UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

VIANT TECHNOLOGY LLC
Petitioners,
v.

INTENT IQ, LLC
Patent Owner.

IPR2024-00421
Patent 7,861,260*

PETITIONER'S UPDATED EXHIBIT LIST

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*Viant Technology LLC was joined as a party to this proceeding via a Motion for Joinder in IPR2025-00128.

EXHIBITS

Ex. 1001:	U.S. Pat. No. 7,861,260 ("the '260 Patent")
Ex. 1002:	Expert Declaration of Mr. David B. Lett
Ex. 1003:	Curriculum Vitae of Mr. David B. Lett
Ex. 1004:	Certified File History of U.S. Pat. No. 7,861,260
Ex. 1005:	Excerpts from Case Docket of *Meta Platforms Inc. v. AlmondNet Inc. et al.*, IPR2022-00773 (March 28, 2022)
Ex. 1006:	U.S. Pat. App. Pub. No 2007/0283384 ("Haeuser")
Ex. 1007:	Annotated Version of U.S. Pat. App. Pub. No. 2008/0113674 ("Baig")
Ex. 1008:	U.S. Prov. Pat. App. No. 60/858,204 ("Baig Provisional")
Ex. 1009:	Redline document showing differences between Baig (Ex. 1040) and Baig Provisional (Ex. 1008)
Ex. 1010:	Reserved
Ex. 1011:	U.S. Pat. App. Pub. No. 2006/0128364 ("Costa")
Ex. 1012:	Excerpts from E. D. Zwicky et al., *Building Internet Firewalls* (2d ed. 2000) ("Zwicky")
Ex. 1013:	U.S. Pat. App. Pub. No. 2004/0076180 ("Satapati")
Ex. 1014	U.S. Pat. App. Pub. No. 2006/0271690 ("Banga690")

Ex. 1015: Independent Claim Comparison Chart for U.S. Pat. No. 7,861,260

Ex. 1016: U.S. Pat. App. Pub. No. 2008/0201731 ("Howcroft")

Ex. 1017: U.S. Pat. App. Pub. No. 2007/0025306 ("Cox")

Ex. 1018: Korean Pat. App. Pub. No. 2006-0065969 ("Han")

Ex. 1019: Certified Translation of Korean Pat. Pub. App. No. 2006-0065969 ("Han")

Ex. 1020: U.S. Pat. App. Pub. No. 2007/0180147 ("Leigh")

Ex. 1021: U.S. Pat. App. Pub. No. 2003/0083938 ("Smith")

Ex. 1022: U.S. Pat. App. Pub. No. 2006/0274741 ("Wing")

Ex. 1023: U.S. Pat. App. Pub. No. 2002/0124050 ("Middeljans")

Ex. 1024: U.S. Pat. App. Pub. No. 2005/0096980 ("Koningstein")

Ex. 1025: U.S. Pat. App. Pub. No. 2008/0263633 ("Banga633")

Ex. 1026: U.S. Pat. No. 6,415,322 ("Jaye")

Ex. 1027: U.S. Pat. App. Pub. No. 2003/0066085 ("Boyer")

Ex. 1028: U.S. Pat. App. Pub. No. 2006/0230427 ("Kunkel")

Ex. 1029: U.S. Pat. App. Pub. No. 2007/0217436 ("Markley")

Ex. 1030: U.S. Pat. App. Pub. No. 2002/0145621 ("Nguyen")

Ex. 1031: U.S. Pat. No. 6,543,052 ("Ogasawara")

Ex. 1032: U.S. Pat. No. 6,282,548 ("Burner")

Ex. 1033:	U.S. Pat. No. 6,036,601 ("Heckel")
Ex. 1034:	U.S. Pat. App. Pub. No. 2005/0096978 ("Black")
Ex. 1035:	Request for Comments: 1631, "The IP Network Address Translator (NAT)" (1994) ("RFC 1631")
Ex. 1036:	Hagel *et al.*, *Net Worth: Shaping Markets When Customers Make the Rules* (1999)
Ex. 1037:	Zeff *et al.*, *Advertising on the Internet* (2nd ed. 1999) ("Zeff")
Ex. 1038:	U.S. Pat. No. 8,280,758 ("the '758 Patent")
Ex. 1039:	Request for Comments: 793, "Transmission Control Protocol" (1981) ("RFC 793")
Ex. 1040:	U.S. Pat. App. Pub. No. 2008/0113674 ("Baig")
Ex. 1041:	Excerpts from *AlmondNet, Inc. v. Freewheel Media, Inc.*, No. 1:23-cv-00220-MN (D. Del.) ("Corresponding District Court Litigation")
Ex. 1042:	U.S. Pat. No. 9,036,981 ("Barton")
Ex. 1043:	U.S. Pat. No. 7,634,789 ("Gerba")
Ex. 1044:	U.S. Pat. App. Pub. No. 2002/0174444 ("Gatto")
Ex. 1045:	U.S. Pat. App. Pub. No. 2002/0083445 ("Flickinger")
Ex. 1046:	U.S. Pat. App. Pub. No. 2008/0040742 ("Howcroft742")

Ex. 1047: Jakob Nielsen, *Request Marketing* (Oct. 2000), https://www.nngroup.com/articles/request-marketing/

Ex. 1048: Bettina Fabos, *The Commercial Search Engine Industry and Alternatives to the Oligopoly* (Mar. 2006) EastBound Journal

Ex. 1049: Susan Young, *Getting the Message: How the Internet is Changing Advertising* (May 16, 2000), https://hbswk.hbs.edu/item/getting-the-message-how-the-internet-is-changing-advertising

Ex. 1050: U.S. Pat. App. Pub. No. 2002/0099842 ("Jennings")

Ex. 1051: U.S. Pat. App. Pub. No. 2002/0123928 ("Eldering928")

Ex. 1052: Request for Comments: 2663, "IP Network Address Translator (NAT) Terminology and Considerations" (1999) ("RFC 2663")

Ex. 1053: ANSI/IEEE Std 802.11, 1999 Edition, "Part 11: Wireless LAN Medium Access Control (MAC) and Physical Layer (PHY) Specifications"

Ex. 1054: Excerpts from Harley Hahn, *The Internet Complete Reference* (2d ed. 1996) ("Hahn")

Ex. 1055: U.S. Patent Application Publication No. 2005/0108418 ("Bedi")

Ex. 1056: U.S. Patent Application Publication No. 2004/0177147 ("Joshi")

Ex. 1057:	Excerpts from Downing *et al.*, *Dictionary of Computer and Internet Terms* (8th ed. 2003)
Ex. 1058:	Excerpts from Newton, *Newton's Telecom Dictionary* (21st ed. 2005)
Ex. 1059:	Declaration of Dr. Sylvia Hall-Ellis
Ex. 1060:	Institution Decision from *Meta Platforms, Inc. f/k/a Facebook, Inc. v. Intent IQ, LLC et al.*, IPR2023-01281, Paper 7 (February 21, 2024)
Ex. 1061:	U.S. Pat. No. 6,427,170 ("Sitaraman")
Ex. 1062:	Transcript of March 10, 2025 Deposition of Erik de la Iglesia
Ex. 1063:	Declaration of Dr. David B. Lett in Support of Petitioner's Reply to Patent Owner Response
Ex. 1064:	U.S. Pat. No. 6,745,223 ("Nobakht")
Ex. 1065:	U.S. Pat. No. 8,640,176 ("Howcroft176")
Ex. 1066:	U.S. Pat. No. 8,619,136 ("Howarter")
Ex. 1067:	U.S. Pat. App. Pub. No. 2001/0039658 ("Walton")
Ex. 1068:	U.S. Pat. App. Pub. No. 2002/0044103 ("Paulson")
Ex. 1069:	U.S. Pat. No. 5,539,822 ("Lett822")
Ex. 1070:	U.S. Pat. No. 5,771,064 ("Lett064")
Ex. 1071:	Canadian Pat. No. 2,501,107C ("Robertson")

Ex. 1072:	Patent Cooperation Treaty App. Pub. No. WO2004/047457A2 ("Russ")
Ex. 1073:	U.S. Pat. No. 7,809,154 ("Lienhart")
Ex. 1074:	European Pat. No. 1415471A1 ("Duffield")
Ex. 1075:	U.S. Pat. No. 7,792,756 ("Plastina")
Ex. 1076:	U.S. Pat. App. Pub. No. 2008/0288993 ("Aghasaryan")
Ex. 1077:	U.S. Pat. App. Pub. No. 2008/0235590 ("Krantz")
Ex. 1078:	BUSINESS CONFIDENTIAL Release Agreement
Ex. 1079:	Petitioner's Demonstratives

Respectfully submitted,

Dated: August 25, 2025

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CERTIFICATE OF SERVICE

Pursuant to 37 CFR § 42.6(e)(4), the undersigned certifies that on August 25, 2025, a complete and entire copy of this Petitioner's Updated Exhibit List and associated demonstratives were provided via email, to the Patent Owner by serving the email correspondence addresses of record as follows:

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