Claim #	Claim Language	Compared Against Claim 26	Notes
1	A method implemented using a programmed hardware computer system, the method comprising: (a) for each of a multitude of users, with the computer system, electronically associating an online access IP address of the user and a set-top box IP address of that user based on a common IP address, wherein network traffic is routed via the common IP address to both an online user interface device and a set-top box of that user; and (b) using user profile information derived from online activity from a first online user interface device via a first one of the online access IP addresses of the multitude of users, with the computer system automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address associated with the first online access IP address.	A method implemented using ~~a programmed hardware~~ computer ~~system~~equipment, the method comprising: (a) ~~for each of a multitude of users,~~ with the computer ~~system,~~equipment, automatically electronically ~~associating~~delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online access IP address of the user and a set-top box IP address of that user based on a common IP address, (b) wherein network traffic is routed via the common IP address ~~to~~for both an online user interface device and a set-top box of that user~~; and (b) using~~, (c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from a first online user interface device via a first ~~one of the~~ online access IP ~~addresses of the multitude of users,~~	• Claims 1 and 26 are largely identical. • 26(a) requires "computer equipment" to automatically deliver user profile information to a computer system that performs the electronic association. • 26(c)(ii) requires profile information to include IP address and time and date of online activity from that IP address.

Claim #	Claim Language	Compared Against Claim 26	Notes
		~~with~~address and (ii) includes identification of the ~~computer system automatically causing~~first online access IP address and the time and date of the online activity, and (d) as a result of which delivery, a first television advertisement ~~to~~can be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address ~~associated~~that the server associates with the first online access IP address.	

Claim #	Claim Language	Compared Against Claim 61	Notes
1	A method implemented using a programmed hardware computer system, the method comprising: (a) for each of a multitude of users, with the computer system, electronically associating an online access IP address of the user and a set-top box IP address of that user based on a common IP address, wherein network traffic is routed via the common IP address to both an online user interface device and a set-top box of that user; and (b) using user profile information derived from online activity from a first online user interface device via a first one of the online access IP addresses of the multitude of users, with the computer system automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address	A method implemented using a programmed hardware computer system, the method comprising: (a) for each of a multitude of users, with the computer system, electronically associating an online ~~access IP address~~ user interface device identifier, which indicates an online user interface device of the user, and a set-top box ~~IP address~~identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address, wherein network traffic is routed via the common IP address to both ~~an~~the online user interface device and ~~a~~the set-top box of that user; and (b) using user profile information derived from online activity from ~~a first online user interface device via a first one of~~ the online ~~access IP addresses~~user interface device of a first user of the multitude of users via a first online access IP address, with	• Claims 1 and 61 are largely identical. • Main difference is IP address-based association in claim 1, identifier-based association in claim 61. • Same difference applies between claims 26 and 38.

Claim #	Claim Language	Compared Against Claim 61	Notes
	associated with the first online access IP address.	the computer system automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box ~~IP address~~identifier associated with the ~~first~~ online ~~access IP address~~user interface device identifier of the first user's online user interface device.	

Claim #	Claim Language	Compared Against Claim 38	Notes
26	A method implemented using computer equipment, the method comprising: (a) with the computer equipment, automatically electronically delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online access IP address of the user and a set-top box IP address of that user based on a common IP address, (b) wherein network traffic is routed via the common IP address for both an online user interface device and a set-top box of that user, (c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from a first online user interface device via a first online access IP address and (ii) includes identification of the first online access IP address and the time and date of the online activity, and (d) as a result of which delivery, a first television advertisement can be	A method implemented using computer equipment, the method comprising: (a) with the computer equipment, automatically electronically delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online ~~access IP address~~user interface device identifier, which indicates an online user interface device of the user, and a set -top box ~~IP address~~identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address, (b) wherein network traffic is routed via the common IP address for both ~~an~~the online user interface device and ~~a~~the set-top box of that user, (c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from ~~a~~the first user's online user interface device via	• Claims 26 and 38 are largely identical. • Only difference is identifier-based association instead of IP address based association in claim 38.

Claim #	Claim Language	Compared Against Claim 38	Notes
	directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address that the server associates with the first online access IP address.	a first online access IP address and (ii) includes identification of the first online ~~access~~ IP address and the time and date of the online activity, and (d) as a result of which delivery, a first television advertisement can be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box ~~IP address~~identifier that the server associates with the ~~first~~ online ~~access IP address~~user interface device identifier of a first user's online user interface device.	