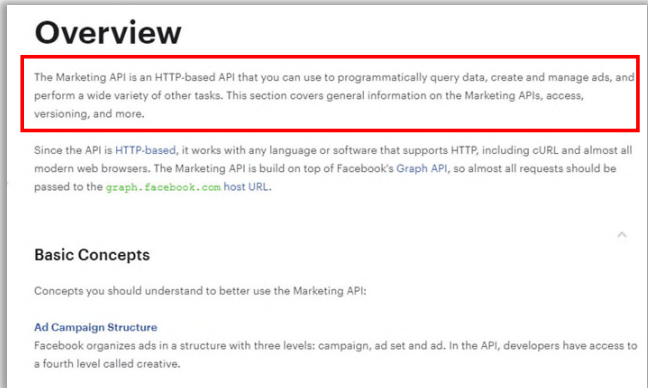


Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
A method of presenting targeted advertising in a situational network, the method comprising:	A method of presenting targeted advertising (“Audience ad targeting,” FN2; “Best practices to advertise your event,” FN3) in a situational network (“Facebook,” “Marketing API,” FN1), the method comprising:  1  2

¹ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

² Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

Exhibit 9

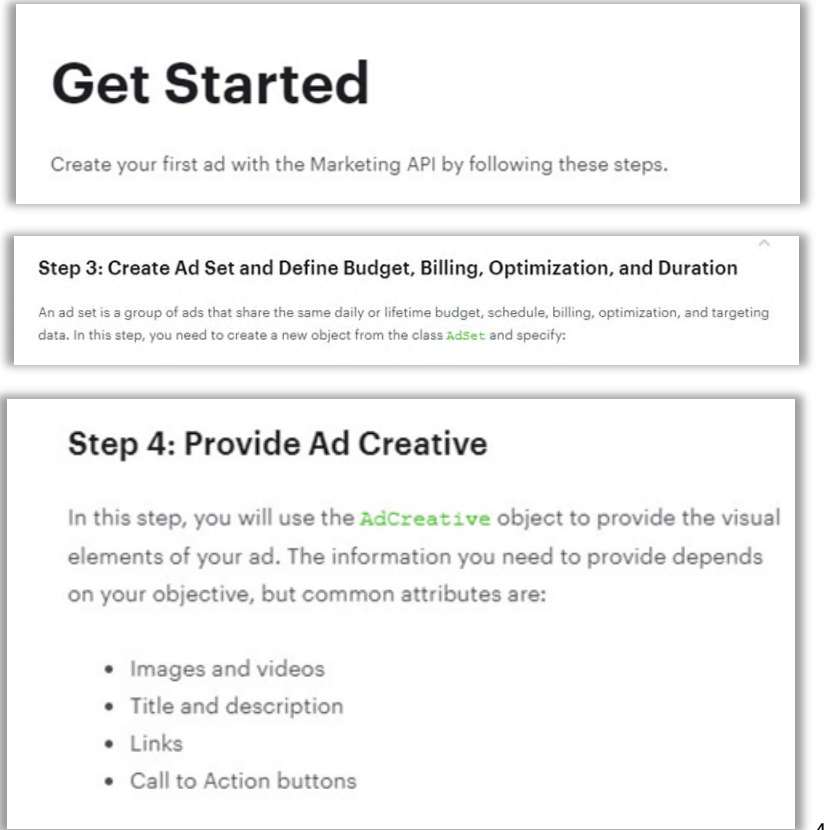
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
	Best practices to advertise your event to your preferred audience 296 views After you set up your Facebook event, use these best practices to help your event ad reach your preferred audience. • Create an event engagement custom audience. To reach people who have shown interest in your events on Facebook, you can create an <u>event engagement custom audience</u>. You can include or exclude people who've responded to events or expressed interest in purchasing tickets. • Use a custom audience from previous events. Use Meta Ads Manager to upload a list of people who've purchased tickets for your events in the past, then create a custom audience to reach those people again. You can make sure to reach previous attendees who may not have seen your current event on Facebook. • Use a lookalike audience to find people similar to your attendees. Use Ads Manager to upload a list of people from email lists or people who have purchased tickets for your events in the past. When you create a <u>lookalike audience</u>, we'll find similar people based on their Facebook data and browsing history. • Use your connections. To reach people who have responded to an event from your Page and their friends, use the <u>Connections field</u> when you create your ad. • Choose the right location. Focus your audience on the people who are most likely to attend the event in a specific location. For local events, choose the city and set your audience to reach people within a certain radius. If you host similar events in multiple locations, we recommend that you create a separate event for each location. 3 Facebook creates a situational network using the marketing API to present targeted advertising.

³ Exhibit 47, <https://www.facebook.com/business/help/2141169069528148?id=300360584271273> (retrieved July 21, 2023).

Exhibit 9

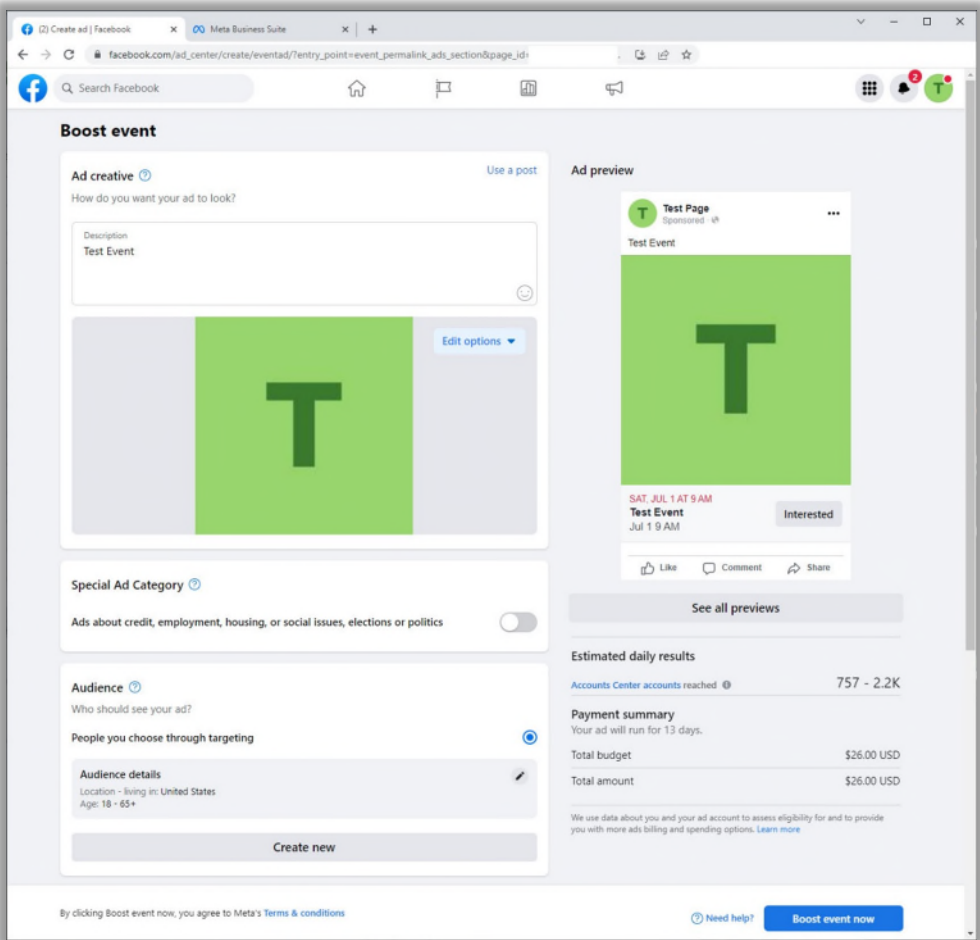
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
receiving a plurality of advertisements from at least one advertising entity;	receiving a plurality of advertisements (“your first ad,” “ad creative,” FN4, “Boost Event Now,” FN5) from at least one advertising entity (Facebook advertiser, “you,” FN4);  The screenshot shows a 'Get Started' section with the text 'Create your first ad with the Marketing API by following these steps.' Below this are two steps: 'Step 3: Create Ad Set and Define Budget, Billing, Optimization, and Duration' and 'Step 4: Provide Ad Creative'. Step 4 includes a list of attributes: Images and videos, Title and description, Links, and Call to Action buttons. A small number '4' is visible at the bottom right of the screenshot area.

⁴ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

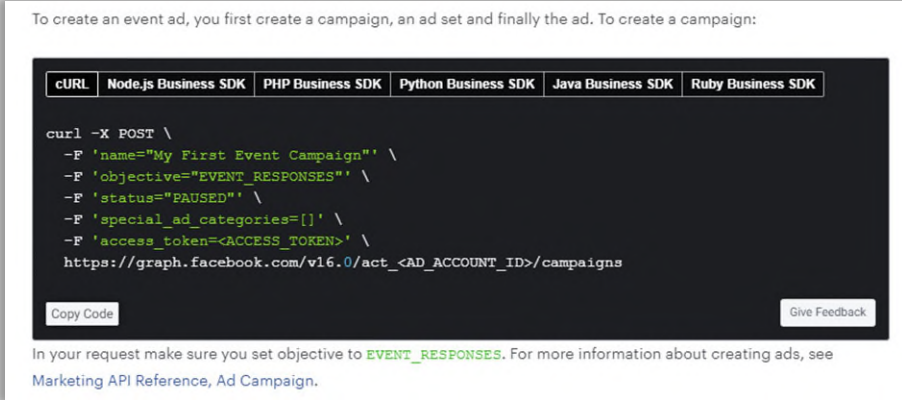
Claim 1	Facebook Targeted Advertising and Events
	 The screenshot displays the Facebook 'Boost event' interface. The left sidebar contains sections for 'Ad creative' (with a description field and a placeholder image), 'Special Ad Category' (a toggle switch), and 'Audience' (with a dropdown menu and a 'Create new' button). The main area shows an 'Ad preview' of a 'Test Event' with a green background and a large 'T' logo. Below the preview, there are 'Estimated daily results' (757 - 2.2K accounts reached) and a 'Payment summary' (Total budget: \$26.00 USD, Total amount: \$26.00 USD). At the bottom, there is a 'Boost event now' button and a 'Need help?' link.

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⁵Screenshots of Facebook running on Windows browser.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
obtaining an indication of an occurrence of a situation;	obtaining an indication ("Create an event ad," FN6) of an occurrence a situation (the concert...) ("Ad objectives," FN7; "My First Event Campaign," FN6);  6

⁶ Exhibit 51, <https://developers.facebook.com/docs/marketing-api/guides/event-ads> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events															
	<table><tr><th>Ad objective</th><th>Your business goal is to:</th><th>Previous ad objective</th></tr><tr><td>Awareness</td><td> Create awareness of your business. This objective will help you reach the largest number of people who are most likely to remember your ad. For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business. </td><td> Brand awareness Reach Video views Store traffic </td></tr><tr><td>Traffic</td><td> Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook or Instagram shop, website or app. For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations. </td><td> Traffic </td></tr><tr><td>Engagement</td><td> Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page. For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so. </td><td> Engagement Video views Messages Conversions </td></tr><tr><td>Leads</td><td> Collect leads for your business or brand via messages, phone calls or signups. For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business. </td><td> Lead generation Messages Conversions </td></tr></table> 7 As Ad Campaign objectives correspond to situations and events, by simply allowing setting an objective for an Ad Campaign Facebook's servers are configured to obtain an indication of an occurrence of a situation. Creating an Ad Campaign using Meta's Marketing API entails sending a post to the graph.facebook.com host URL containing an "Objective". (Step 1 directing users to post an "objective" to graph.facebook.com to create an Ad Campaign.). The very creation of an active Ad Campaign demonstrates Facebook's are configured to obtain an indication of an occurrence of a situation.	Ad objective	Your business goal is to:	Previous ad objective	Awareness	Create awareness of your business. This objective will help you reach the largest number of people who are most likely to remember your ad. For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business.	Brand awareness Reach Video views Store traffic	Traffic	Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook or Instagram shop, website or app. For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations.	Traffic	Engagement	Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page. For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so.	Engagement Video views Messages Conversions	Leads	Collect leads for your business or brand via messages, phone calls or signups. For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business.	Lead generation Messages Conversions
Ad objective	Your business goal is to:	Previous ad objective														
Awareness	Create awareness of your business. This objective will help you reach the largest number of people who are most likely to remember your ad. For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business.	Brand awareness Reach Video views Store traffic														
Traffic	Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook or Instagram shop, website or app. For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations.	Traffic														
Engagement	Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page. For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so.	Engagement Video views Messages Conversions														
Leads	Collect leads for your business or brand via messages, phone calls or signups. For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business.	Lead generation Messages Conversions														

⁷ Exhibit 38, <https://www.facebook.com/business/help/1438417719786914> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
automatically connecting devices corresponding to a plurality of individuals to the situational network established in response to the situation;	automatically connecting devices (“Define Targeting” FN9; “your lookalike audience to be created,” FN8; “decide which ads to show you,” FN12; “Reach More People,” FN13) corresponding to a plurality of individuals (“Target audience,” FN10; “Lookalike audience,” FN11) to the situational network (“Facebook, FN1), established in response to the situation (Steps 1-5; “set the status to active,” FN9); 5. Choose your desired audience size with the slide. 6. Select Create audience. Once you're finished, it may take 6-24 hours for your lookalike audience to be created. Going forward, your audience will refresh every 3-7 days (as long as you're still actively targeting ads to it). However, you don't need to wait for your lookalike audience to update to use it. On This Page Get Started Before You Start Step 1: Create a Campaign Step 2: Define Targeting Step 3: Create Ad Set and Define Budget, Billing, Optimization, and Duration Step 4: Provide Ad Creative Example Step 5: Schedule Delivery Copying Ads Step 5: Schedule Delivery Finally, create your Ad object to link your AdCreative and AdSet. Set the status of your Ad to paused to avoid placing an order instantly. cURL Node.js Business SDK PHP Business SDK Python Business SDK Java Business SDK Ruby Business SDK <pre>curl -X POST \ -F 'name="My Ad"' \ -F 'adset_id"<AD_SET_ID>"' \ -F 'creative={ "creative_id": "<CREATIVE_ID>" }' \ -F 'status="PAUSED"' \ -F 'access_token=<ACCESS_TOKEN>' \ https://graph.facebook.com/v17.0/act_<AD_ACCOUNT_ID>/ads</pre> Copy Code Give Feedback Verify that your ad exists in the ads manager. Click on the campaign you just created, then on the ad set, and on the ad. Once you're comfortable booking ads with the API, set the status to active. First, the ad goes through ad review, and has the status PENDING_REVIEW. Once the review is done, it goes back to the status of ACTIVE.

⁸ Exhibit 61, <https://www.facebook.com/business/help/465262276878947?id=401668390442328> (retrieved July 21, 2023).

⁹ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

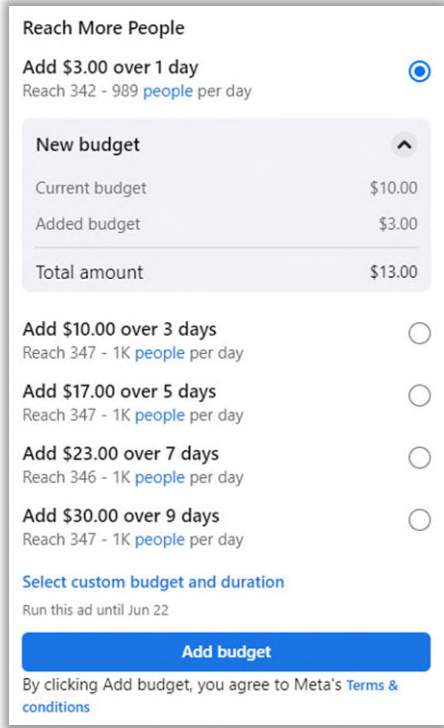
Claim 1	Facebook Targeted Advertising and Events
	Step 2: Define Targeting Before moving to create your ad sets, you need to define your target audience. In the next step, you create an ad set and specify your audience's attributes. You have many targeting options. In this example, we use targeting search to find predefined values that can be used to set up an audience. First, let's look for available countries including the word "united": Reference Docs • Targeting Specs • Targeting Search 10 Audiences Audience targeting helps you show your ads to the people you care about. There are two general approaches — specific or broad — you can take when creating a target audience. The approach you choose depends on what you're trying to accomplish and your available resources. You can be specific and create audiences based on customer data, conversion data such as activity in your app or website, etc. Or, you can provide broader information, such as demographics or location, and we deliver ads to people who meet those attributes. Common Uses • Lookalike Audiences — Target people most like your established customers. • Custom Audiences — Build your target custom audience with data from mobile app and website behavior, CRM, and engagement signals. You can also build audiences from offline conversions. • Dynamic Audiences — Build an audience from mobile app and website signals. • Targeting Options — Basic targeting includes demographics and events, location, interests, and behaviors. You can also learn about advanced targeting. 11

¹⁰ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

¹¹ Exhibit 62, <https://developers.facebook.com/docs/marketing-api/audiences/reference/basic-targeting/> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

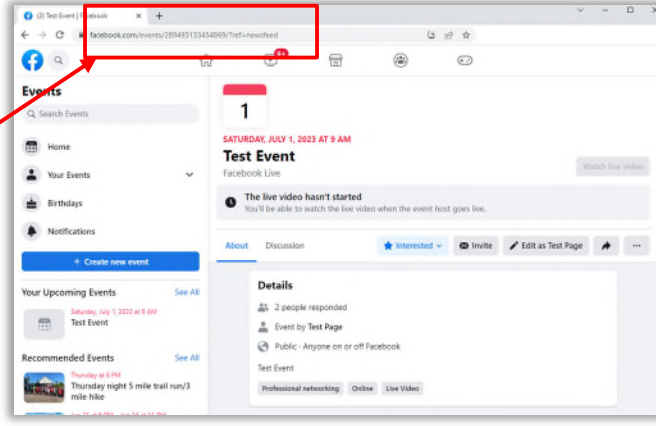
Claim 1	Facebook Targeted Advertising and Events
	 12  13 Facebook uses machine learning to automatically connect devices to the situational network to determine the best ad to show you at a given time. The advertiser can increase their budget to “reach more people” and connect more devices.

¹² Exhibit 63, <https://facebook.com/help/447278887528796> (retrieved July 21, 2023).

¹³ Facebook for iOS.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
causing an automatic redirection of a web browser application operating on each of the devices to a webpage containing information related to the situation; and	causing an automatic redirection (“redirecting to,” FN16) of a web browser application (Facebook App running in browser, FN14) operating on each of the devices (“Target audience,” FN10; “Lookalike audience,” FN11) to a webpage containing information related to the situation (“facebook.com/events/289493.....,” FN15) ; and  14  15 When the user clicks on the presented ad, they are automatically redirected to a webpage http://facebook.com/events/289493... for information related to the situation.

¹⁴ Screenshots of Facebook running on Windows browser.

¹⁵ Screenshots of Facebook running Windows browser.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1

Facebook Targeted Advertising and Events

causing an automatic redirection (“redirecting to,” FN16 of a web browser application (Facebook App running in browser, “User-Agent,” FN14) operating on each of the devices (“Target audience,” FN10 “Lookalike audience,” FN11) to a webpage containing information related to the situation (“nextinsurance.com/lps/smallbusiness...,” FN17) ; and

The screenshot displays the developer tools of a web browser, specifically the 'Request Headers' and 'Cookies' sections. The 'Request Headers' tab is active, showing the following headers:

- Request Headers:**
 - GET /links?serial=50174&utm_source=fb&utm_medium=cpm&utm_campaign=fb_gen_lead_vid_refined&utm_content=Acquisition_broad_IMG_2023-illustrations_lead&campaignid=23848316630110146&adsetid=23852018164070146&add=23852018164060146&placement=Facebook_Desktop_Feed&channel=social&fbclid=IwARvIEA-S4_YWpk7Kc_Kc1ETD8qeJFhLScPq9Nsak51N7zUoQ5yQkVwY HTTP/1.1
 - Accept: text/html,application/xhtml+xml,application/xml;q=0.9,image/avif,image/webp,image/apng,*/*;q=0.8,application/signed-exchange;v=b3;q=0.7
 - Accept-Encoding: gzip, deflate, br
 - Accept-Language: en-US,en;q=0.9
 - User-Agent: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/111.0.0.0 Safari/537.36
- Cookies:**
 - _dc_gtm_UA-76835820-1=1

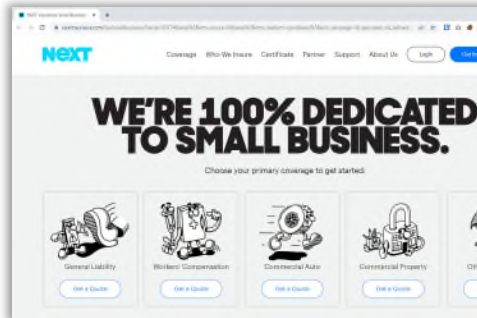
The 'Transformer' tab is selected, showing the HTTP response status '200 Found' and the 'Content-Type' 'text/html; charset=utf-8'. The 'Content' tab shows the HTML body of the page, which includes a redirect to 'https://www.nextinsurance.com/lps/smallbusiness?serial=50174'.

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¹⁶ Network Capture of Facebook running Windows browser. Captured: 4/10/2023 (emphasis added).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
	  When the user clicks on “Get quote” in the presented ad, they are automatically redirected to a webpage http://nextinsurance.com/lps/smallbusiness..., as demonstrated in the network traffic capture.

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¹⁷ Screenshots of Facebook running Windows browser. Captured: 4/10/2023 (emphasis added).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
providing to each of the devices at least one of the plurality of advertisements for display on the webpage based on determining an affiliation of the corresponding individual to the situation, wherein the affiliation is based at least in part on an effect of the situation on the corresponding individual or their property.	providing to each of the devices (“Target audience,” FN10) at least one of the plurality of advertisements for display on the webpage (sample ad for “Test Event,” FN18) based on determining an affiliation (“event engagement custom audience,” “custom audience from previous events,” “lookalike audience to find people similar,” FN19) of the corresponding individual to the situation (“to your preferred audience,” FN19), The screenshot shows a Facebook interface for a sponsored event. At the top, it says 'Test Page' with a green circular profile picture containing a white 'T', followed by 'Sponsored (demo)' and a globe icon. Below this is the event title 'Test Event'. The main image is a solid green square with a large, dark green letter 'T' in the center. At the bottom of the image, it says 'SAT, JUL 1 AT 9 AM'. Below the image, the event title 'Test Event' is repeated, followed by '1 person going'. To the right of this is a button with a star icon and the word 'Interested'. At the very bottom, there are three icons: a thumbs-up for 'Like', a speech bubble for 'Comment', and a share icon for 'Share'.

¹⁸ Screenshots of Facebook running on Windows browser.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
	Best practices to advertise your event to your preferred audience 296 views After you set up your Facebook event, use these best practices to help your event ad reach your preferred audience. • <u>Create an event engagement custom audience.</u> To reach people who have shown interest in your events on Facebook, you can create an event engagement custom audience. You can include or exclude people who've responded to events or expressed interest in purchasing tickets. • <u>Use a custom audience from previous events.</u> Use Meta Ads Manager to upload a list of people who've purchased tickets for your events in the past, then create a custom audience to reach those people again. You can make sure to reach previous attendees who may not have seen your current event on Facebook. • <u>Use a lookalike audience to find people similar to your attendees.</u> Use Ads Manager to upload a list of people from email lists or people who have purchased tickets for your events in the past. When you create a lookalike audience, we'll find similar people based on their Facebook data and browsing history. • <u>Use your connections.</u> To reach people who have responded to an event from your Page and their friends, use the Connections field when you create your ad. • <u>Choose the right location.</u> Focus your audience on the people who are most likely to attend the event in a specific location. For local events, choose the city and set your audience to reach people within a certain radius. If you host similar events in multiple locations, we recommend that you create a separate event for each location. 19

¹⁹ Exhibit 47, <https://www.facebook.com/business/help/2141169069528148?id=300360584271273> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
	wherein the affiliation (“event engagement custom audience,” “custom audience from previous events,” “lookalike audience to find people similar,” FN19) is based at least in part on an effect of the situation on the corresponding individual or their property (“more valuable to her than a different ad,” FN20)  20 Facebook uses machine learning to determine the effect of the situation corresponding to an individual i.e., delivering ads “more valuable to her than a different ad.”

²⁰ Exhibit 63, <https://facebook.com/help/447278887528796> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
	providing to each of the devices (“Target audience,” FN10; “Lookalike audience,” FN11) at least one of the plurality of advertisements for display on the webpage (sample ad for “Next Insurance,” FN21) based on determining an affiliation (“Lookalike Audiences-Target people most like your established customers,” FN22) of the corresponding individual to the situation (“new campaign objective,” FN9), A screenshot of the Next Insurance website. The header includes the 'NEXT' logo and navigation links: Coverage, Who We Insure, Certificates, Partner, Support, About Us, and a login button. The main headline reads 'WE'RE 100% DEDICATED TO SMALL BUSINESS.' Below this, a sub-header says 'Choose your primary coverage to get started.' There are five icons representing different insurance types: General Liability, Workers' Compensation, Commercial Auto, Commercial Property, and Other. Each icon has a 'Get a Quote' button below it. 21 A screenshot of the Facebook Audiences page. The title is 'Audiences'. The text explains that audience targeting helps show ads to the right people and offers two general approaches: specific or broad. It then lists common uses: Lookalike Audiences (targeting people like established customers), Custom Audiences (building audiences from mobile app and website data), Dynamic Audiences (building audiences from mobile app and website signals), and Targeting Options (basic targeting including demographics, location, interests, and behaviors). A link to 'advanced targeting' is also provided. 22

²¹ Screenshots of Facebook running on Windows browser. Captured: 4/10/2023 (emphasis added).

²² Exhibit 62, <https://developers.facebook.com/docs/marketing-api/audiences/reference/basic-targeting/> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 1	Facebook Targeted Advertising and Events
	wherein the affiliation (“new campaign objective, FN9) is based at least in part on an effect of the situation on the corresponding individual or their property (“most like your established customers,” FN22; “more likely to be interested,” FN23). Put simply, a Facebook Pixel (now officially known as a Meta Pixel) is a bit of code that can be inserted into your business’ website. Once installed, this code shows you how people react to your Facebook Ads and keeps track of the interactions your customers/prospective customers have with your websites, such as buying a product on your site. You can then use this information to target your ads toward the prospective customers that are more likely to be interested in your ads and your products in the future. 23 Individuals and those with property that will be affected by the situation or event corresponding to the "objective" of an Ad Campaign will be those who have already taken the desired action. The very fact that such individuals have taken the desired indicates they perceive the situation effects them personally and/or their property.

²³ Exhibit 58, <https://www.digitaltrends.com/social-media/what-is-a-facebook-pixel/> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 2	Facebook Targeted Advertising and Events
The method of claim 1, wherein the affiliation is based at least in part on the location of the at least one individual.	The method of claim 1, wherein the affiliation (“event engagement custom audience,” “custom audience from previous events,” “lookalike audience to find people similar,” FN19) is based at least in part on the location (“Your location influences your ads,” FN24) of the at least one individual (Facebook user, “you,” FN24). The screenshot shows a Facebook dialog box titled "Why you saw this ad" with a close button (X) in the top right. Below the title is a lock icon and the text "Only you can see this". The main content is divided into two sections. The first section is titled "Your location influences your ads" and contains the text "Advertisers can choose to reach people who might enjoy their ads based on location." Below this, it states "Your location is set to the United States based on:" followed by a list of four items, each with an icon: a person icon for "The current city you entered on your profile", a location pin icon for "Connection information, such as the IP address of your device", a checkmark icon for "Activity on Meta technologies, such as check-ins", and a gear icon for "Precise device location if you've allowed it". The second section is titled "What you can do" and contains a single item with a person icon: "Update your location settings", followed by a right-pointing arrow. 24

²⁴ Screenshots of Facebook running on Windows browser.

Exhibit 9

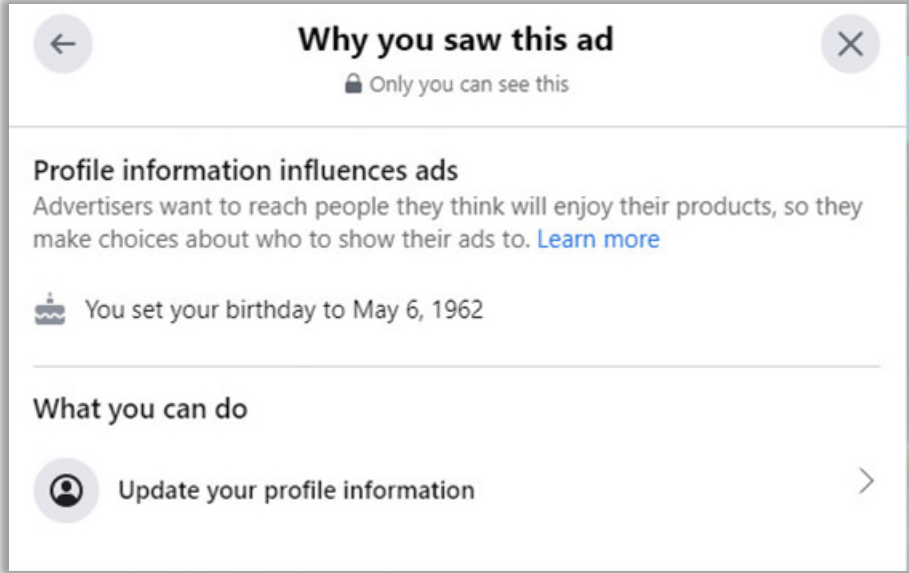
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 3	Facebook Targeted Advertising and Events
The method of claim 2, wherein the location of the at least one individual is determined using positional coordinates obtained from the connected device.	The method of claim 2, wherein the location (“Your location influences your ads,” FN24) of the at least one individual is determined using positional coordinates (“GPS Signal,” FN25) obtained from the connected device (“your device,” FN25). Learn more about your Location information When Location Services is turned off, we may still estimate your location using things like check-ins, events and information about your internet connection. Specific location information like your device's GPS signal and connection information like your Wi-Fi connection or IP address (internet protocol address) help us understand where you are. Your IP address is a unique number assigned to a device, like a phone or computer, that allows it to communicate over the internet. Numbers are assigned according to standard guidelines, or protocols. Just like you need a mailing address to receive a letter from a friend, your device needs a digital address to receive information on the internet. 25

²⁵ Exhibit 64, <https://www.facebook.com/help/278928889350358/> (retrieved July 21, 2023).

Exhibit 9

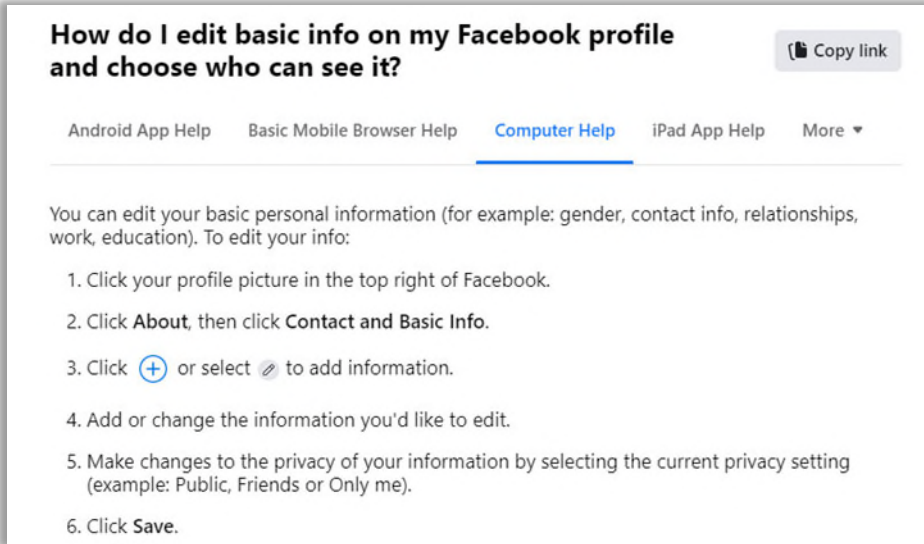
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 4	Facebook Targeted Advertising and Events
The method of claim 1, wherein the affiliation is based at least in part on a profile for the at least one individual.	The method of claim 1, wherein the affiliation (“event engagement custom audience,” “custom audience from previous events,” “lookalike audience to find people similar,” FN19) is based at least in part on a profile (“update your profile information,” FN26) for the at least one individual (Facebook user, “you,” FN26).  26

²⁶ Screenshots of Facebook running on Windows browser.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 5	Facebook Targeted Advertising and Events
5. The method of claim 1, wherein the profile is stored on the connected device.	The method of claim 1, wherein the profile ("Facebook profile, FN27) is stored on the connected device (Facebook device, "Android," "Computer," iPad," FN27).  The screenshot shows a Facebook help article titled "How do I edit basic info on my Facebook profile and choose who can see it?". It includes a "Copy link" button and navigation tabs for "Android App Help", "Basic Mobile Browser Help", "Computer Help" (which is selected), "iPad App Help", and "More". The text explains that users can edit their basic personal information (gender, contact info, relationships, work, education) and provides a six-step guide: 1. Click your profile picture in the top right of Facebook. 2. Click About, then click Contact and Basic Info. 3. Click + or select ✎ to add information. 4. Add or change the information you'd like to edit. 5. Make changes to the privacy of your information by selecting the current privacy setting (example: Public, Friends or Only me). 6. Click Save.

²⁷ Exhibit 65, https://www.facebook.com/help/276177272409629?cms_platform=www&helpref=platform_switcher (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 6	Facebook Targeted Advertising and Events
The method of claim 1, wherein the indication is obtained by a situation authority	The method of claim 1, wherein the indication (“Create an event ad,” FN6) is obtained by a situation authority (“marketing API, FN28“graph.facebook.com,”FN29). Overview The Marketing API is an HTTP-based API that you can use to programmatically query data, create and manage ads, and perform a wide variety of other tasks. This section covers general information on the Marketing APIs, access, versioning, and more. Since the API is HTTP-based, it works with any language or software that supports HTTP, including cURL and almost all modern web browsers. The Marketing API is build on top of Facebook’s Graph API, so almost all requests should be passed to the graph.facebook.com host URL. Basic Concepts Concepts you should understand to better use the Marketing API: Ad Campaign Structure Facebook organizes ads in a structure with three levels: campaign, ad set and ad. In the API, developers have access to a fourth level called creative. 28

²⁸ Exhibit 66, <https://developers.facebook.com/docs/marketing-apis/overview> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 6	Facebook Targeted Advertising and Events
	Step 1: Create a Campaign Start the process creating a new campaign object from the class <code>Campaign</code>. At this stage, you need to set an objective for your ads, which is the overall goal of your campaign. We recommend that you create a <code>PAUSED</code> campaign initially, so you do not get billed while testing. cURLNode.js Business SDKPHP Business SDKPython Business SDKJava Business SDKRuby Business SDK <pre>curl -X POST \ -F 'name="My campaign"' \ -F 'objective="LINK_CLICKS"' \ -F 'status="PAUSED"' \ -F 'special_ad_categories=[]' \ -F 'access_token=<ACCESS_TOKEN>' \ https://graph.facebook.com/v16.0/act_<AD_ACCOUNT_ID>/campaigns</pre> Give Feedback On success, we return an ID for your newly created ad campaign. Remember to save this ID. You can also verify your campaign has been created in ads manager.

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²⁹ Exhibit 51, <https://developers.facebook.com/docs/marketing-api/guides/event-ads> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 7	Facebook Targeted Advertising and Events
The method of claim 6, wherein the situation authority establishes an event node in a multi-dimensional personal information network corresponding to the situation and the devices include personal information aggregators, each personal information aggregator corresponding to a node in the multi-dimensional personal information network.	The method of claim 6, wherein the situation authority (“marketing API, FN28“graph.facebook.com,”FN29). establishes an event node (“/v16.0/act_<AD_ACCOUNT_ID>/campaigns,” FN30) in a multi-dimensional personal information network (“Facebook,” FN15) corresponding to the situation (“new campaign objective, FN9); and the devices include personal information aggregators (Facebook devices), each personal information aggregator (Facebook devices) corresponding to a node (“it’s composed of nodes,” FN32) in the multi-dimensional personal information network (“Facebook,” FN31) . The screenshot shows a web page titled "To create an event ad, you first create a campaign, an ad set and finally the ad. To create a campaign:". Below the title is a dark-themed code editor with a light blue border. At the top of the editor are tabs for different SDKs: "cURL", "Node.js Business SDK", "PHP Business SDK", "Python Business SDK", "Java Business SDK", and "Ruby Business SDK". The "cURL" tab is selected. The code editor contains the following cURL command: <pre>curl -X POST \ -F 'name="My First Event Campaign"' \ -F 'objective="EVENT_RESPONSES"' \ -F 'status="PAUSED"' \ -F 'special_ad_categories=[]' \ -F 'access_token=<ACCESS_TOKEN>' \ https://graph.facebook.com/v16.0/act_<AD_ACCOUNT_ID>/campaigns</pre> Below the code editor are two buttons: "Copy Code" and "Give Feedback". At the bottom of the screenshot, there is a note: "In your request make sure you set objective to EVENT_RESPONSES. For more information about creating ads, see Marketing API Reference, Ad Campaign."

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³⁰ Exhibit 51, <https://developers.facebook.com/docs/marketing-api/guides/event-ads> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 7	Facebook Targeted Advertising and Events
	Overview The Marketing API is an HTTP-based API that you can use to programmatically query data, create and manage ads, and perform a wide variety of other tasks. This section covers general information on the Marketing APIs, access, versioning, and more. Since the API is HTTP-based, it works with any language or software that supports HTTP, including cURL and almost all modern web browsers. The Marketing API is built on top of Facebook's Graph API, so almost all requests should be passed to the <code>graph.facebook.com</code> host URL. Basic Concepts Concepts you should understand to better use the Marketing API: Ad Campaign Structure Facebook organizes ads in a structure with three levels: campaign, ad set and ad. In the API, developers have access to a fourth level called creative. 31 Overview The Graph API is the primary way to get data into and out of the Facebook platform. It's an HTTP-based API that apps can use to programmatically query data, post new stories, manage ads, upload photos, and perform a wide variety of other tasks. The Graph API is named after the idea of a "social graph" — a representation of the information on Facebook. It's composed of nodes, edges, and fields. Typically you use nodes to get data about a specific object, use edges to get collections of objects on a single object, and use fields to get data about a single object or each object in a collection. Throughout our documentation, we may refer to both a node and edge as an "endpoint". For example, "send a <code>GET</code> request to the User endpoint". 32

³¹ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

³² Exhibit 28, <https://www.facebook.com/help/1761941604022087> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 7	Facebook Targeted Advertising and Events
	The method of claim 6, wherein the situation authority (“marketing API, FN28“graph.facebook.com,”FN29). establishes an event node (“/v16.0/act_<AD_ACCOUNT_ID>/campaigns,” FN33) in a multi-dimensional personal information network (“Facebook,” FN31) corresponding to the situation (“new campaign objective, FN9); and the devices include personal information aggregators (Facebook devices), each personal information aggregator (Facebook devices) corresponding to a node (“it’s composed of nodes,” FN35) in the multi-dimensional personal information network (“Facebook,” FN34) . Step 1: Create a Campaign Start the process creating a new campaign object from the class <code>Campaign</code>. At this stage, you need to set an objective for your ads, which is the overall goal of your campaign. We recommend that you create a <code>PAUSED</code> campaign initially, so you do not get billed while testing. cURL Node.js Business SDK PHP Business SDK Python Business SDK Java Business SDK Ruby Business SDK <pre>curl -X POST \ -F 'name="My campaign"' \ -F 'objective="LINK_CLICKS"' \ -F 'status="PAUSED"' \ -F 'special_ad_categories=[]' \ -F 'access_token=<ACCESS_TOKEN>' \ https://graph.facebook.com/v16.0/act_<AD_ACCOUNT_ID>/campaigns</pre>

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³³ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 7	Facebook Targeted Advertising and Events
	Overview The Marketing API is an HTTP-based API that you can use to programmatically query data, create and manage ads, and perform a wide variety of other tasks. This section covers general information on the Marketing APIs, access, versioning, and more. Since the API is HTTP-based, it works with any language or software that supports HTTP, including cURL and almost all modern web browsers. The Marketing API is build on top of Facebook's Graph API, so almost all requests should be passed to the <code>graph.facebook.com</code> host URL. Basic Concepts Concepts you should understand to better use the Marketing API: Ad Campaign Structure Facebook organizes ads in a structure with three levels: campaign, ad set and ad. In the API, developers have access to a fourth level called creative. 34 Overview The Graph API is the primary way to get data into and out of the Facebook platform. It's an HTTP-based API that apps can use to programmatically query data, post new stories, manage ads, upload photos, and perform a wide variety of other tasks. The Graph API is named after the idea of a "social graph" — a representation of the information on Facebook. It's composed of nodes, edges, and fields. Typically you use nodes to get data about a specific object, use edges to get collections of objects on a single object, and use fields to get data about a single object or each object in a collection. Throughout our documentation, we may refer to both a node and edge as an "endpoint". For example, "send a <code>GET</code> request to the User endpoint". 35

³⁴ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

³⁵ Exhibit 28, <https://www.facebook.com/help/1761941604022087> (retrieved July 18, 2023).

Exhibit 9
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
A system for presenting targeted advertising in a situational network, the system comprising:	A system for presenting targeted advertising (“Audience ad targeting,” FN37; “Best practices to advertise your event,” FN38) in a situational network (“Facebook,” “Marketing API,” FN36), the system comprising: 36 37

³⁶ Exhibit 66, <https://developers.facebook.com/docs/marketing-apis/overview> (retrieved July 21, 2023).

³⁷ Exhibit 66, <https://developers.facebook.com/docs/marketing-apis/overview> (retrieved July 21, 2023).

Exhibit 9

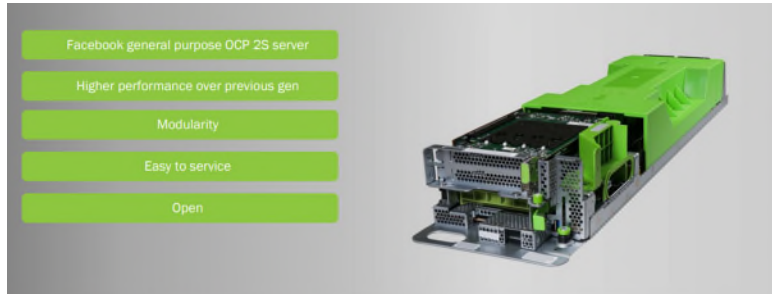
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	Best practices to advertise your event to your preferred audience 296 views After you set up your Facebook event, use these best practices to help your event ad reach your preferred audience. • Create an event engagement custom audience. To reach people who have shown interest in your events on Facebook, you can create an event engagement custom audience. You can include or exclude people who've responded to events or expressed interest in purchasing tickets. • Use a custom audience from previous events. Use Meta Ads Manager to upload a list of people who've purchased tickets for your events in the past, then create a custom audience to reach those people again. You can make sure to reach previous attendees who may not have seen your current event on Facebook. • Use a lookalike audience to find people similar to your attendees. Use Ads Manager to upload a list of people from email lists or people who have purchased tickets for your events in the past. When you create a lookalike audience, we'll find similar people based on their Facebook data and browsing history. • Use your connections. To reach people who have responded to an event from your Page and their friends, use the Connections field when you create your ad. • Choose the right location. Focus your audience on the people who are most likely to attend the event in a specific location. For local events, choose the city and set your audience to reach people within a certain radius. If you host similar events in multiple locations, we recommend that you create a separate event for each location. 38 Facebook creates a situational network using the marketing AP to present targeted advertising for events.

³⁸ Exhibit 47, <https://www.facebook.com/business/help/2141169069528148?id=300360584271273> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
a central server, corresponding to a situation authority, configured to receive a plurality of advertisements from at least one advertising entity, obtain an indication of an occurrence of a situation, automatically connect devices corresponding to a plurality of individuals to the situational network established in response to the situation, cause an automatic redirection of a web browser application operating on each of the devices to a webpage containing information related to the situation, and provide at least one of the plurality of advertisements to each of the devices for display on the webpage based on determining an affiliation of the corresponding individual to the situation, wherein the affiliation is based at least in part on an effect of the situation on the corresponding individual or their property; and	a central server (“Facebook general purpose OCP 2S server, “distributed server clusters, FN39, FN40), corresponding to a situation authority (“marketing API, FN41, “graph.facebook.com,” FN42),  All those problems could be solved directly by writing a custom distributed service designed around objects and associations. In early 2009, a team of Facebook infrastructure engineers started to work on TAO (“The Associations and Objects”). TAO has now been in production for several years. It runs on a large collection of geographically distributed server clusters. TAO serves thousands of data types and handles over a billion read requests and millions of write requests every second. Before we take a look at its design, let’s quickly go over the graph data model and the API that TAO implements.

³⁹ Exhibit 43, <https://www.opencompute.org/files/OCP2018-Summit-Facebook-2S-Server-Tioga-Pass-Refresh-v06.pdf> (retrieved July 21, 2023).

⁴⁰ Exhibit 67, <https://engineering.fb.com/2013/06/25/core-data/tao-the-power-of-the-graph/> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

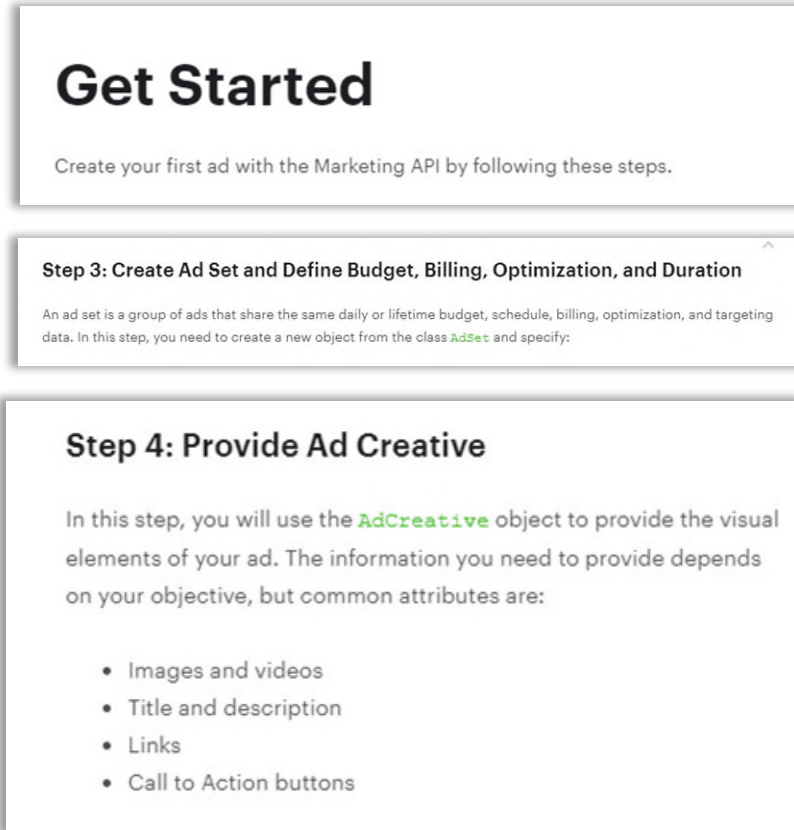
Claim 22	Facebook Targeted Advertising and Events
	Overview The Marketing API is an HTTP-based API that you can use to programmatically query data, create and manage ads, and perform a wide variety of other tasks. This section covers general information on the Marketing APIs, access, versioning, and more. Since the API is HTTP-based, it works with any language or software that supports HTTP, including cURL and almost all modern web browsers. The Marketing API is built on top of Facebook's Graph API, so almost all requests should be passed to the graph.facebook.com host URL. Basic Concepts Concepts you should understand to better use the Marketing API: Ad Campaign Structure Facebook organizes ads in a structure with three levels: campaign, ad set and ad. In the API, developers have access to a fourth level called creative. Step 1: Create a Campaign Start the process creating a new campaign object from the class Campaign. At this stage, you need to set an objective for your ads, which is the overall goal of your campaign. We recommend that you create a PAUSED campaign initially, so you do not get billed while testing. cURLNode.js Business SDKPHP Business SDKPython Business SDKJava Business SDKRuby Business SDK <pre>curl -X POST \ -F 'name="My campaign"' \ -F 'objective="LINK_CLICKS"' \ -F 'status="PAUSED"' \ -F 'special_ad_categories=[]' \ -F 'access_token=<ACCESS_TOKEN>' \ https://graph.facebook.com/v16.0/act_{AD_ACCOUNT_ID}/campaigns</pre> Give Feedback On success, we return an ID for your newly created ad campaign. Remember to save this ID. You can also verify your campaign has been created in ads manager.

⁴¹ Exhibit 66, <https://developers.facebook.com/docs/marketing-apis/overview> (retrieved July 21, 2023).

⁴² Exhibit 66, <https://developers.facebook.com/docs/marketing-apis/overview> (retrieved July 21, 2023).

Exhibit 9

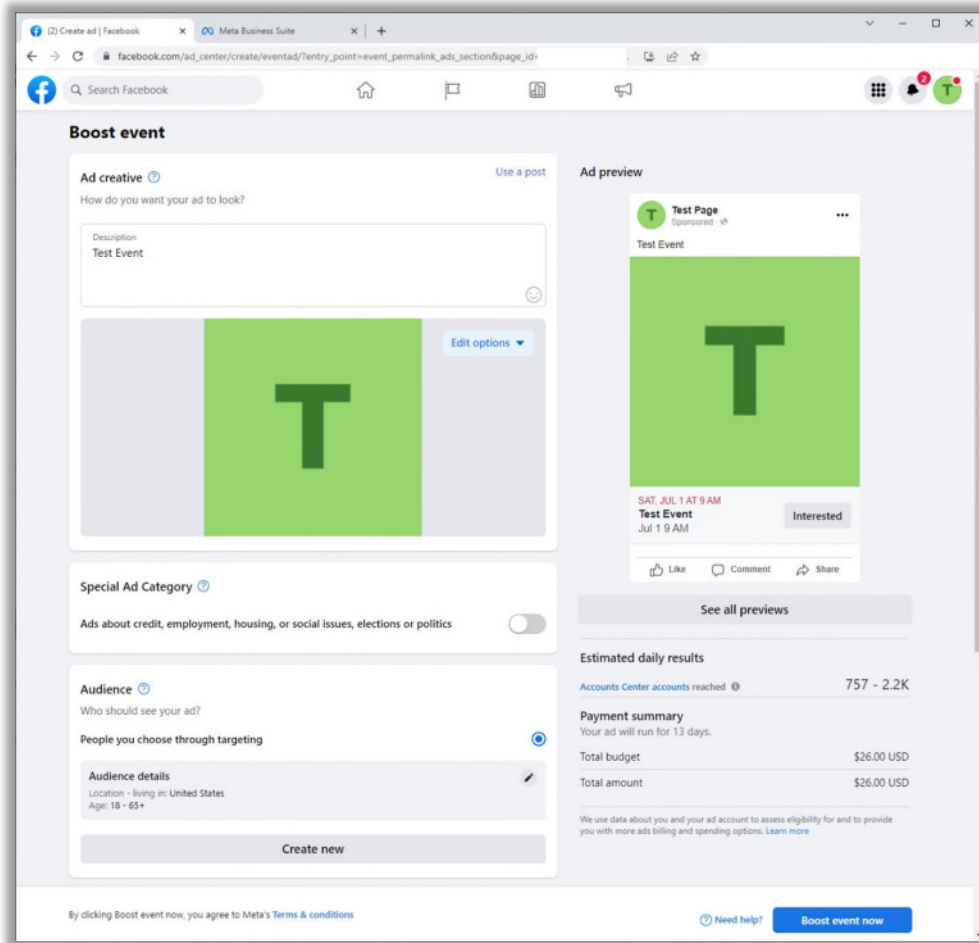
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	configured to receive a plurality of advertisements (“your first ad,” “ad creative,” FN43; “Boost Event Now,” FN44) from at least one advertising entity (Facebook advertiser, “you,” FN43),  The screenshot displays the 'Get Started' page for the Facebook Marketing API. It includes a heading 'Get Started' with the instruction 'Create your first ad with the Marketing API by following these steps.' Below this, 'Step 3: Create Ad Set and Define Budget, Billing, Optimization, and Duration' is shown, followed by a description of an ad set and a link to 'Step 4: Provide Ad Creative'. Step 4 describes using the <code>AdCreative</code> object and lists common attributes: Images and videos, Title and description, Links, and Call to Action buttons. 43

⁴³ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
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⁴⁴Screenshots of Facebook running on Windows browser.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	obtain an indication (“Create an event ad,” FN45), of an occurrence of a situation (“Ad objectives,” FN46; “My First Event Campaign,” FN45), To create an event ad, you first create a campaign, an ad set and finally the ad. To create a campaign: cURLNode.js Business SDKPHP Business SDKPython Business SDKJava Business SDKRuby Business SDK <pre>curl -X POST \ -F 'name="My First Event Campaign"' \ -F 'objective="EVENT_RESPONSES"' \ -F 'status="PAUSED"' \ -F 'special_ad_categories=[]' \ -F 'access_token=<ACCESS_TOKEN>' \ https://graph.facebook.com/v16.0/act_<AD_ACCOUNT_ID>/campaigns</pre> Copy CodeGive Feedback In your request make sure you set objective to EVENT_RESPONSES. For more information about creating ads, see Marketing API Reference, Ad Campaign.

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⁴⁵ Exhibit 51, <https://developers.facebook.com/docs/marketing-api/guides/event-ads> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events															
	<table><tr><th>Ad objective</th><th>Your business goal is to:</th><th>Previous ad objective</th></tr><tr><td>Awareness</td><td> Create awareness of your business. This objective will help you reach the largest number of people who are most likely to remember your ad. For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business. </td><td> Brand awareness Reach Video views Store traffic </td></tr><tr><td>Traffic</td><td> Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook or Instagram shop, website or app. For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations. </td><td> Traffic </td></tr><tr><td>Engagement</td><td> Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page. For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so. </td><td> Engagement Video views Messages Conversions </td></tr><tr><td>Leads</td><td> Collect leads for your business or brand via messages, phone calls or signups. For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business. </td><td> Lead generation Messages Conversions </td></tr></table>	Ad objective	Your business goal is to:	Previous ad objective	Awareness	Create awareness of your business. This objective will help you reach the largest number of people who are most likely to remember your ad. For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business.	Brand awareness Reach Video views Store traffic	Traffic	Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook or Instagram shop, website or app. For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations.	Traffic	Engagement	Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page. For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so.	Engagement Video views Messages Conversions	Leads	Collect leads for your business or brand via messages, phone calls or signups. For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business.	Lead generation Messages Conversions
Ad objective	Your business goal is to:	Previous ad objective														
Awareness	Create awareness of your business. This objective will help you reach the largest number of people who are most likely to remember your ad. For example, if your business is brand new or has been recently renamed, awareness may help potential customers become more familiar with your business.	Brand awareness Reach Video views Store traffic														
Traffic	Increase traffic to an online destination of your choice. Send people to a destination, like your Facebook or Instagram shop, website or app. For example, if you're having a flash sale in your shop or want to send potential customers to a web page that describes your services, this may help drive traffic to those destinations.	Traffic														
Engagement	Find people more likely to engage with your business online, send a message or take desired actions on your ad or Page. For example, if you want people who are interested in your products or services to start a conversation via Messenger, this objective can reach potential customers more likely to do so.	Engagement Video views Messages Conversions														
Leads	Collect leads for your business or brand via messages, phone calls or signups. For example, if you want potential customers to sign up for a monthly newsletter, this objective can help you reach people willing to share their information with you to learn more about your business.	Lead generation Messages Conversions														
	46 As Ad Campaign objectives correspond to situations and events, by simply allowing setting an objective for an Ad Campaign Facebook's servers are configured to obtain an indication of an occurrence of a situation. Creating an Ad Campaign using Meta's Marketing API entails sending a post to the graph.facebook.com host URL containing an "Objective". (Step 1 directing users to post an "objective" to graph.facebook.com to create an Ad Campaign.). The very creation of an active Ad Campaign demonstrates Facebook's are configured to obtain an indication of an occurrence of a situation.															

⁴⁶ Exhibit 38, <https://www.facebook.com/business/help/1438417719786914> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	automatically connect devices (“Define Targeting,” FN50; “your lookalike audience to be created,” FN47; “decide which ads to show you,” FN52; “Reach More People,” FN53) corresponding to a plurality of individuals (“Target audience,” FN50; “Lookalike audience,” FN51) to the situational network (“Facebook,” FN36 “Marketing API, FN36) established in response to the situation (“Steps 1-5; “set the status to active,” FN48), 5. Choose your desired audience size with the slide. 6. Select Create audience. Once you're finished, it may take 6-24 hours for your lookalike audience to be created. Going forward, your audience will refresh every 3-7 days (as long as you're still actively targeting ads to it). However, you don't need to wait for your lookalike audience to update to use it. On This Page Get Started Before You Start Step 1: Create a Campaign Step 2: Define Targeting Step 3: Create Ad Set and Define Budget, Billing, Optimization, and Duration Step 4: Provide Ad Creative Example Step 5: Schedule Delivery Copying Ads Step 5: Schedule Delivery Finally, create your Ad object to link your AdCreative and AdSet. Set the status of your Ad to paused to avoid placing an order instantly. cURL Node.js Business SDK PHP Business SDK Python Business SDK Java Business SDK Ruby Business SDK <pre>curl -X POST \ -F 'name="My Ad"' \ -F 'adset_id"<AD_SET_ID>"' \ -F 'creative=' { "creative_id": "<CREATIVE_ID>" } \ -F 'status="PAUSED"' \ -F 'access_token="<ACCESS_TOKEN>"' \ http://graph.facebook.com/v17.0/act_<AD_ACCOUNT_ID>/ads</pre> Copy Code Give Feedback Verify that your ad exists in the ads manager. Click on the campaign you just created, then on the ad set, and on the ad. Once you're comfortable booking ads with the API, set the status to active. First, the ad goes through ad review, and has the status PENDING_REVIEW. Once the review is done, it goes back to the status of ACTIVE.

⁴⁷ Exhibit 61, <https://www.facebook.com/business/help/465262276878947?id=401668390442328> (retrieved July 21, 2023).

⁴⁸ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	Step 1: Create a Campaign Start the process creating a new campaign object from the class <code>Campaign</code>. At this stage, you need to set an objective for your ads, which is the overall goal of your campaign. We recommend that you create a <code>PAUSED</code> campaign initially, so you do not get billed while testing. cURLNode.js Business SDKPHP Business SDKPython Business SDKJava Business SDKRuby Business SDK <pre>curl -X POST \ -F 'name="My campaign"' \ -F 'objective="LINK_CLICKS"' \ -F 'status="PAUSED"' \ -F 'special_ad_categories=[]' \ -F 'access_token=<ACCESS_TOKEN>' \ https://graph.facebook.com/v16.0/act_<AD_ACCOUNT_ID>/campaigns</pre> Give Feedback On success, we return an ID for your newly created ad campaign. Remember to save this ID. You can also verify your campaign has been created in ads manager. Step 2: Define Targeting Before moving to create your ad sets, you need to define your target audience. In the next step, you create an ad set and specify your audience's attributes. You have many targeting options. In this example, we use targeting search to find predefined values that can be used to set up an audience. First, let's look for available countries including the word "united": i Reference Docs - Targeting Specs - Targeting Search

⁴⁹ Exhibit 66, <https://developers.facebook.com/docs/marketing-apis/overview> (retrieved July 21, 2023).

⁵⁰ Exhibit 24, <https://developers.facebook.com/docs/marketing-apis/get-started> (retrieved July 18, 2023).

Exhibit 9

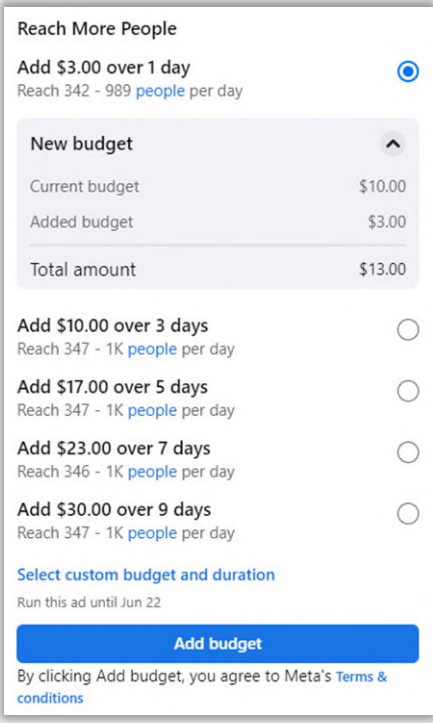
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	Audiences Audience targeting helps you show your ads to the people you care about. There are two general approaches — specific or broad — you can take when creating a target audience. The approach you choose depends on what you're trying to accomplish and your available resources. You can be specific and create audiences based on customer data, conversion data such as activity in your app or website, etc. Or, you can provide broader information, such as demographics or location, and we deliver ads to people who meet those attributes. Common Uses • Lookalike Audiences — Target people most like your established customers. • Custom Audiences — Build your target custom audience with data from mobile app and website behavior, CRM, and engagement signals. You can also build audiences from offline conversions. • Dynamic Audiences — Build an audience from mobile app and website signals. • Targeting Options — Basic targeting includes demographics and events, location, interests, and behaviors. You can also learn about advanced targeting. 51

⁵¹ Exhibit 62, <https://developers.facebook.com/docs/marketing-api/audiences/reference/basic-targeting/> (retrieved July 18, 2023).

Exhibit 9

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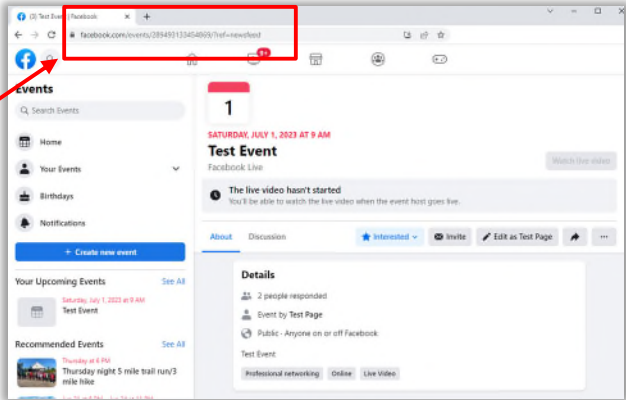
Claim 22	Facebook Targeted Advertising and Events
	 52  53 Facebook uses machine learning to automatically connect devices to the situational network to determine the best add to show you at a given time. The advertiser can increase their budget to “reach more people” and connect more devices.

⁵² Exhibit 63, <https://facebook.com/help/447278887528796> (retrieved July 21, 2023).

⁵³ Facebook for iOS.

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Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
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When the user clicks on the presented ad, they are automatically redirected to a webpage <http://facebook.com/events/289493...>for information related to the situation.

⁵⁵ Screenshots of Facebook running on Windows browser.

⁵⁶ Screenshots of Facebook running Windows browser.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	provide at least one of the plurality of advertisements (sample ad for “Test Event,” FN57) to each of the devices (“Target audience,” FN50) for display on the webpage (“facebook.com/events/289493...”) based on determining an affiliation (“event engagement custom audience,” “custom audience from previous events,” “lookalike audience to find people similar,” FN58) of the corresponding individual (“to your preferred audience,” FN58) to the situation (“Ad objectives,” FN46); The image is a screenshot of a Facebook event advertisement. At the top, it shows a green circular profile picture with a white 'T' and the text 'Test Page' and 'Sponsored (demo)'. Below this is the event title 'Test Event'. The main visual is a large green square with a dark green 'T' in the center. At the bottom of the ad, it says 'SAT, JUL 1 AT 9 AM', 'Test Event', and '1 person going'. There is an 'Interested' button with a star icon. Below the ad are three icons: a thumbs up for 'Like', a speech bubble for 'Comment', and a share icon for 'Share'.

⁵⁷ Screenshots of Facebook running on Windows browser.

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Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	Best practices to advertise your event to your preferred audience 296 views After you set up your Facebook event, use these best practices to help your event ad reach your preferred audience. • <u>Create an event engagement custom audience</u>. To reach people who have shown interest in your events on Facebook, you can create an event engagement custom audience. You can include or exclude people who've responded to events or expressed interest in purchasing tickets. • <u>Use a custom audience from previous events</u>. Use Meta Ads Manager to upload a list of people who've purchased tickets for your events in the past, then create a custom audience to reach those people again. You can make sure to reach previous attendees who may not have seen your current event on Facebook. • <u>Use a lookalike audience to find people similar to your attendees</u>. Use Ads Manager to upload a list of people from email lists or people who have purchased tickets for your events in the past. When you create a lookalike audience, we'll find similar people based on their Facebook data and browsing history. • <u>Use your connections</u>. To reach people who have responded to an event from your Page and their friends, use the Connections field when you create your ad. • <u>Choose the right location</u>. Focus your audience on the people who are most likely to attend the event in a specific location. For local events, choose the city and set your audience to reach people within a certain radius. If you host similar events in multiple locations, we recommend that you create a separate event for each location.

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⁵⁸ Exhibit 47, <https://www.facebook.com/business/help/2141169069528148?id=300360584271273> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	wherein the affiliation (“event engagement custom audience,” “custom audience from previous events,” “lookalike audience to find people similar,” FN58) is based at least in part on an effect of the situation on the corresponding individual or their property (“more valuable to her than a different ad,” FN59) ; and  59 Facebook uses machine learning to determine the effect of the situation corresponding to an individual i.e., delivering ads “more valuable to her than a different ad.”

⁵⁹ Exhibit 63, <https://facebook.com/help/447278887528796> (retrieved July 21, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
a database associated with the central server for storing information related to availability of a service at a plurality of service locations affected by the situation; and	a database (“the same MySQL database, FN60) associated with the central server (“Facebook general purpose OCP 2S server, “distributed server clusters, FN39) for storing information related to availability of a service (“Company Contact info,” FN61) at a plurality of service locations (“Service Area,” FN61) affected by the situation (“most like your established customers,” FN62; “more likely to be interested,” FN59); and The data set managed by TAO is partitioned into hundreds of thousands of shards. All objects and associations in the same shard are stored persistently in the same MySQL database, and are cached on the same set of servers in each caching cluster. Individual objects and associations can optionally be assigned to specific shards at creation time. Controlling the degree of data collocation proved to be an important optimization technique for reducing communication overhead and avoiding hot spots. 60 Company 🌐 ✎ Contact info Service Area If you travel to provide goods or services to your customers, select up to ten neighborhoods, cities or regions to define your service area. 🌐 Public Cancel Save 61

⁶⁰ Exhibit 67, <https://engineering.fb.com/2013/06/25/core-data/tao-the-power-of-the-graph/> (retrieved July 21, 2023).

⁶¹ Screenshots of Facebook running on Windows browser.

Exhibit 9

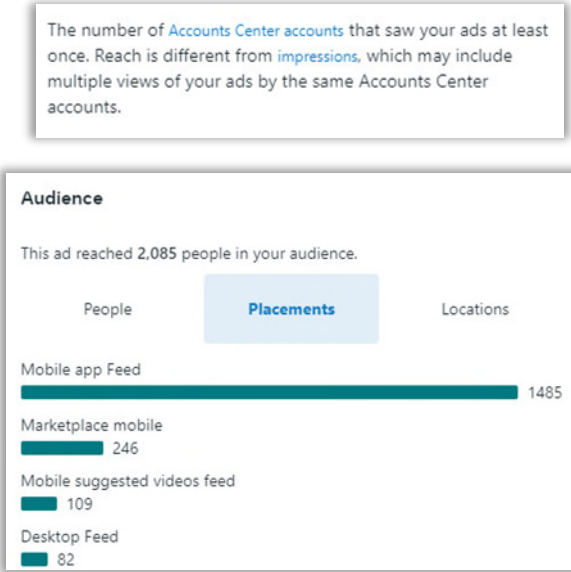
Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	The screenshot shows the 'Audiences' section of Facebook's marketing interface. It explains that audience targeting helps show ads to the right people and offers two general approaches: specific or broad. It then lists common uses: Lookalike Audiences (targeting people like existing customers), Custom Audiences (building audiences from mobile app and website behavior, CRM, and engagement signals), Dynamic Audiences (building audiences from mobile app and website signals), and Targeting Options (basic targeting by demographics and events, location, interests, and behaviors, with a link to advanced targeting). 62 Facebook business pages permit users to add services as well as service areas. To set a service area, the user enters the Facebook business page, opens the "About" tab. The user then selects Edit Page Information and then selects Location. The user may then add the location of their business. After entering the business location, the user may then add service areas into the Service Area box. By maintaining a list of service areas for each business, Meta creates a database, or the equivalent thereof, associated with the central server for storing information related to availability of a service at a plurality of service location affect by the situation.

⁶² Exhibit 62, <https://developers.facebook.com/docs/marketing-api/audiences/reference/basic-targeting/> (retrieved July 18, 2023).

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
a plurality of devices, each device corresponding to an individual connected via the situational network, configured to connect to the central server, and receive at least one of the advertisements based on the affiliation of the respective individual to the situation.	a plurality of devices (“Mobile app Feed, Desktop Feed,” FN63) , each device corresponding to an individual connected (“The number Accounts Center accounts that saw your ads,” “Reach,” FN63) via the situational network (“Facebook,” “Marketing API,” FN1, configured to connect to the central server (“Facebook general purpose OCP 2S server, “distributed server clusters, FN39), and receive at least one of the advertisements (“saw your ads,” FN63, e.g., ad for “Next Insurance, FN64) based on the affiliation (“Lookalike Audiences-Target people most like your established customers, FN65) of the respective individual to the situation (“new campaign objective,” FN9).  63 Meta distributes a family of apps including Facebook, Instagram, Messenger and WhatsApp. Each of these Apps is user specific. Accordingly, when downloaded and installed these apps create a plurality of devices wherein each device corresponds to an individual connected to the situational network. Targeting may be controlled to particular devices by modifying the ad placement parameters.

⁶³ Screenshots of Facebook running on Windows browser.

Exhibit 9

Infringement of US Patent 8,249,932 by Facebook Targeted Advertising and Events

Claim 22	Facebook Targeted Advertising and Events
	This screenshot shows the homepage of the Next Insurance website. At the top, there's a navigation bar with links like 'Coverage', 'Who We Insure', 'Certificate', 'Partner', 'Support', 'About Us', and 'Log In'. The main headline reads 'WE'RE 100% DEDICATED TO SMALL BUSINESS.' Below this, it says 'Choose your primary coverage to get started.' There are five icons representing different insurance types: General Liability, Workers' Compensation, Commercial Auto, Commercial Property, and Other. Each icon has a corresponding 'Get a Quote' button. 64 This screenshot shows a page from the Facebook Developers documentation titled 'Audiences'. It explains that audience targeting helps show ads to the right people. It mentions two general approaches: specific or broad. It also lists common uses for audiences, including Lookalike Audiences, Custom Audiences (built from mobile app and website behavior, CRM, and engagement signals), Dynamic Audiences (built from mobile app and website signals), and Targeting Options (basic targeting including demographics, location, interests, and behaviors). 65

⁶⁴ Screenshots of Facebook running on Windows browser.

⁶⁵ Exhibit 62, <https://developers.facebook.com/docs/marketing-api/audiences/reference/basic-targeting/> (retrieved July 18, 2023).