR or otherwise not permitted. To effectively opt-out of our cross-device linking services, users must opt-out on every device and browser using our opt-out methods described in the Cookies section of this policy, including in the section on Mobile Tracking. Detailed information about managing cookies and mobile tracking on your devices is provided in our Cookie Policy. https://www.beeswax.com/privacy/

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