

| 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 <del>a programmed hardware</del> computer <del>system</del> equipment, the method comprising: (a) <del>for each of a multitude of users;</del> with the computer <del>system</del> equipment, <del>automatically</del> electronically <del>associating</del> delivering <del>electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users,</del> 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 <del>to</del> for both an online user interface device and a set-top box of that user; <del>and (b) using,</del> (c) wherein <del>delivered</del> user profile information of a <del>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;</del> | <ul style="list-style-type: none"> <li>• Claims 1 and 26 are largely identical.</li> <li>• 26(a) requires “computer equipment” to automatically deliver user profile information to a computer system that performs the electronic association.</li> <li>• 26(c)(ii) requires profile information to include IP address and time and date of online activity from that IP address.</li> </ul> |

| Claim # | Claim Language | Compared Against Claim 26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Notes |
|---------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
|         |                | <p>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 <del>to</del>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.</p> |       |

| Claim # | Claim Language                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Compared Against Claim 61                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Notes                                                                                                                                                                                                                                                                    |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | <p>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</p> | <p>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</p> | <ul style="list-style-type: none"> <li>• Claims 1 and 61 are largely identical.</li> <li>• Main difference is IP address-based association in claim 1, identifier-based association in claim 61.</li> <li>• Same difference applies between claims 26 and 38.</li> </ul> |

| 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, <u>an online access IP addressuser interface device identifier, which indicates an online user interface device of the user, and a set -top box IP addressidentifier, which indicates a set-top box of that user, which electronic association is</u> based on a common IP address, (b) wherein network traffic is routed via the common IP address for both <del>an</del> <u>the</u> online user interface device and <del>a</del> <u>the</u> 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 <del>the</del> first <u>user's</u> online user interface device via | <ul style="list-style-type: none"> <li>• Claims 26 and 38 are largely identical.</li> <li>• Only difference is identifier-based association instead of IP address based association in claim 38.</li> </ul> |

| 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 <del>access</del> 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 <u>the set-top box IP address identifier</u> that the server associates with the <del>first</del> online <del>access</del> IP <del>address</del> <u>user interface device identifier of a first user's online user interface device</u> . |       |