

Exhibit G

State of the Art References for Asserted Patents – U.S. Patent Nos. 8,244,582 (the “’582 patent”); 8,200,822 (the “’822 patent”); 8,677,398 (the “’398 patent”); 10,715,878 (the “’878 patent”); 8,566,164 (the “’164 patent”); and 10,321,198 (the “’198 patent”)

To the extent a finder of fact determines that the references cited in Exhibits A-F do not teach certain limitations in the asserted claims, such limitations would have been inherent and/or obvious in view of the references below.

Defendant’s Invalidity Contentions are based, in part, upon Defendant’s present understanding of the asserted claims and Plaintiffs AlmondNet, Inc.’s and Intent IQ, LLC’s (“AlmondNet”) apparent interpretations of the asserted claims in its January 7, 2021 Preliminary Infringement Contentions (“Infringement Contentions”) and Defendant’s investigation to date. Defendant is not adopting AlmondNet’s constructions or apparent constructions, nor is Defendant admitting to the accuracy of any particular contention or construction. The citations provided in the charts below are exemplary rather than exhaustive and Defendant reserves the right to rely upon additional references uncovered through further searching, other portions of the cited references and/or other portions of references cited within these Invalidity Contentions. Defendant further incorporates by reference the reservation of rights identified in the cover pleading to these Invalidity Contentions as though fully set forth herein. The following references are prior art under at least 35 U.S.C. §§ 102(a), (b), or (e).

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412	S. Olsen, TiVo looks to tune in to advertisers, CNET	3/25/2004
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III. Systems

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422	Ad Server 2.0 by Net Gravity (Ad Server 2.0)	1996
423	TrueCount by MatchLogic, Inc. (TrueCount)	1998
424	Ad Server 3.0 by Net Gravity (Ad Server 3.0)	1998
425	DoubleClick by DoubleClick, Inc.(DoubleClick)	1998
426	AdSmart by AdSmart Corporation (AdSmart)	1998
427	Engage AudienceNet by Engage Technologies, Inc. (Engage)	1999
428	Intent IQ Platform by Intent IQ, LLC (Intent IQ)	1999
429	Pro-Market by AlmondNet, Inc. (Pro-Market)	2000
430	Revenue Science by Revenue Science, Inc. (Revenue Science)	2003

No.	Description	Date (at least as early as)
431	TACODA Audience Networks and TACODA Audience Management Services (TACODA)	2004
432	Jambo System by Jambo Networks (Jambo)	2005
433	AdForce	1994
434	TiVo	2007
435	Google TV Ad	2007
436	Atlas Solutions	2007
437	Broadsign Reach	2007
438	Accipiter Ad Manager	1998
439	Aptex	1998
440	Firefly	1998
441	Infoseek Ultramatch	1998
442	Starpoint	1998
443	FastClick (FastClick)	1998
444	Open AdStream (Open AdStream)	1999
445	Real Media (Real Media)	1998