

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

META PLATFORMS, INC.,
Petitioner

v.

SITNET, LLC,
Patent Owner

Case IPR2024-00612
U.S. Patent No. 8,249,932

PETITIONER'S UPDATED EXHIBIT LIST

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Petitioner Meta Platforms, Inc. files this Updated Exhibit List to accompany
filing of Exhibit 1057, Petitioner’s Oral Hearing Demonstratives.

Exhibit No.	Description
1001	U.S. Patent No. 8,249,932 to Cona et al. (“’932 patent”)
1002	Prosecution History of U.S. Patent No. 8,249,932 (“Prosecution History”)
1003	Declaration of Bernard J. Jansen, Ph.D.
1004	<i>Curriculum Vitae</i> of Bernard J. Jansen, Ph.D.
1005	<i>Intentionally Left Blank</i>
1006	<i>Intentionally Left Blank</i>
1007	U.S. Patent No. 8,346,864 to Amidon et al. (“Amidon”)
1008	U.S. Patent No. 9,195,996 to Walsh et al. (“Walsh”)
1009	Ioannidis, J.P.A. et al., “Updated science-wide author databases of standardized citation indicators,” <i>PLOS Biology</i> (Oct. 2020)
1010	<i>Intentionally Left Blank</i>
1011	U.S. Patent No. 7,263,614 to Roskind (“Roskind”)
1012	<i>Intentionally Left Blank</i>
1013	Zhang, P. et al., “Intelligent Delivery of Interactive Advertisement Content,” Bell Labs Technical Journal, 13(3):143-158 (Sept. 2008)
1014	U.S. Patent Pub. No. 2006/0095320 to Jones (“Jones”)
1015	U.S. Patent No. 8,799,073 to Shahine et al. (“Shahine”)
1016	“Why we’re buying DoubleClick” Google Blog, accessed at https://googleblog.blogspot.com/2007/06/why-were-buying-doubleclick.html (June 26, 2007) (“Google Blog”)
1017	<i>Intentionally Left Blank</i>
1018	<i>Intentionally Left Blank</i>
1019	<i>Intentionally Left Blank</i>
1020	<i>Intentionally Left Blank</i>
1021	“GPS Coordinates,” TechTarget (Aug. 2022)

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1022	<i>Intentionally Left Blank</i>
1023	<i>Intentionally Left Blank</i>
1024	Tsang, M.M. et al., “Consumer Attitudes Toward Mobile Advertising: An Empirical Study,” <i>International Journal of Electronic Commerce</i> , 8(3):65-78 (2004)
1025	Gidófalvi, G. et al., “Estimating the Capacity of the Location-Based Advertising Channel,” <i>Sixth International Conference on the Management of Mobile Business</i> (2007)
1026	Bruner, R.E. et al., “Best Practices for Optimizing Web Advertising Effectiveness,” <i>DoubleClick</i> (May 2006)
1027	Haghirian, P. et al., “Increasing Advertising Value of Mobile Marketers,” <i>Proceedings of the 38th Hawaii International Conference on System Sciences</i> (2005)
1028	Jafarzadeh, H. et al., “A Systematic Review on Search Engine Advertising,” <i>Pacific Asia Journal of the Association for Information Systems</i> , 7(3):1-32 (Sept. 2015)
1029	“What is an ad server?,” <i>Adjust</i> , accessed at https://www.adjust.com/glossary/ad-server-definition/
1030	<i>Intentionally Left Blank</i>
1031	U.S. Patent No. 8,560,385 to Atazky et al. (“Atazky”)
1032	Complaint, <i>SitNet, LLC v. Meta Platforms, Inc.</i> , Case No. 1:23-cv-06389 (S.D.N.Y.)
1033	“From the original banner to Tosh.0: The hits and misses of publisher ad plays,” <i>Digiday</i> , accessed at https://digiday.com/sponsored/001-328-347-628-gumgumbcs-timeline-how-publishers-monetized-their-pages-since-1988/ (Dec. 9, 2015)
1034	Hesterberg, K., “A Brief History of Online Advertising,” accessed at https://blog.hubspot.com/marketing/history-of-online-advertising (Nov. 28, 2021)
1035	LaFrance, A., “The First-Ever Banner Ad on the Web,” accessed at https://www.theatlantic.com/technology/archive/2017/04/the-first-ever-banner-ad-on-the-web/523728/ (Apr. 21, 2017)

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1036	Oberoi, A., “The History of Online Advertising,” Aspupushup, accessed at https://www.adpushup.com/blog/the-history-of-online-advertising/ (July 3, 2013)
1037	Glave, J., “PGP Lets You Take Charge of Your Cookies,” Wired, accessed at https://www.wired.com/1996/12/pgp-lets-you-take-charge-of-your-cookies/ (Dec. 10, 1996)
1038	Stokel-Walker, C., “How 20 years of Google’s AdSense changed the Internet,” Fast Company, accessed at https://www.fastcompany.com/90861689/how-20-years-of-googles-adsense-changed-the-internet#:~:text=%E2%80%9CIt%20allowed%20creators%20to%20monetize,totals%20more%20than%20%24100%20billion. (Mar. 29, 2023)
1039	“Google Acquires Applied Semantics,” Google, accessed at http://googlepress.blogspot.com/2004/04/google-acquires-applied-semantics.html (April 23, 2003)
1040	“Google Timeline,” The New York Times, accessed at https://www.nytimes.com/2004/04/29/business/google-timeline.html (April 29, 2004)
1041	“The Evolution of Google AdWords – A \$38 Billion Advertising Platform,” WordStream, accessed at https://www.wordstream.com/blog/ws/2012/06/05/evolution-of-adwords (Dec. 18, 2023)
1042	Jansen, B.J. et al., “The Google Online Marketing Challenge,” Journal of Interactive Advertising, Vol. 9, accessed at https://jiad.org/article109/ (2018)
1043	Story, L. and Helft, M., “Google Buys DoubleClick for \$3.1 Billion,” The New York Times, accessed at https://www.nytimes.com/2007/04/14/technology/14DoubleClick.html (Apr. 14, 2007)
1044	U.S. Patent No. 5,774,670 to Montulli (“Montulli”)
1045	Allen, C., “Stale Cookies,” ClickZ, accessed at https://www.clickz.com/stale-cookies/ (Dec. 28, 1999)

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1046	Rothenberg, R., “An Advertising Power, but Just What Does Doubleclick Do?,” The New York Times, accessed at https://www.nytimes.com/1999/09/22/technology/an-advertising-power-but-just-what-does-doubleclick-do.html (Sept. 22, 1999)
1047	Malhotra, A., “HTML Images,” Tech Altum, accessed at https://tutorial.techaltum.com/html-image.html (May 27, 2023)
1048	“Pop-up ads OK for Tripod,” CNET, accessed at https://www.cnet.com/tech/services-and-software/pop-up-ads-ok-for-tripod/ (Dec. 22, 1997)
1049	Langheinrich, M., “Unintrusive customization techniques for Web advertising,” Computer Networks: The International Journal of Computer and Telecommunications Networking, 31(11-16):1259-72 (May 1999)
1050	Reiter, M.K., “Detecting Hit Shaving in Click-Through Payment Schemes,” Proceedings of the 3rd USENIX Workshop on Electronic Commerce (Aug. 31, 1998)
1051	Civil Case Management Plan and Scheduling Order, Case No. 1:23-cv-06389 (S.D.N.Y.), Document 35 (10/20/2023)
1052	Plaintiff SitNet’s Disclosure of Asserted Claims and Infringement Contentions, <i>SitNet, LLC v. Meta Platforms, Inc.</i> , Case No. 1:23-cv-06389 (S.D.N.Y.)
1053	Supplemental Declaration of Bernard J. Jansen, Ph.D.
1054	Joint Claim Construction Statement, <i>SitNet, LLC v. Meta Platforms, Inc.</i> , Case No. 1:23-cv-06389 (S.D.N.Y.) (Feb. 21, 2024)
1055	Infringement Contentions, Exhibit 8, <i>SitNet, LLC v. Meta Platforms, Inc.</i> , Case No. 1:23-cv-06389 (S.D.N.Y.)
1056	Transcript of the Deposition of Aviel D. Rubin, Ph.D., February 7, 2025
1057	Petitioner’s Oral Hearing Demonstratives

Respectfully submitted,

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CERTIFICATE OF SERVICE (37 C.F.R. § 42.6(e))

I certify that the above-captioned **PETITIONER'S UPDATED EXHIBIT LIST** and **EXHIBIT 1057** were served in their entireties on June 6, 2025 upon the following parties via electronic mail:

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