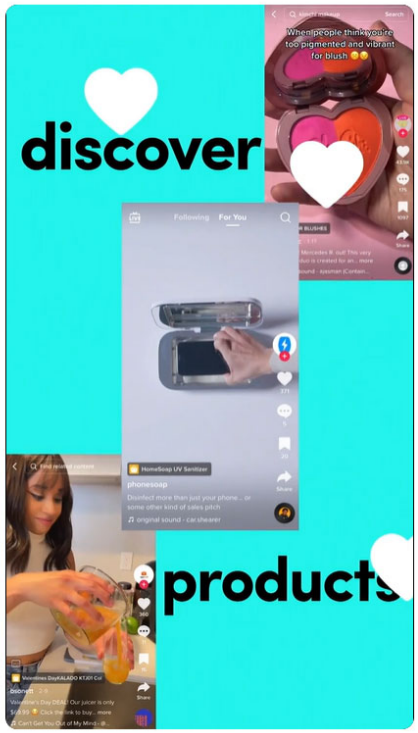
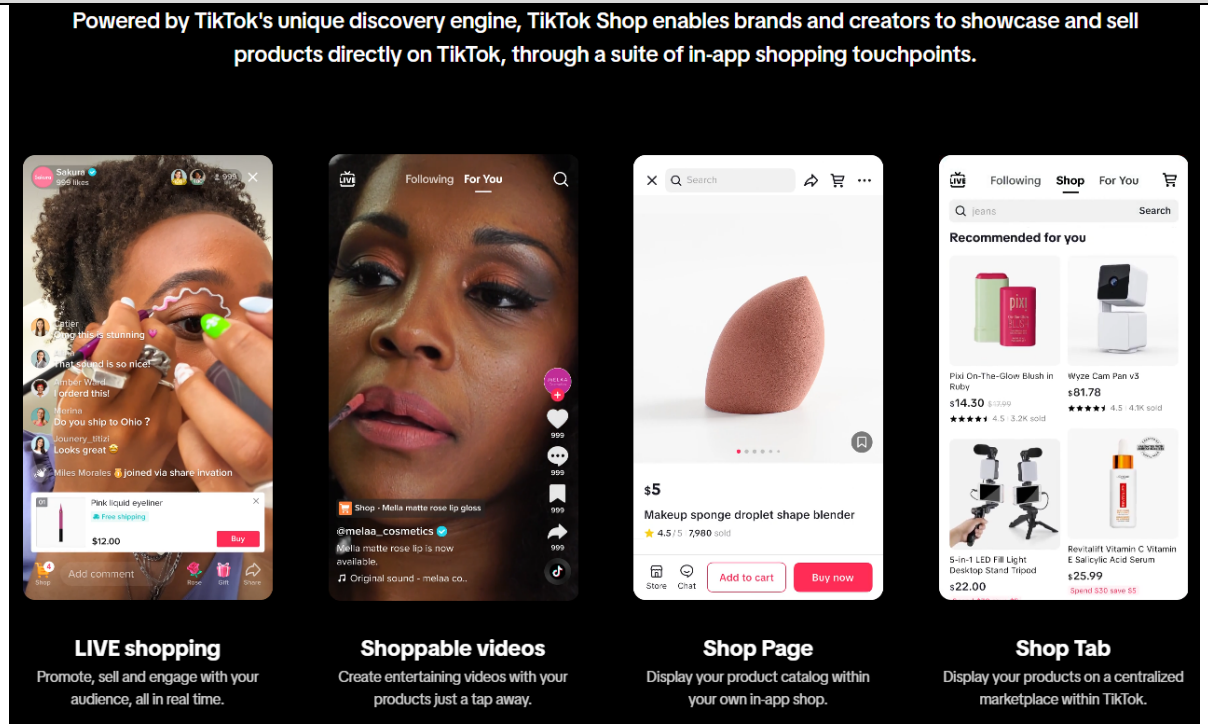
EXHIBIT 1

Infringement of United States Patent No. 11,134,316 (the "'316 Patent") by TikTok

As shown below using an exemplary mapping to the TikTok platform, including but not limited to the TikTok Shop, TikTok LIVE, and TikTok features and services enabling advertising, marketing, and purchasing or downloading items, services, or songs ("TikTok Accused Products"), at least claims 1-19 of the '316 Patent are infringed by one or more TikTok Accused Products.

Claim Language	Exemplary Features of TikTok Accused Products
[1pre] A method for providing information on items, services, or songs in a video media comprising:	To the extent the preamble is limiting, the Accused Products include a method for providing information on items, services, or songs in a video media. For example, TikTok Shop receives "LIVE shopping" videos and "Shoppable videos" uploaded by TikTok users to promote products, including providing product information. In turn, TikTok users can purchase products through these videos on the TikTok mobile apps. The TikTok platform also receives advertisements uploaded by users (including advertisers) to promote products, including providing product information. The TikTok platform also receives videos uploaded by TikTok users that link to songs, including providing song information. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*: "TikTok Shop is a completely personalized and fully integrated commerce solution, where sellers authentically connect with creators and communities to drive meaningful shopping experiences." https://business.tiktokshop.com/us/seller

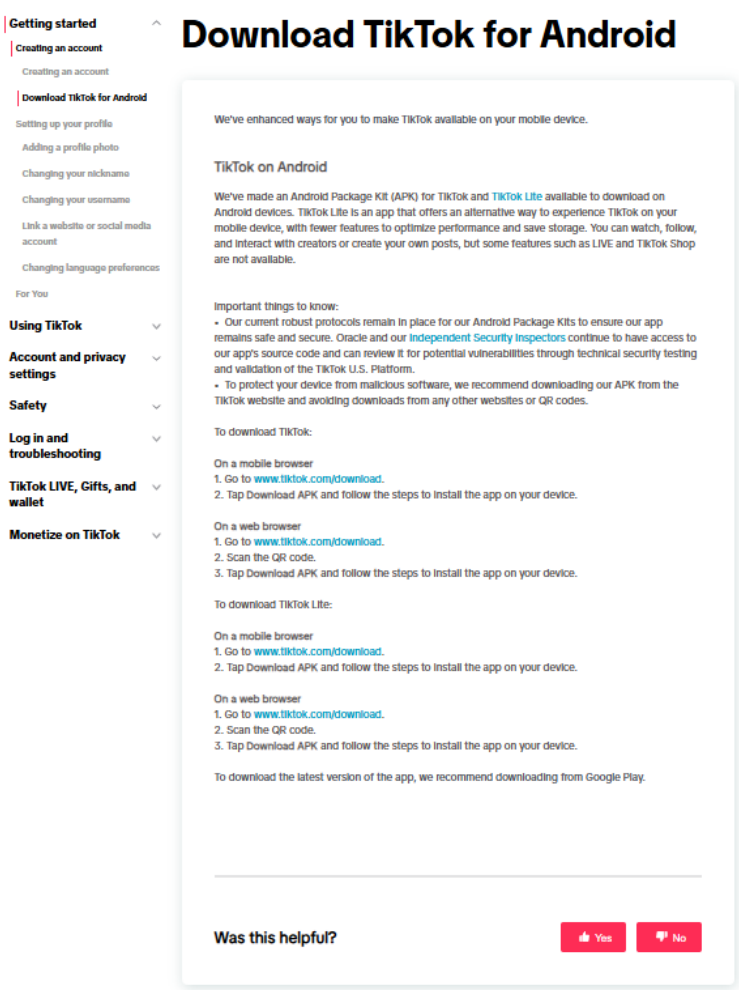
Claim Language	Exemplary Features of TikTok Accused Products
	 https:/business.tiktokshop.com/us/seller **Discovery and Joy** Entertainment combines with commerce through authentic and relatable content, sparking inspiration that leads to purchase. **Trusted Advocates** TikTok creators bring a fresh take on shopping, helping brands build trust by showcasing products through their content. **Passionate Communities** Brands can develop a lasting relationship with an exploding community of users already talking about your products on TikTok. **Frictionless Checkout** Convenient and trusted, from the For You Page through secure check-out, order management, and support. Less friction makes for a happier purchase. **Scaleable Ecosystems** Support for your business, no matter the size. From logistics to post-sale management, you'll find the tools you need to grow.

Claim Language	Exemplary Features of TikTok Accused Products
	 https:/business.tiktokshop.com/us/seller

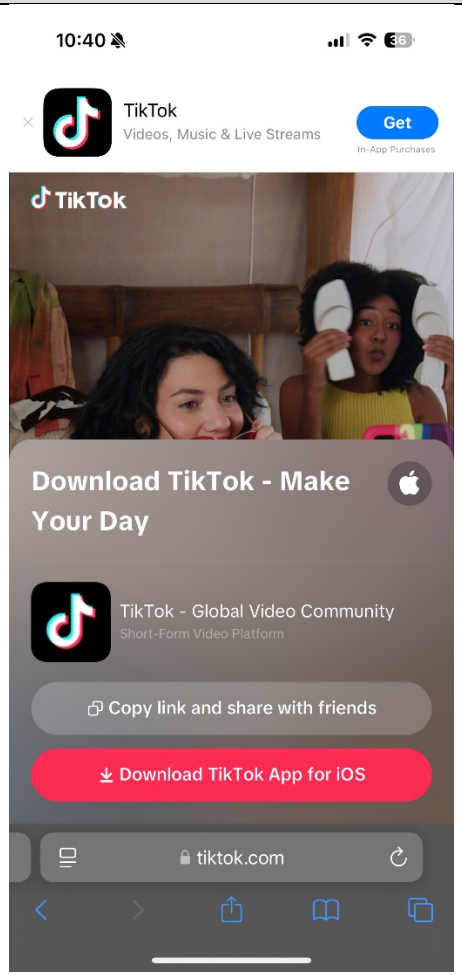
Claim Language	Exemplary Features of TikTok Accused Products
	Creator TikTok Shop allows creators to spotlight and promote products they love to their community, and activate new revenue streams. **Quick & Seamless Experience** Browse, select, and add products into short videos and LIVEs to start promoting in just a few taps. **Earning and Growth Opportunities** Get paid commission on your generated sales through our Affiliate Program, directly accessible on TikTok Shop. **Accessible Partnerships with Brands** Develop relationships and commercial collaboration opportunities with brands across all categories. **Access to Top Products** Explore best selling and creator favorites to feature directly in content by browsing the TikTok Shop Product Marketplace. https:/business.tiktokshop.com/us/seller

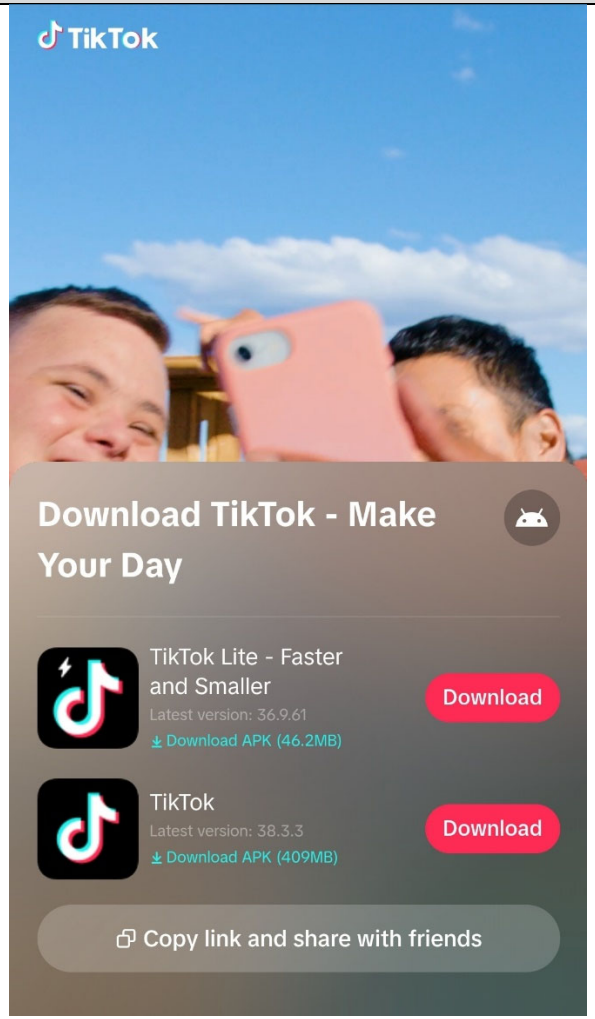
Claim Language	Exemplary Features of TikTok Accused Products
	Shopper TikTok Shop inspires shoppers through entertainment, and guides them to discover brands and products they want to see most.  **Complete In-App Experience** Shop through LIVEs, engaging in-feed videos, or by tapping the shop icon on a brand or creator profile, and checkout directly within TikTok.  **Authentic Recommendations** Discover new brands and products recommended by the TikTok community.  **Safe & Seamless Shopping** Shop within a trustworthy and seamless shopping experience that is fun and entertaining, from discovery straight through to secure checkout.  **Exclusive Offers** Enjoy the excitement of discovering exclusive products, and amazing deals and promotions. https:/business.tiktokshop.com/us/seller

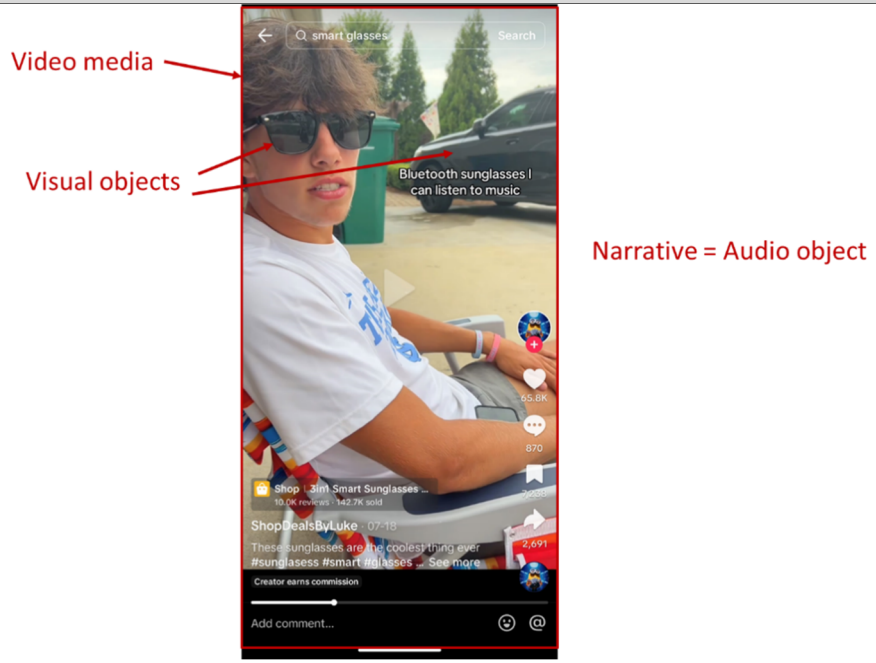
Claim Language	Exemplary Features of TikTok Accused Products
[1a] a) receiving the video media having a plurality of visual or audio objects in one or more frames of the video media;	The Accused Products receive the video media having a plurality of visual or audio objects in one or more frames of the video media. For example, the TikTok platform receives video media having a plurality of visual or audio objects in one or more frames of the video media. The TikTok content creators use TikTok mobile apps, such as iOS and Android apps running on iPhones and Android devices, respectively, for sending videos that are received by the application on TikTok's servers. Users (including advertisers) can also use TikTok Ads Manager, including through a browser, to send videos that are received by TikTok's servers. The video media, in one or more frames, includes at least one visual object representing a product and/or at least one audio object or stream. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:

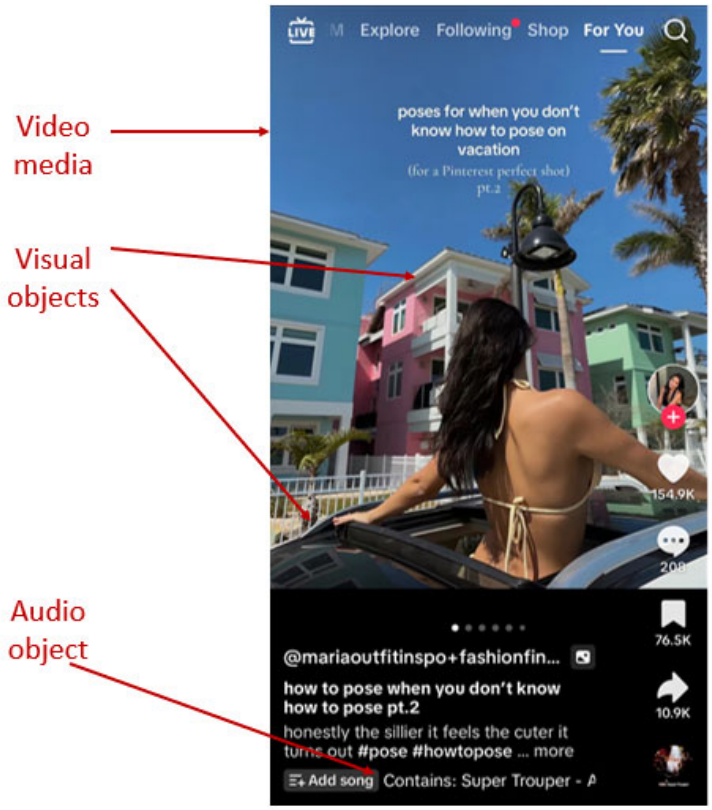
Claim Language	Exemplary Features of TikTok Accused Products
	

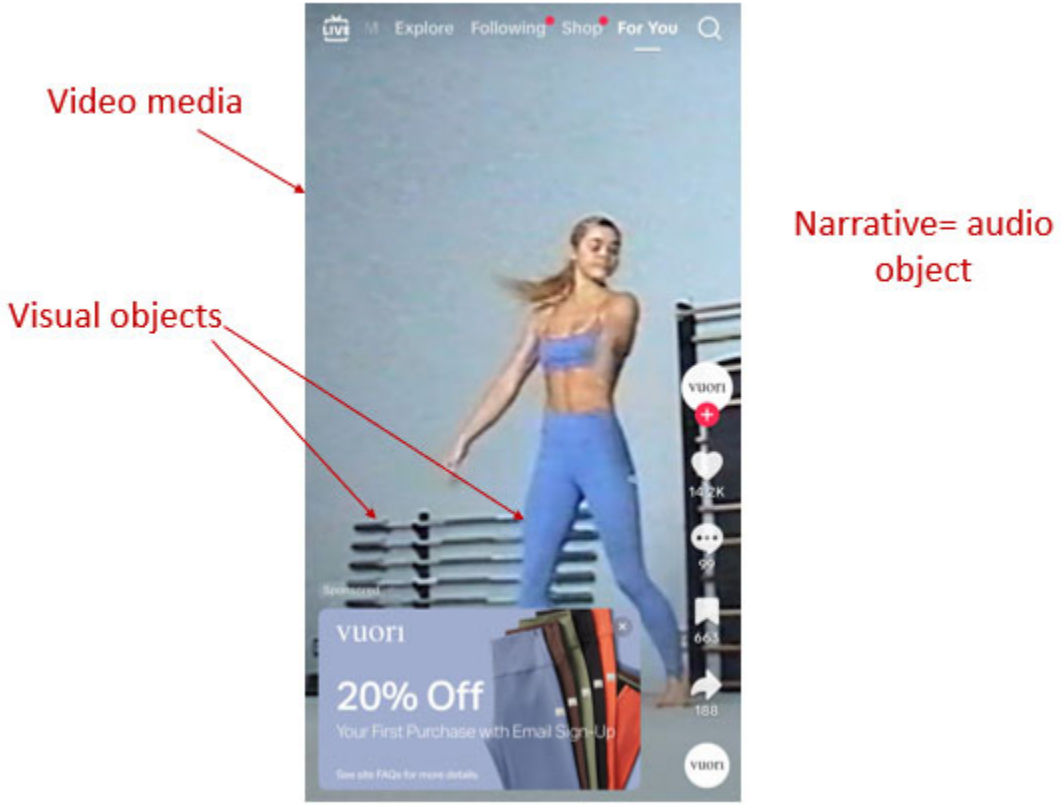
https://support.tiktok.com/en/getting-started/creating-an-account/download-tiktok

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on iOS devices]

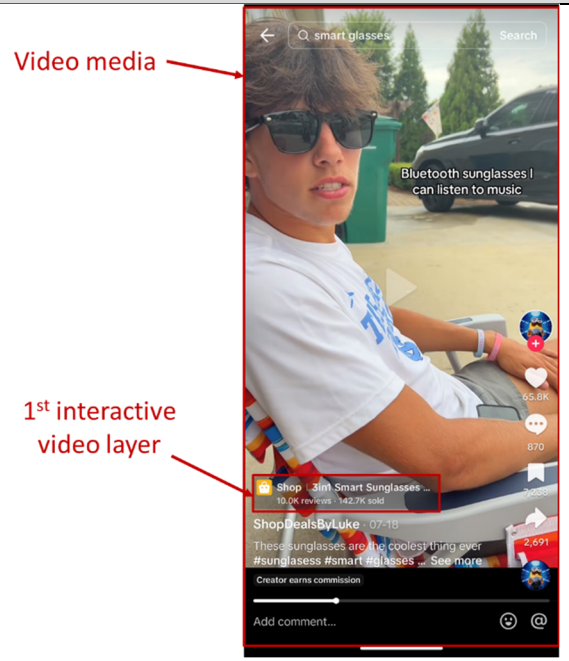
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on Android devices]

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

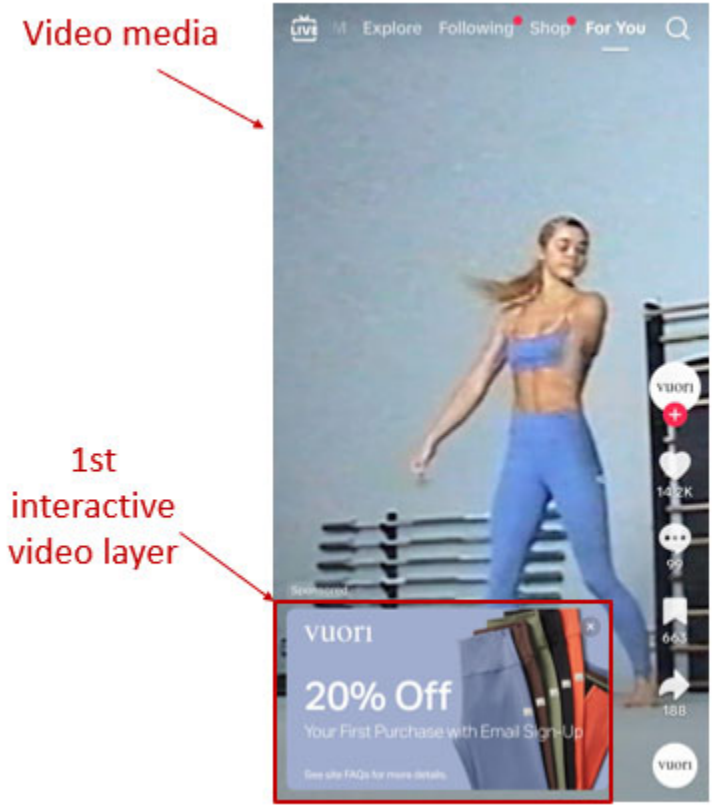
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

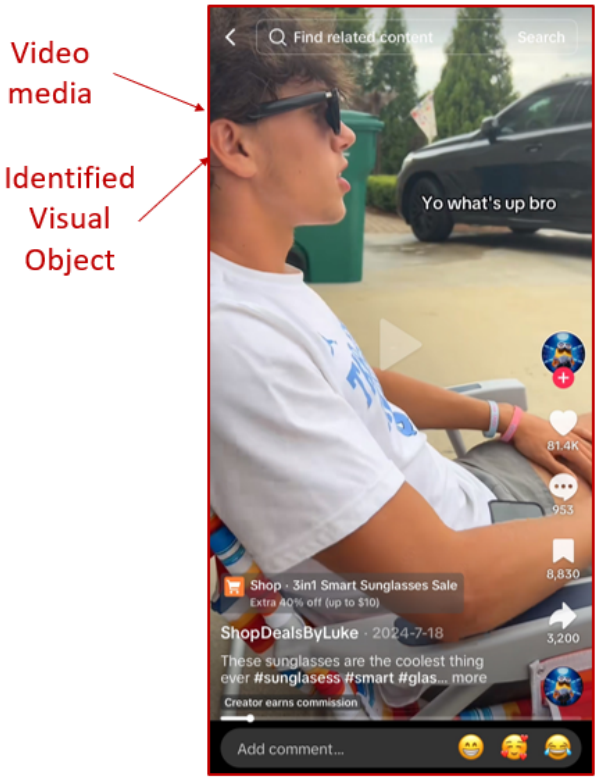
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/

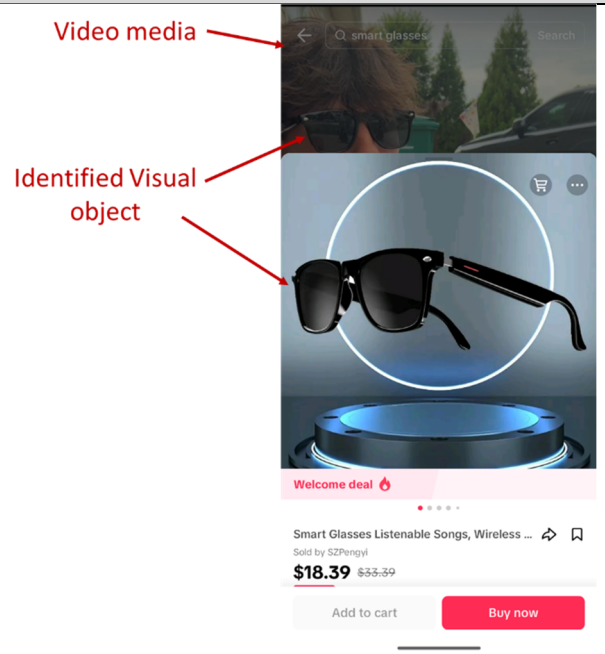
Claim Language	Exemplary Features of TikTok Accused Products
	How to create an ad To create an ad: 1. Log in to your TikTok Ads Manager account. 2. Go to an existing campaign or ad group. 3. Click **Create.** 4. On your ad creation page, turn on/off the Smart creative ads toggle. 5. Enter an ad name. The ad name is only for your reference and is not part of your ad. ◦ **Note:** Ad names support 512 characters. 6. Turn on/off the Identity toggle. 7. Select your ad format - Single video, Carousel, or Collection Ads. TikTok supports video ads. Carousel ad can display images. Our Global App Bundle supports both image and video ads. 8. Under **Ad creatives**, click **+Add videos or images**. You can choose multiple videos and images to add at one time. If you select multiple images, you can create one carousel ad by using all or some of the single image ads. ◦ Under the **Library** tab, toggle between **Videos** and **Images** to choose from your creatives. ◦ Click **+Upload** to add media directly from your computer. ◦ Click **+Create** to create a new video in Ads Manager using **Video template** or **Generate video**. Learn more about video templates to create videos directly on TikTok Ads Manager. 9. Choose a thumbnail for your video. You can upload your own custom cover photo or choose from the pre-selected images from your video. 10. Enter the following text and link elements to be displayed with your ad: • **Display Name:** This name must be consistent with the brand, product, or company name of the promoted website or app. • **Text:** The entered text will be displayed to your audience to tell them what you are promoting. • **Call to Action:** Choose a call-to-action to tell your audience what you'd like them to do when they see your ad. There are dynamic and standard CTAs. https://ads.tiktok.com/help/article/ad-set-up?lang=en
[1b] b) processing the video media to generate a first interactive video layer, wherein the processing includes:	The Accused Products process the video media to generate a first interactive video layer. For example, the TikTok platform processes the video media and generates a first interactive video layer that includes a link to the promoted product or song. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

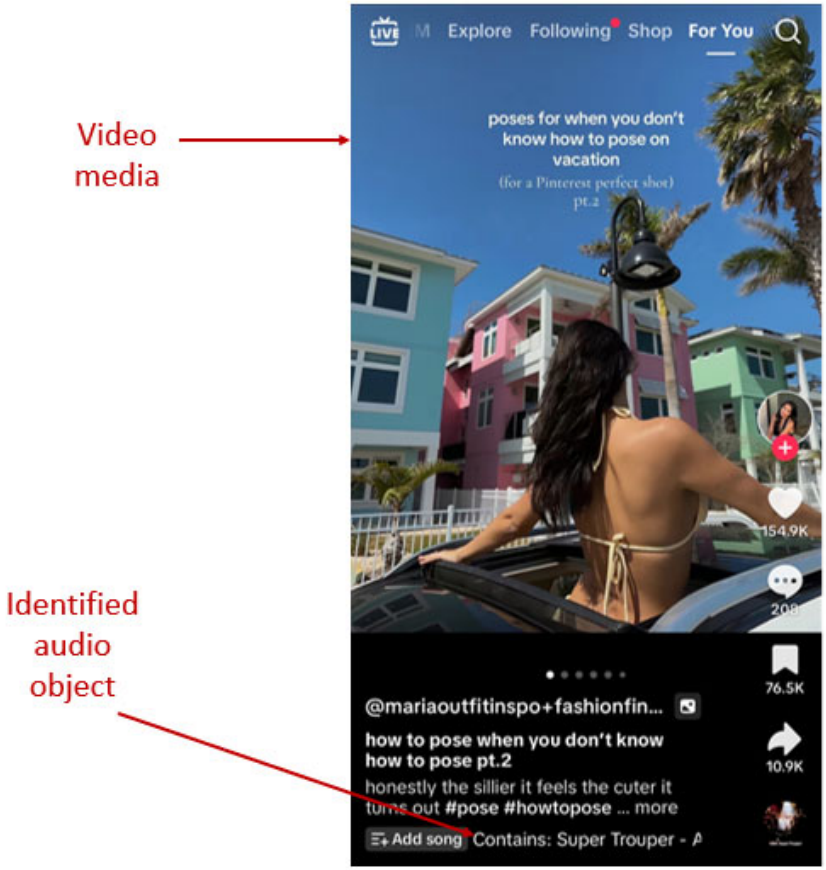
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

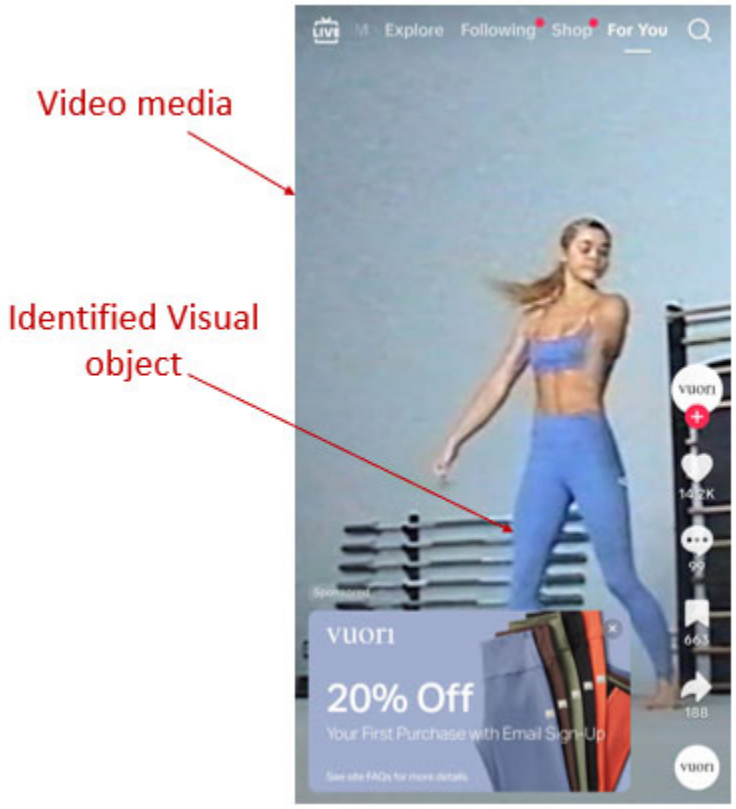
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

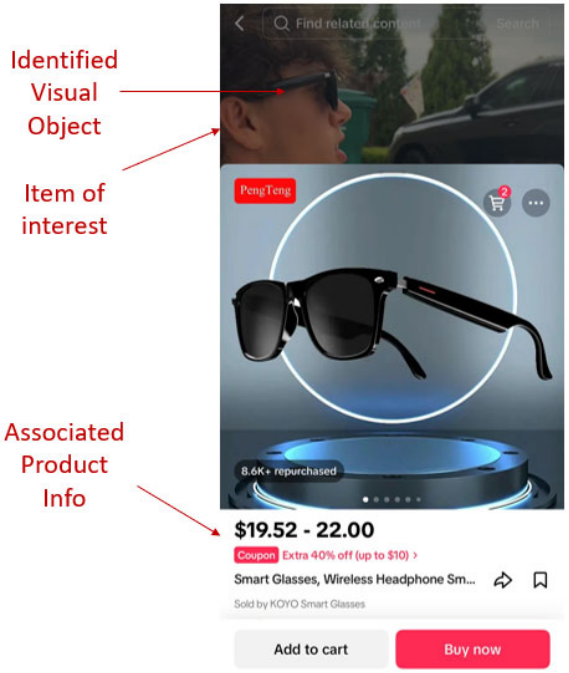
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1c] i) identifying one or more of the plurality of visual or audio	The Accused Products identify one or more of the plurality of visual or audio objects within the video media. For example, the TikTok platform identifies a visual object, such as a promoted product, or an audio object, such as a song, within the video. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents.

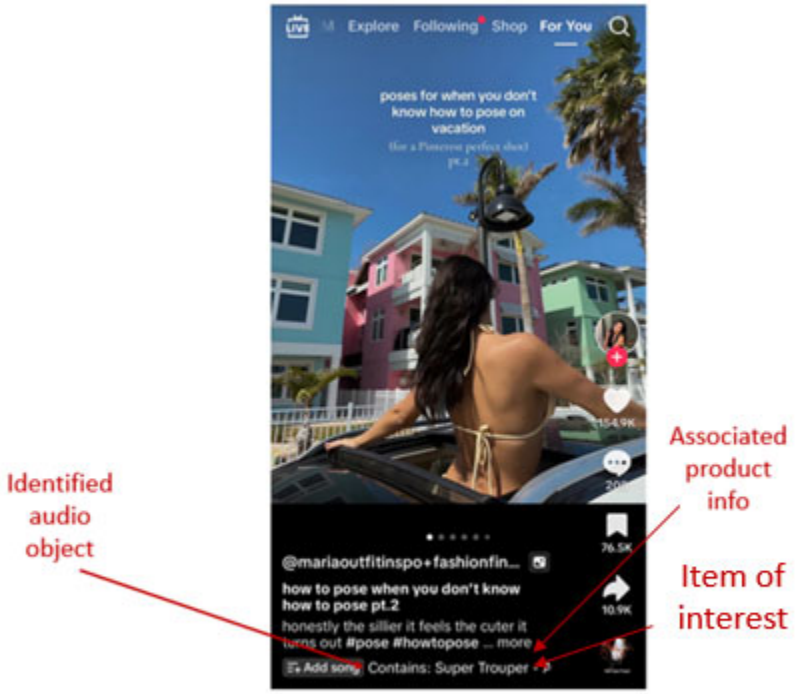
Claim Language	Exemplary Features of TikTok Accused Products
objects within the video media,	*See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

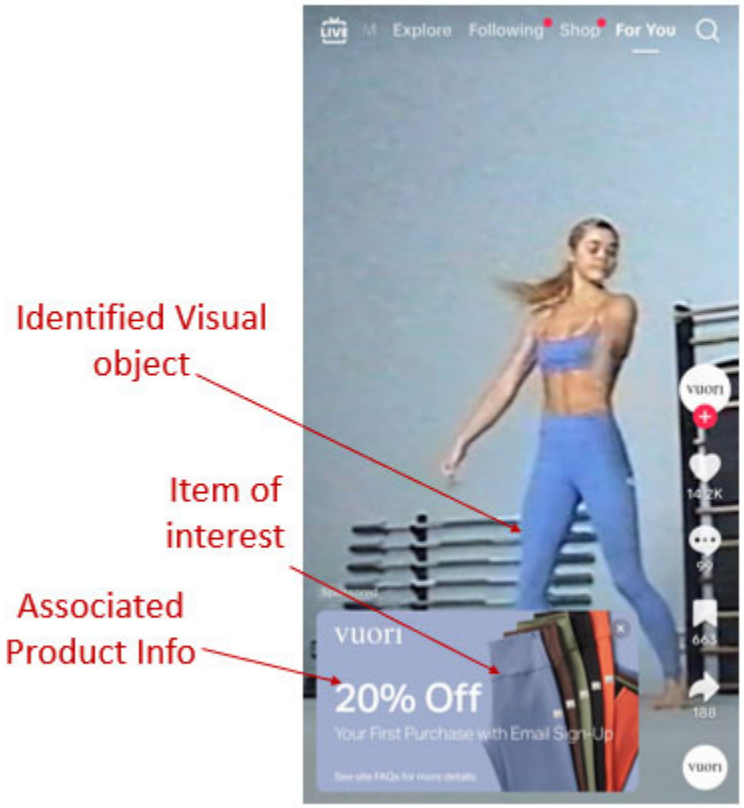
Claim Language	Exemplary Features of TikTok Accused Products
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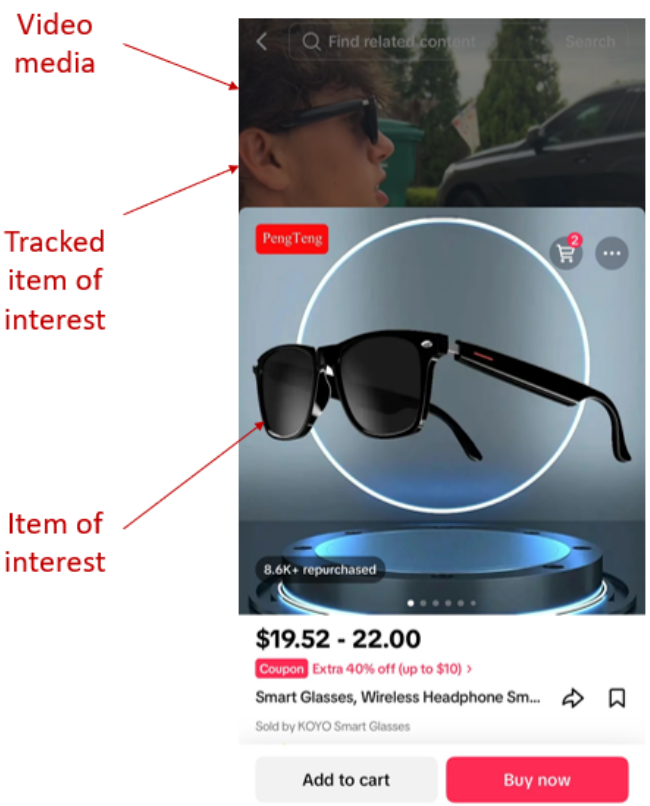
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

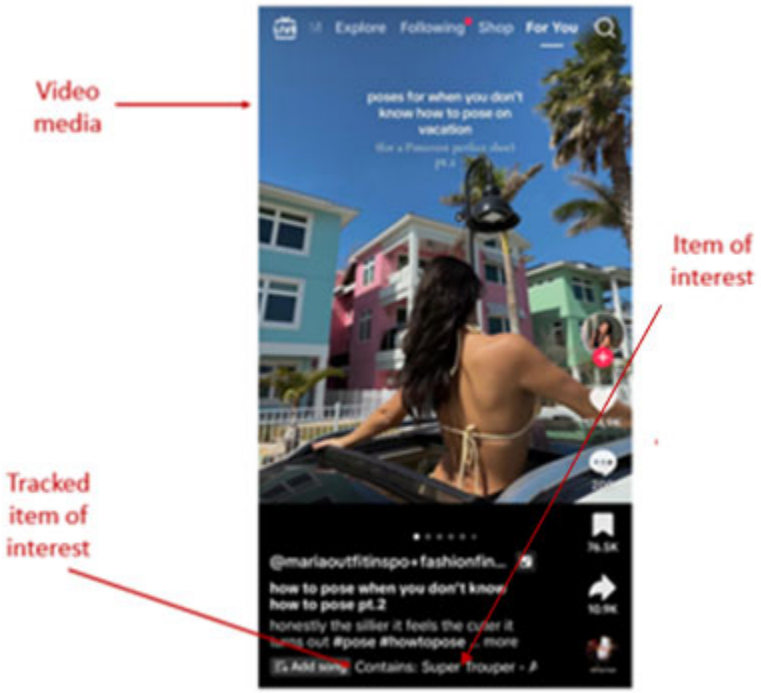
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1d] ii) associating product information to the one or more	The Accused Products associate product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest. For example, the TikTok platform associates product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest. In the alternative and to

Claim Language	Exemplary Features of TikTok Accused Products
of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;	the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

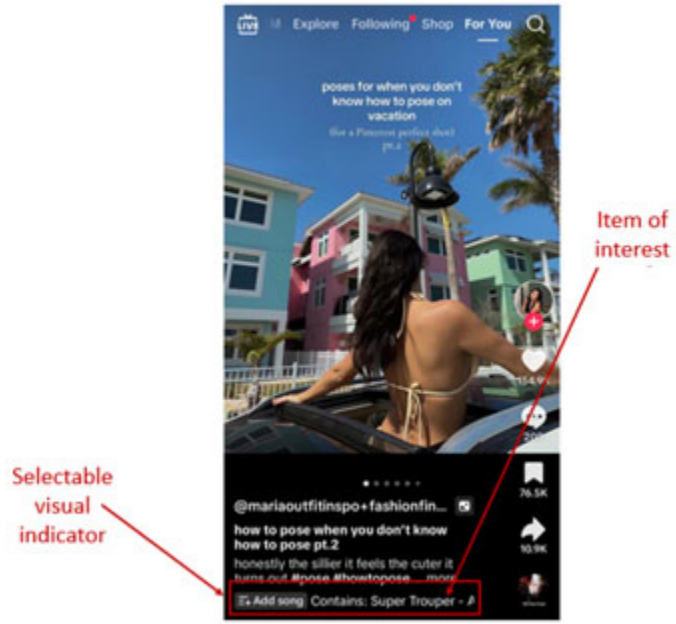
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1e] iii) tracking the one or more items, services, or	The Accused Products track one or more items, services, or songs of interest through the one or more frames of the video media. For example, the TikTok platform tracks one or more items, services, or songs of interest through the one or more frames of the video media. In the alternative and to the extent TikTok argues that the Accused Products do not

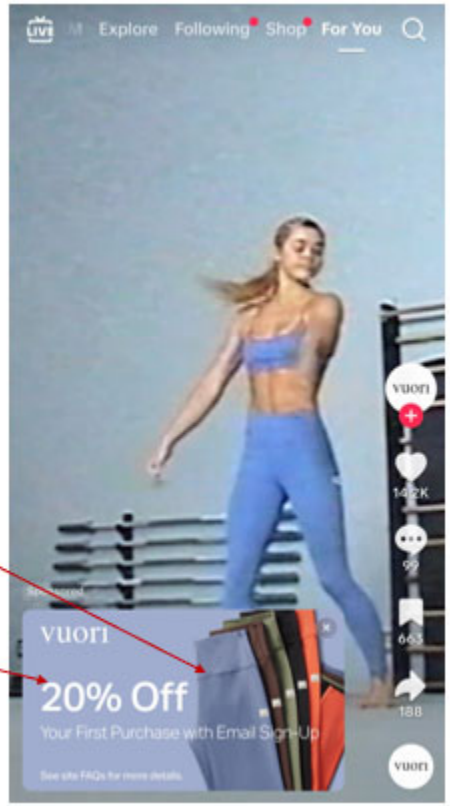
Claim Language	Exemplary Features of TikTok Accused Products
songs of interest through the one or more frames of the video media; and	literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1f] iv) assigning a selectable visual indicator for each of the one or more	The Accused Products assign a selectable visual indicator for each of the one or more items, services, or songs of interest. For example, the TikTok platform assigns a visual indicator for the item of interest, where a user can select the indicator by tapping on it. In the alternative and to the extent TikTok argues that the Accused Products do not

Claim Language	Exemplary Features of TikTok Accused Products
items, services, or songs of interest,	literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1g] wherein the first interactive video layer is configured to	The Accused Products generate the first interactive video layer configured to display the selectable visual indicator. For example, the TikTok platform displays a selectable visual indicator on the first interactive video layer. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation,

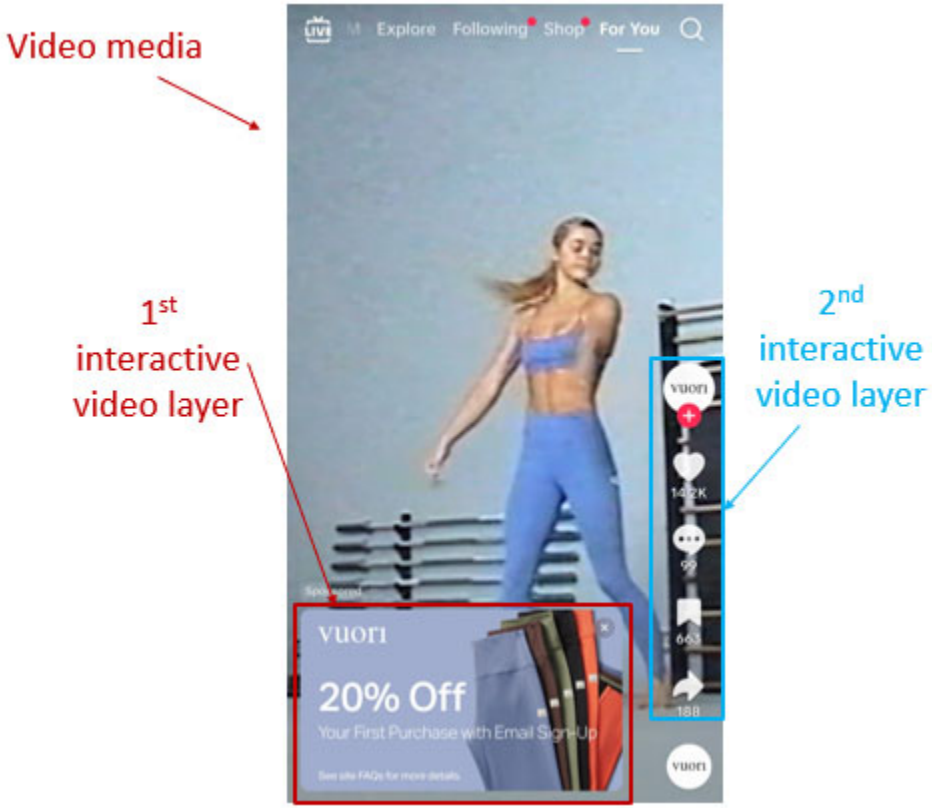
Claim Language	Exemplary Features of TikTok Accused Products
display the selectable visual indicator;	ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

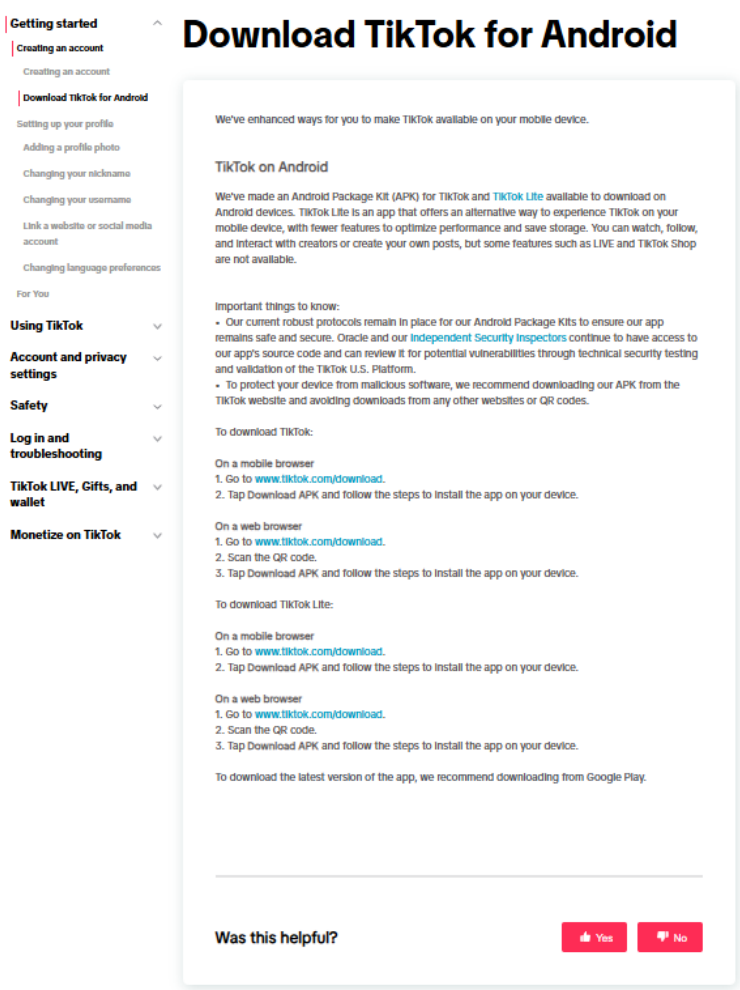
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1h] c) generating a video data comprising the video media, the first	The Accused Products generate a video data comprising the video media, the first interactive video layer, and a second interactive video layer. For example, the TikTok platform generates a video data that includes the video, the first interactive video layer that includes a visual indicator, and a second interactive layer for socializing with other users. In the alternative

Claim Language	Exemplary Features of TikTok Accused Products
interactive video layer, and a second interactive video layer,	and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

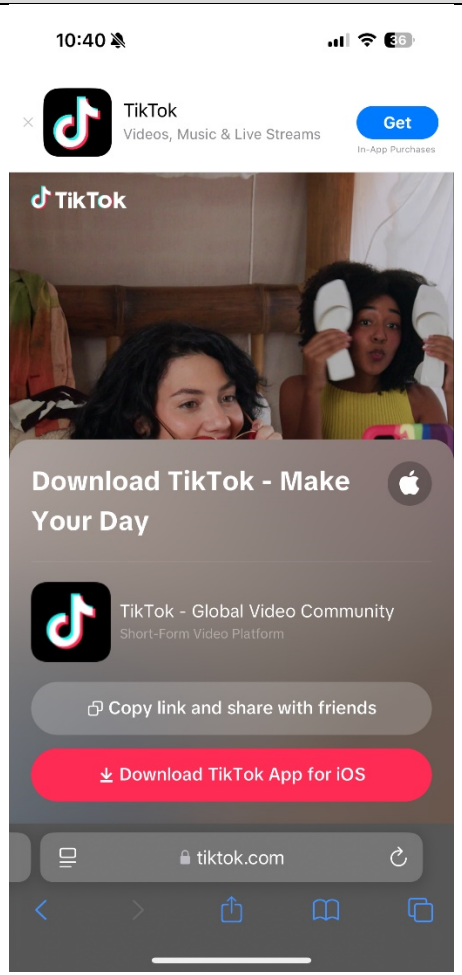
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

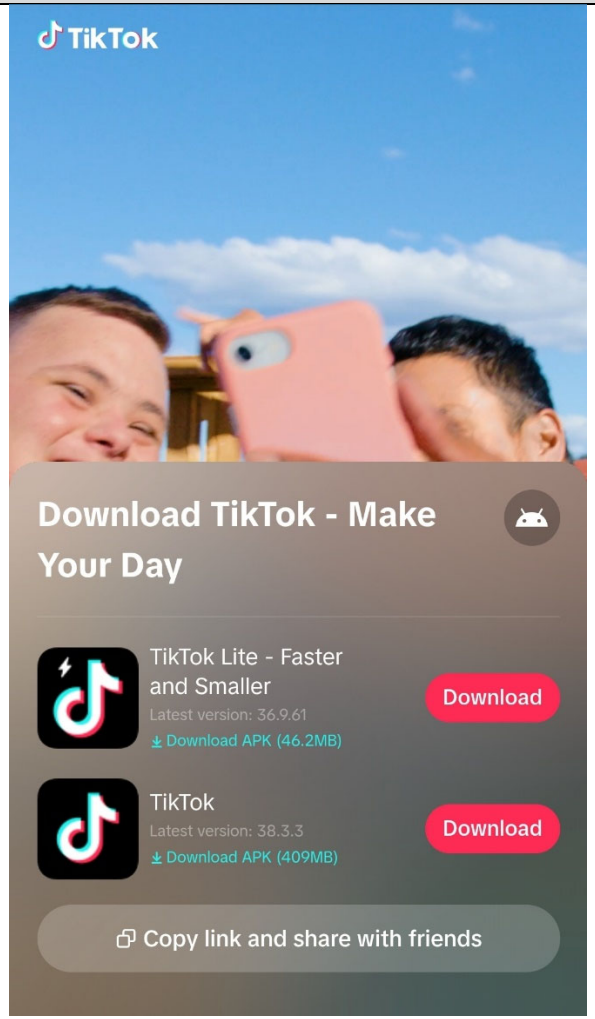
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1i] wherein the video data is configured to be provided to a user via a first	The Accused Products generate a video data configured to be provided to a user via a first media playback device and to at least one guest via a second media playback device. For example, the TikTok platform generates a video data that is provided to users of TikTok iOS and Android apps, which run on iPhone and Android devices, respectively. In the alternative and to the extent TikTok argues

Claim Language	Exemplary Features of TikTok Accused Products
media playback device and to at least one guest via a second media playback device,	that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

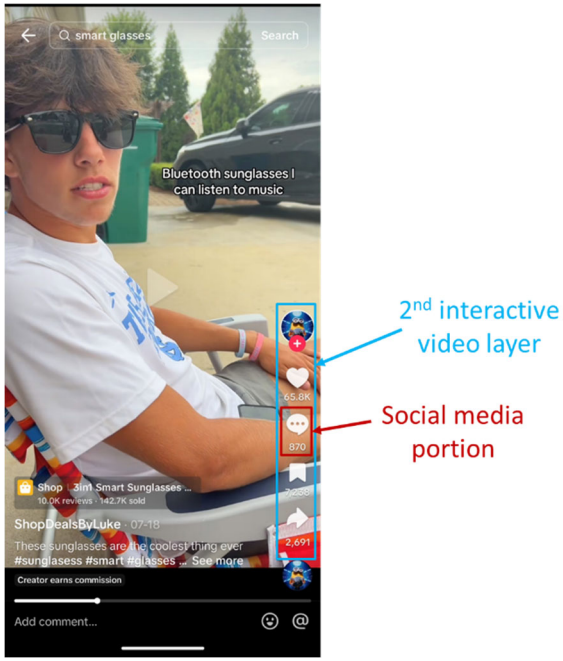
Claim Language	Exemplary Features of TikTok Accused Products
	

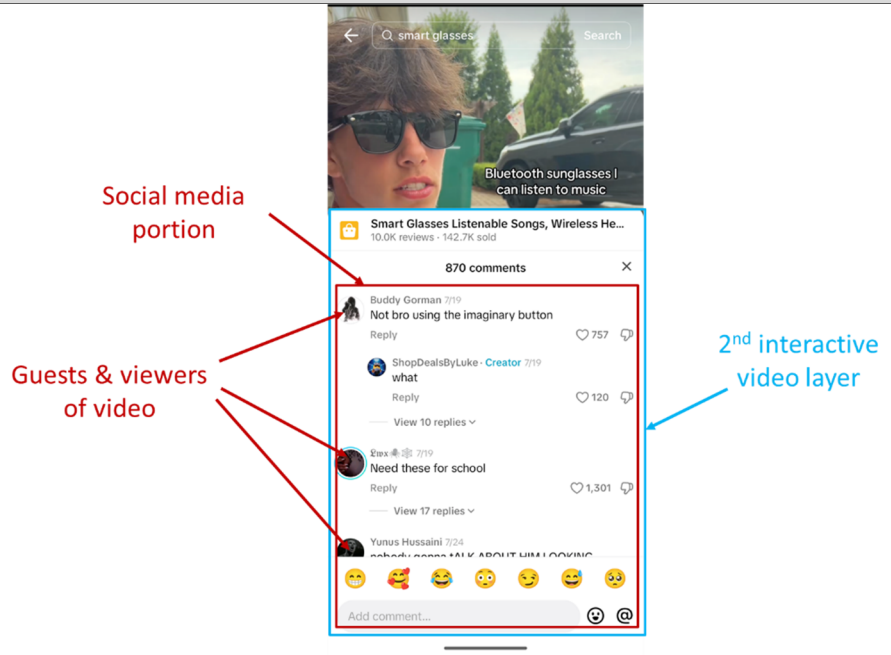
https://support.tiktok.com/en/getting-started/creating-an-account/download-tiktok

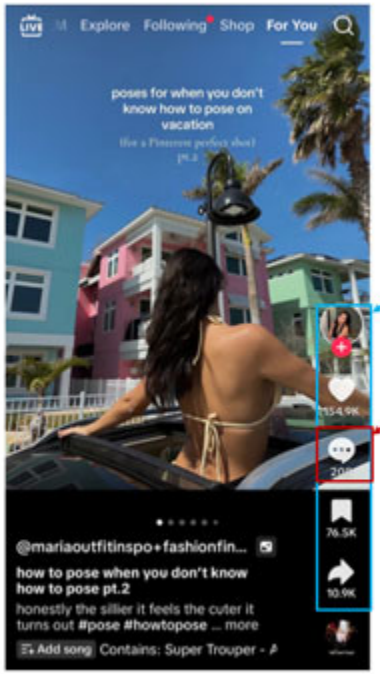
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on iOS devices]

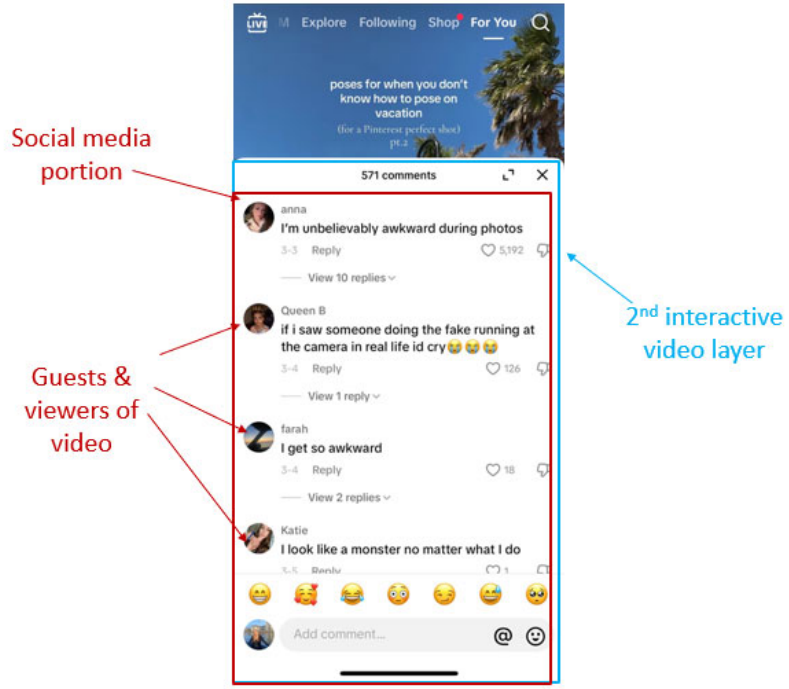
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on Android devices]

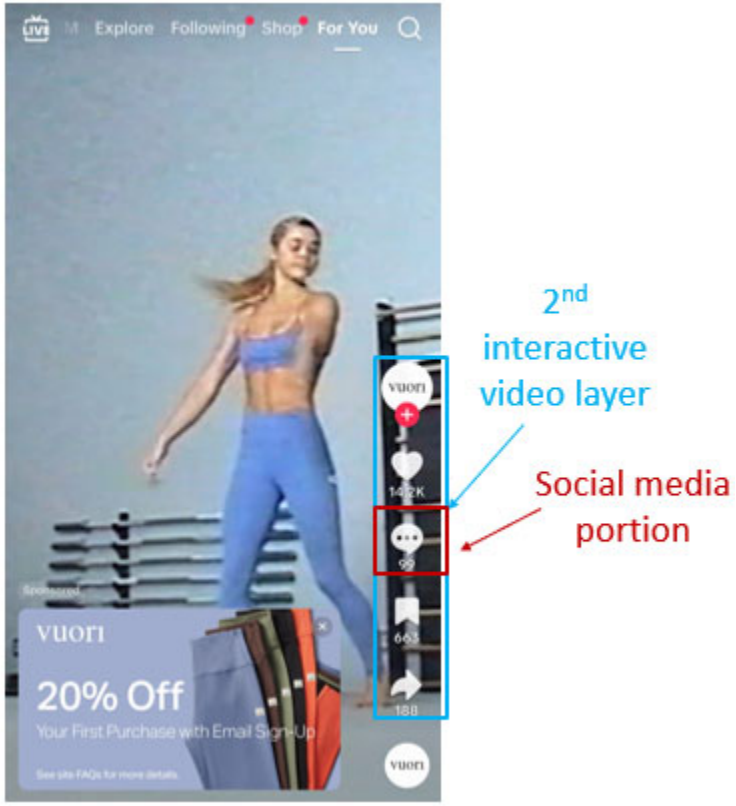
Claim Language	Exemplary Features of TikTok Accused Products
	Video data provided to mobile devices  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[1j] wherein the second interactive video layer comprises a social media portion controllable by the user via the first media	The Accused Products generate a second interactive video layer comprising a social media portion controllable by the user via the first media playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device. For example, the TikTok platform generates a second interactive video layer consisting of a comment section, which is an interface displayed in the second layer for a user to interact with at least one other viewer of the video. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents.

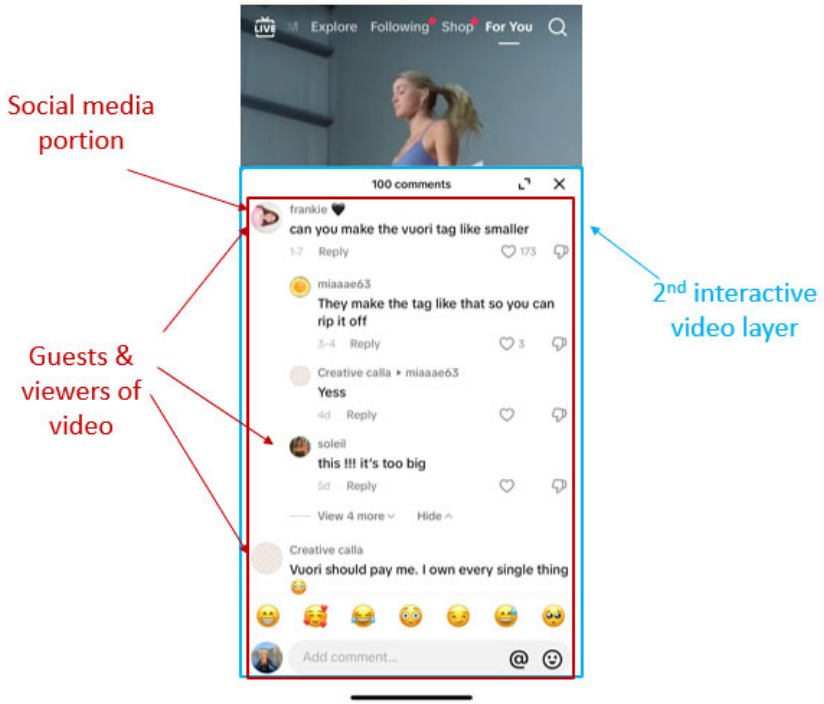
Claim Language	Exemplary Features of TikTok Accused Products
playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device,	*See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

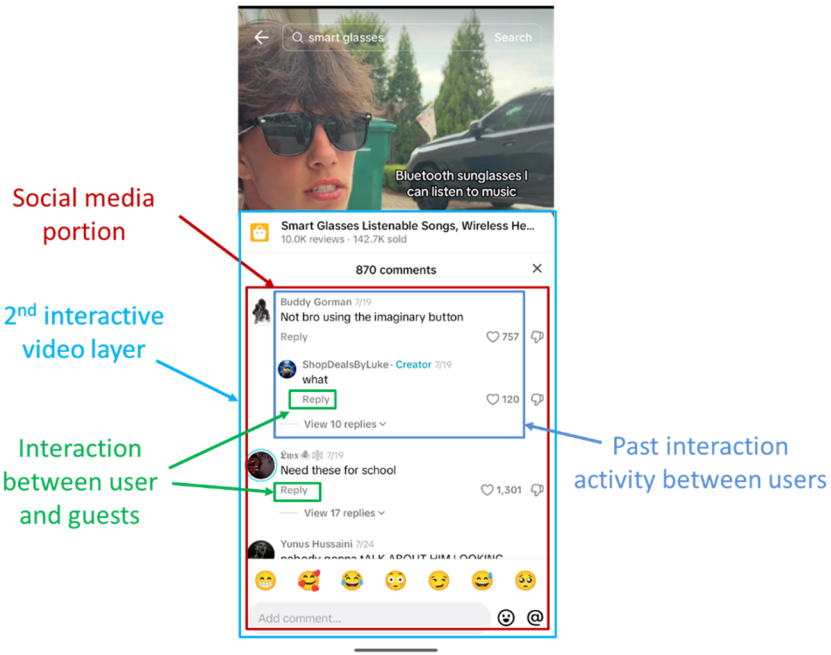
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

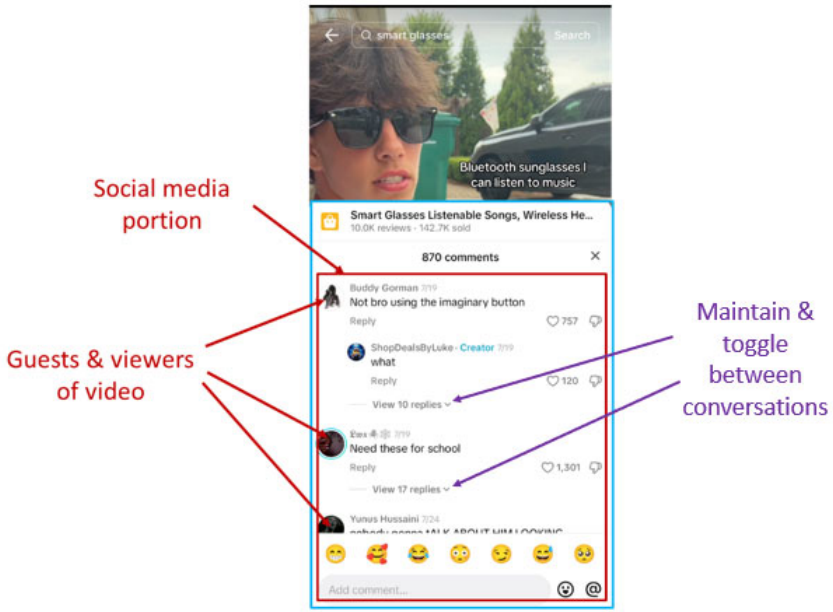
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

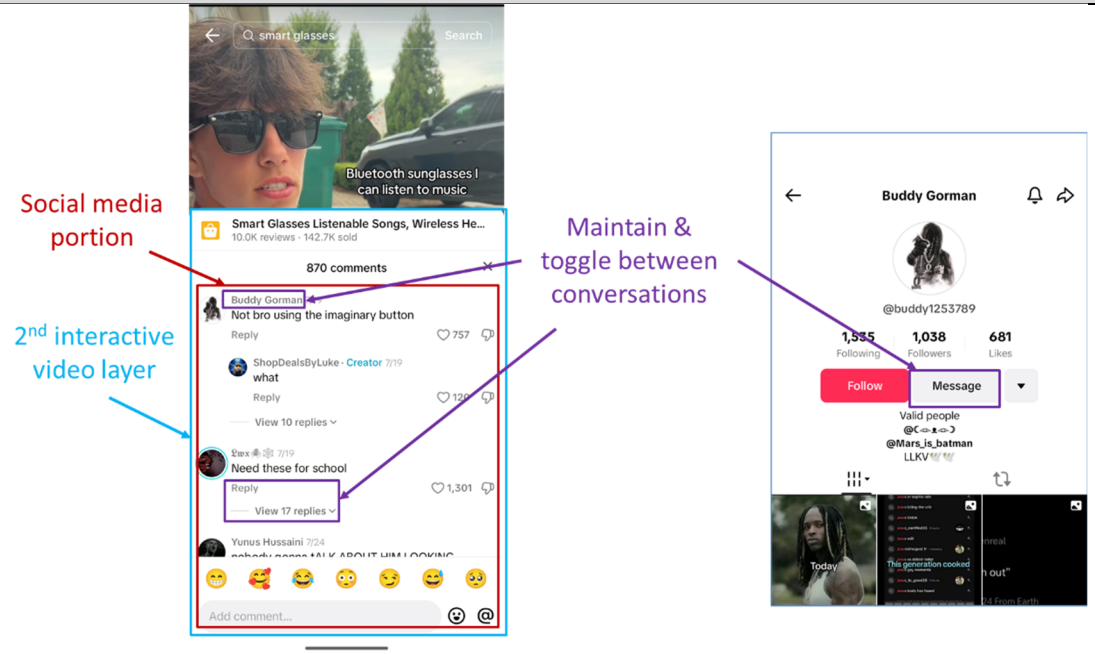
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

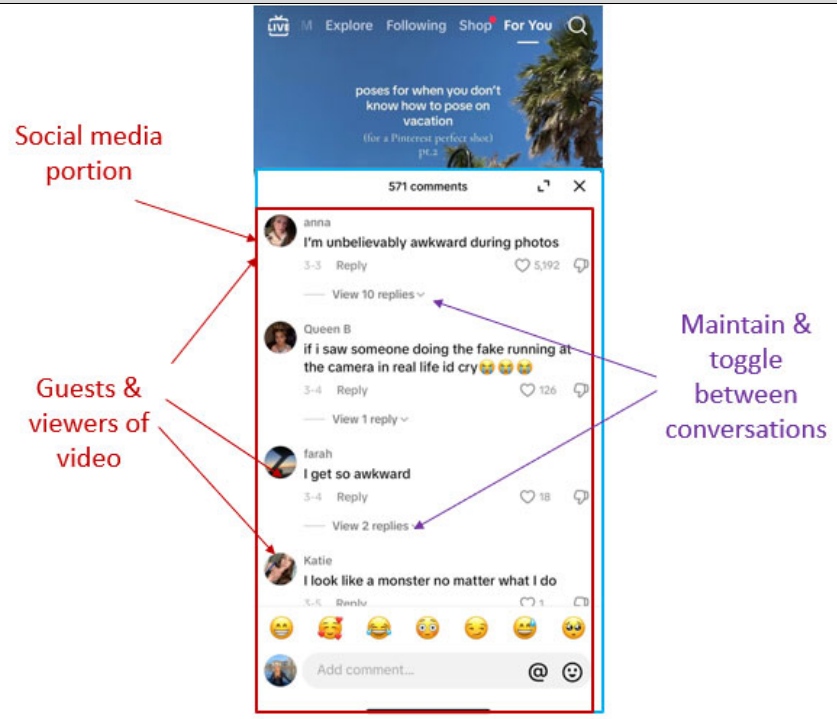
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/

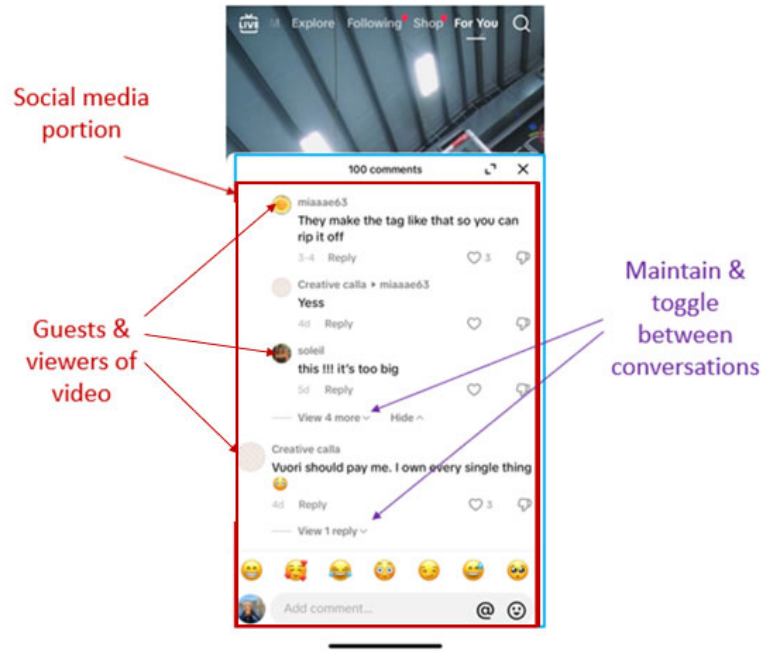
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1k] wherein the second interactive video layer displays an interaction between the user and the	The Accused Products generate a second interactive video layer that displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion. For example, the TikTok platform generates a second interactive video layer that displays interactions between a user and at least one other user and also displays past interaction activity between a plurality of users. This feature is shared by all videos on TikTok for which comments are enabled by the creator. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents.

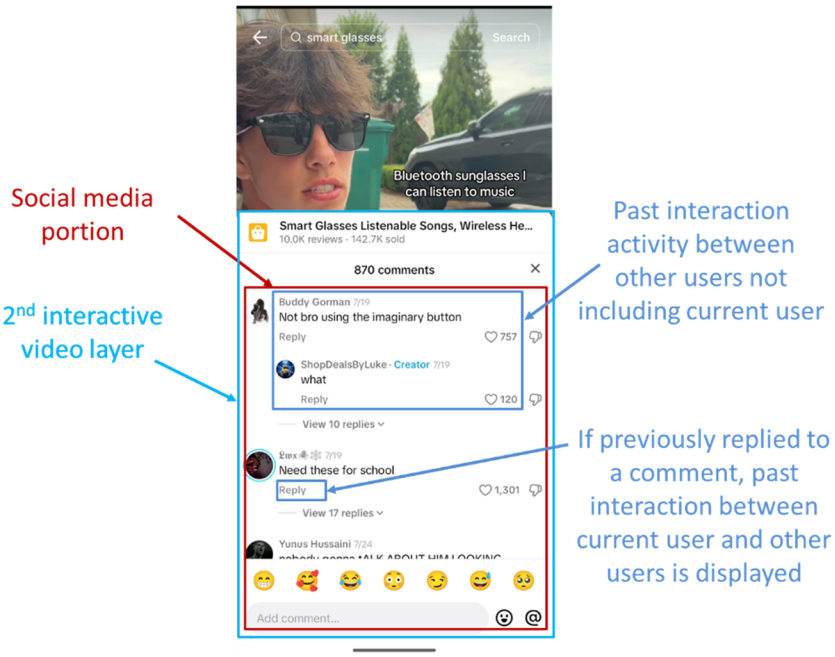
Claim Language	Exemplary Features of TikTok Accused Products
at least one guest, and past interaction activity between a plurality of users in the social media portion, and	*See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[1l] wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable	The Accused Products provide a video data to a user of a first media playback device, wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first media playback device. For example, the TikTok platform provides a video to a user of a TikTok mobile app, where the user can maintain and toggle between at least two conversations, conversations in the comment section and direct message conversations with other users. These conversations are displayed as an overlay to the video. In the alternative

Claim Language	Exemplary Features of TikTok Accused Products
in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first media playback device,	and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

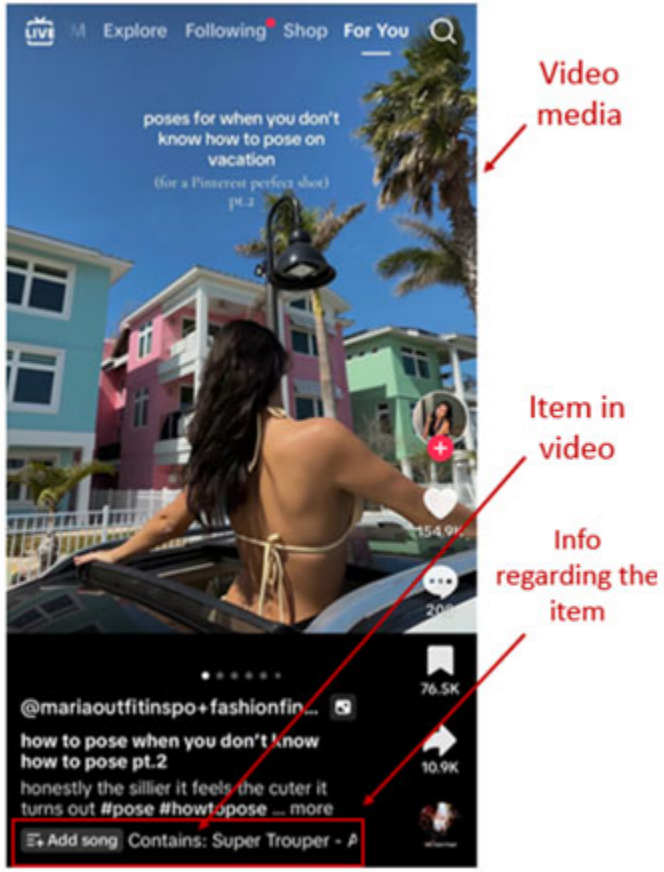
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

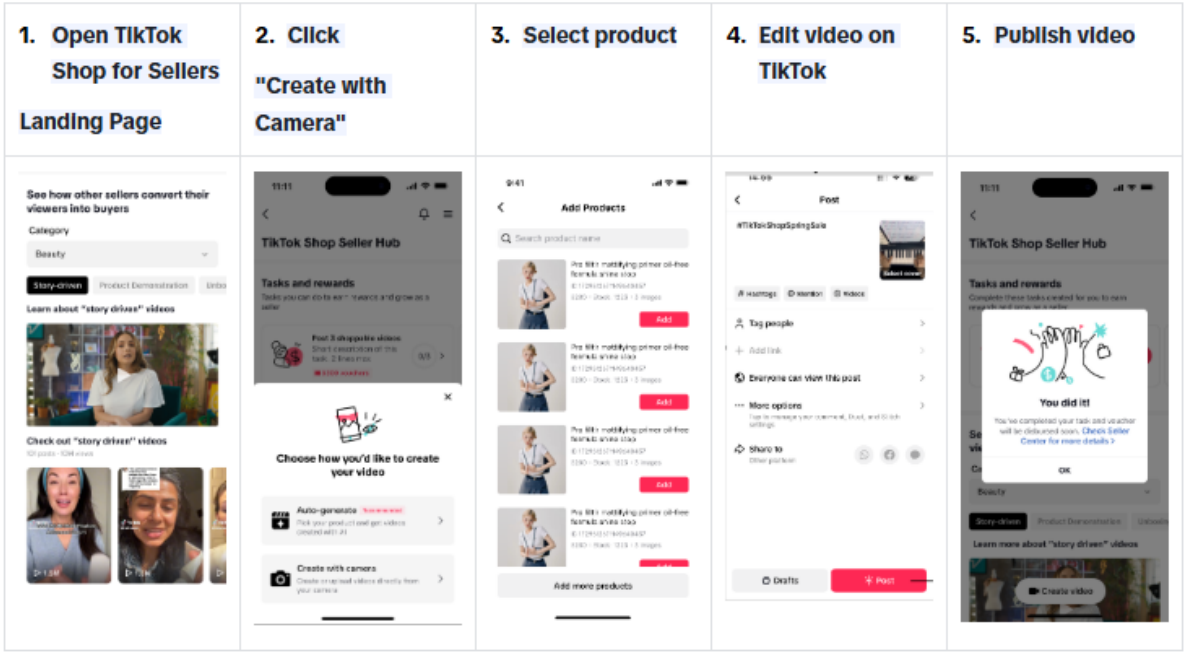
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[1m] wherein the plurality of users either includes the user or does not include the user; and	The Accused Products generate a second interactive video layer that displays past interaction activity between a plurality of users in the social media portion, wherein the plurality of users either includes the user or does not include the user of the first media playback device. For example, the TikTok platform generates a video layer that displays a comment section for the video that shows past interaction activity between a plurality of users, wherein the user of the TikTok mobile app can be part of the interaction or not. This feature is shared by all videos on TikTok for which comments are enabled by the creator. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents.

Claim Language	Exemplary Features of TikTok Accused Products
	See e.g.:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[1n] d) distributing information associated with the one or more items, services, or songs in the video media to the user.	The Accused Products distribute information associated with the with the one or more items, services, or songs in the video media to the user. For example, the TikTok platform distributes information associated with the one or more items, services, or songs in the video media to the user. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[2a] The method of claim 1, further comprising: enabling the	The Accused Products enable the user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively. For example, the TikTok platform enables creators as users to present the video data with or without the first interactive video layer being turned on or off based on selection by the user. In the alternative and to the extent

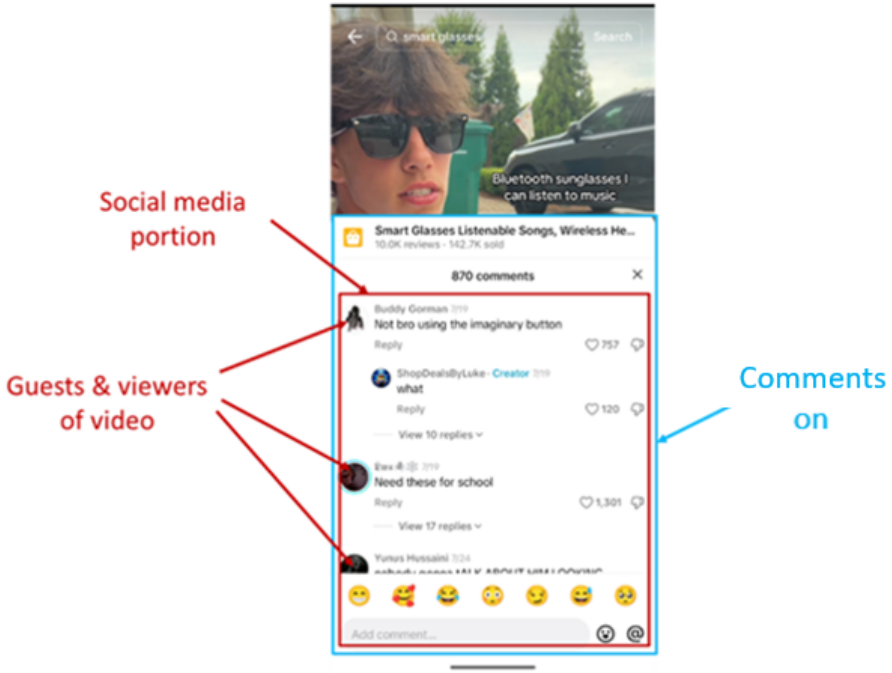
Claim Language	Exemplary Features of TikTok Accused Products
user to present the video data with or without the first interactive video layer being turned on or off based on selection by the user to view or not view the first interactive video layer, respectively; and	TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*: **3.3 Create with Camera** Sellers are also able to create Shoppable Video from scratch. 

Claim Language	Exemplary Features of TikTok Accused Products
	https://seller-us.tiktok.com/university/essay?knowledge_id=6985012398737195&default_language=en&identity=1 **How to create an ad** To create an ad: 1. Log in to your TikTok Ads Manager account. 2. Go to an existing campaign or ad group. 3. Click **Create.** 4. On your ad creation page, turn on/off the Smart creative ads toggle. 5. Enter an ad name. The ad name is only for your reference and is not part of your ad. - **Note:** Ad names support 512 characters. 6. Turn on/off the Identity toggle. 7. Select your ad format - Single video, Carousel, or Collection Ads. TikTok supports video ads. Carousel ad can display images. Our Global App Bundle supports both image and video ads. 8. Under **Ad creatives**, click **+Add videos or images**. You can choose multiple videos and images to add at one time. If you select multiple images, you can create one carousel ad by using all or some of the single image ads. - Under the **Library** tab, toggle between **Videos** and **Images** to choose from your creatives. - Click **+Upload** to add media directly from your computer. - Click **+Create** to create a new video in Ads Manager using **Video template** or **Generate video**. Learn more about video templates to create videos directly on TikTok Ads Manager. 9. Choose a thumbnail for your video. You can upload your own custom cover photo or choose from the pre-selected images from your video. 10. Enter the following text and link elements to be displayed with your ad: - **Display Name:** This name must be consistent with the brand, product, or company name of the promoted website or app. - **Text:** The entered text will be displayed to your audience to tell them what you are promoting. - **Call to Action:** Choose a call-to-action to tell your audience what you'd like them to do when they see your ad. There are dynamic and standard CTAs. https://ads.tiktok.com/help/article/ad-set-up?lang=en

Claim Language	Exemplary Features of TikTok Accused Products
	How to add sound in editing To add a sound: 1. From the editing screen, tap **Sound** and select **Add sound**. You can also tap **Add sound** below the video track. 2. Select your desired sound and tap **Use**. The sound will automatically be added to your video. Tap the **Favorites** button to save a sound for later use. 3. Tap the sound clip to enter edit mode to adjust the length, replace, change the volume, or remove. 4. Hold and drag the arrow on either side of the sound clip to adjust the length. You can also add recommended music to your videos through the in-app music library. To add recommended music. After selecting **Add sound**, tap the **Recommended** tab to see trending audio. https://support.tiktok.com/en/using-tiktok/creating-videos/editing-tiktok-videos-and-photos
[2b] enabling the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or	The Accused Products enable the user to present the video data with or without the second interactive video layer being turned on or off based on selection by the user to view or not view the second interactive video layer, respectively. For example, the TikTok platform enables users to present the video data with or without the second interactive video layer consisting of a comment section being turned on or off based on selection by the user. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

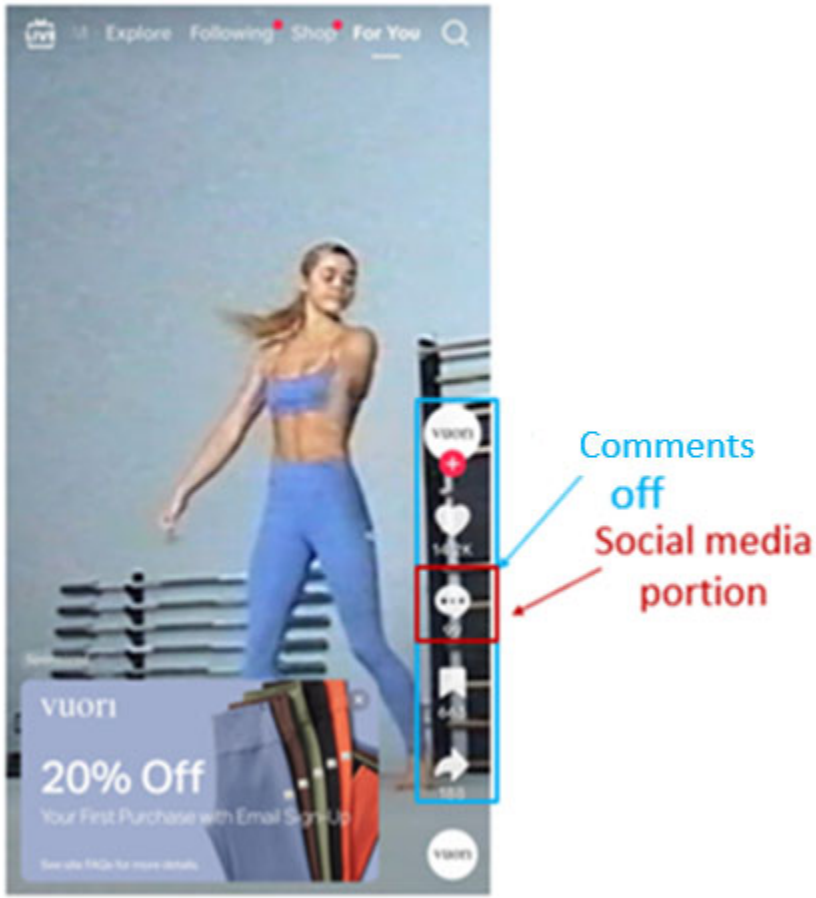
Claim Language	Exemplary Features of TikTok Accused Products
not view the second interactive video layer, respectively.	**About comments on TikTok** You can allow people to comment on your videos as a way to interact and build connections with the TikTok community. **Choose who can comment on your videos in your settings** In your account privacy settings, you can choose who can comment on your videos: • **Everyone** (only for public accounts): If you choose **Everyone** and you have comments turned on, then anyone can comment on your video. • **Followers** (only for private accounts): If you choose **Followers** and you have comments turned on, only people following you on TikTok can comment on your videos. • **Followers that you follow back**: If you choose **Followers that you follow back** and you have comments turned on, then only your friends can comment on your video. Friends are people on TikTok who you follow and who follow you back. • **No one:** If you choose **No one**, then comments will be turned off on all your existing videos at one time in your privacy settings. This means you don't have to go to each of your videos individually to turn off comments. **Turn comments on or off for each of your videos** You can turn comments off or on before you post a video, or for an existing video: • If you turn comments on: The group you selected in the **Who can comment on your video** setting for all your videos can comment on this video. For example, if you chose to allow only your **Followers** to comment on all your videos, then if you turn on comments for a single video, only your **Followers** can comment on your video. • If you turn comments off: No one can comment on your video. https://support.tiktok.com/en/using-tiktok/messaging-and-notifications/comments

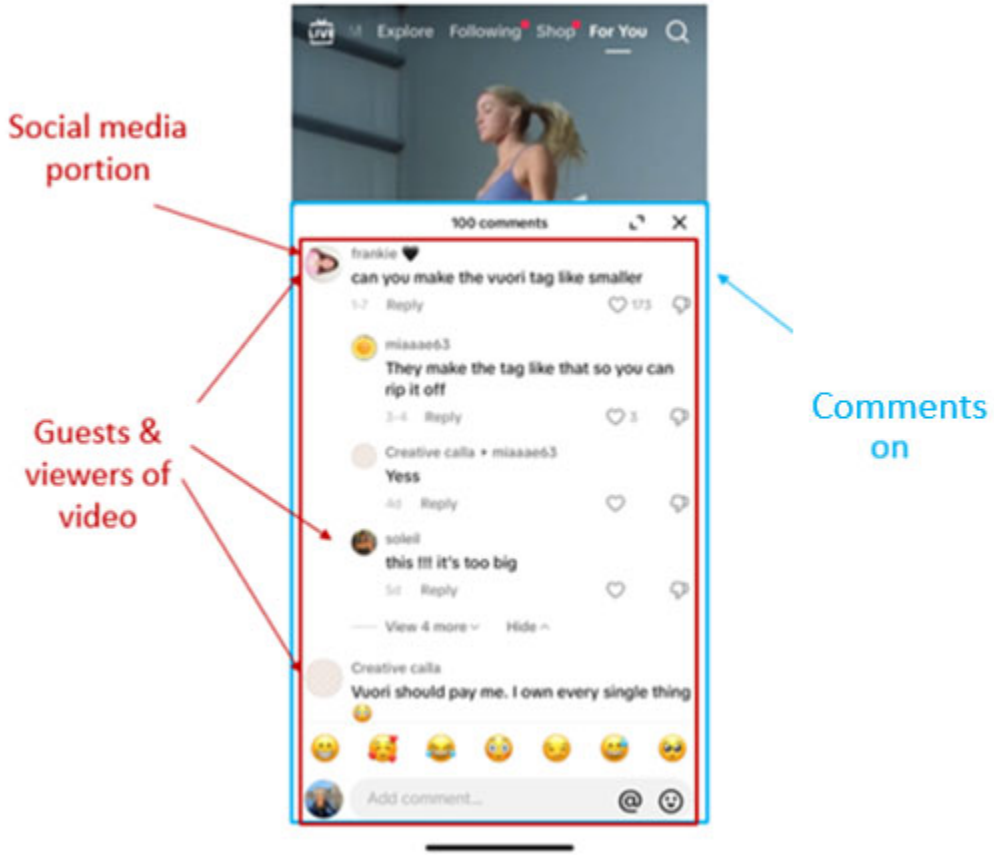
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

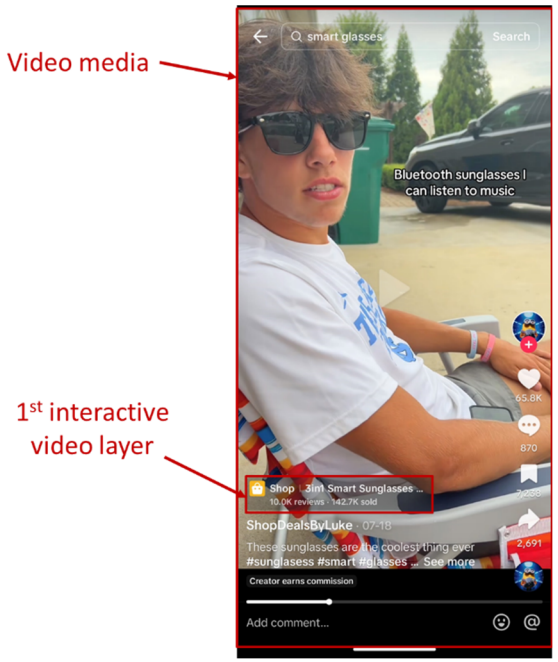
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

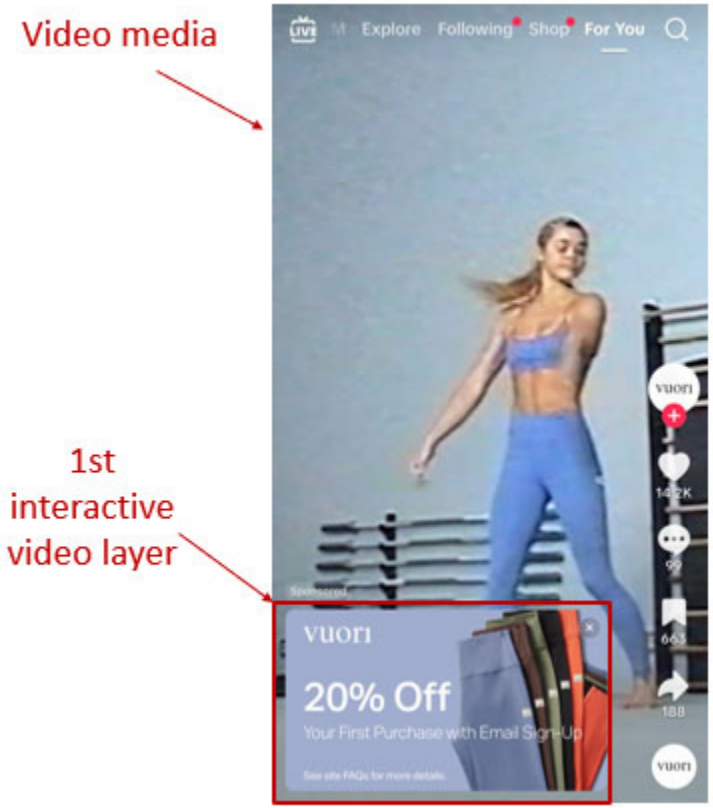
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

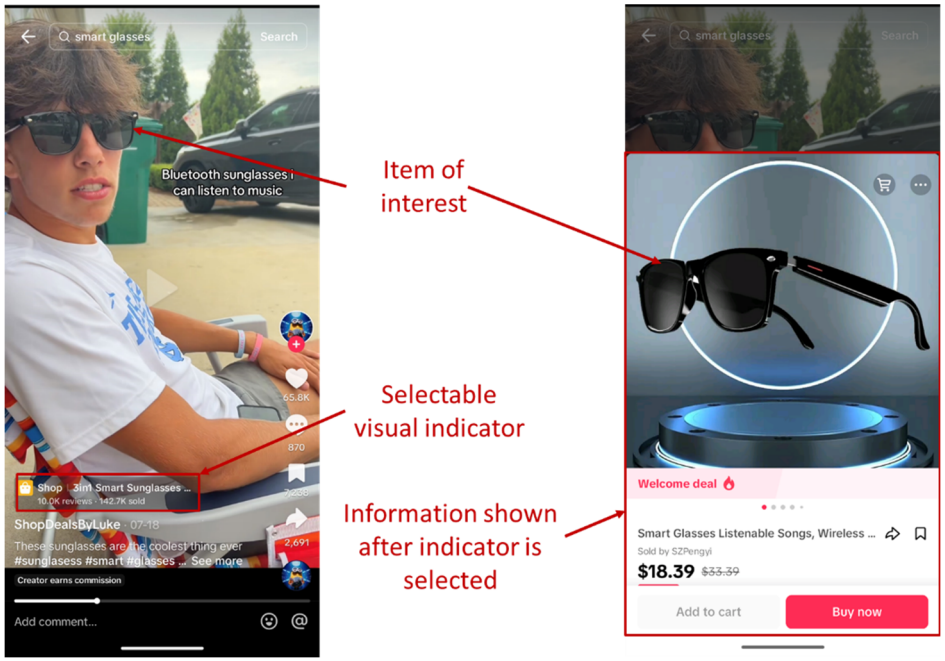
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/

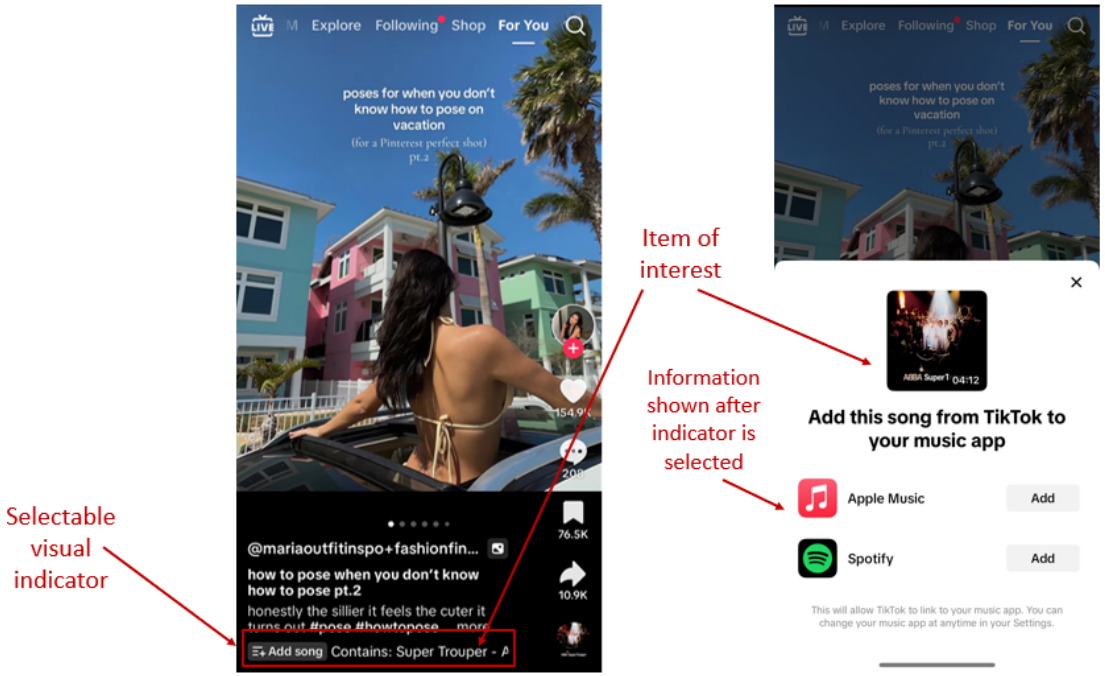
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[3a] The method of claim 2, further comprising:	The Accused Products display the video media and the first interactive video layer to the user. For example, the TikTok platform displays the video media and the first interactive video layer to the user. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation,

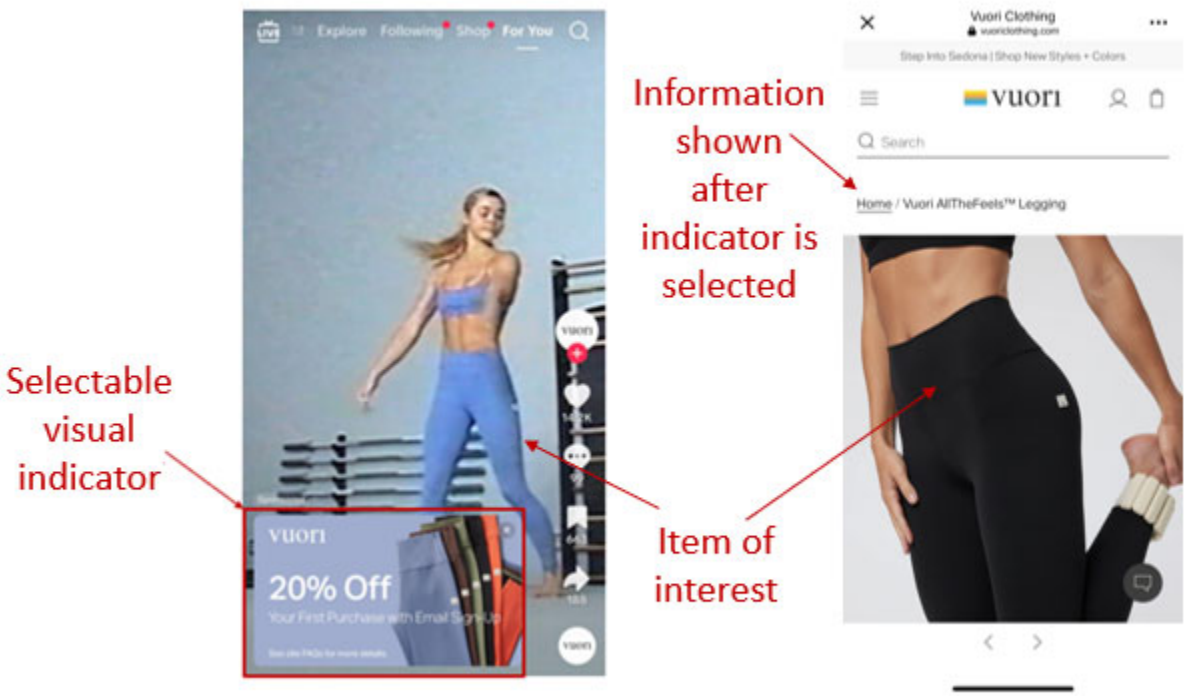
Claim Language	Exemplary Features of TikTok Accused Products
displaying the video media and the first interactive video layer to the user; and	ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

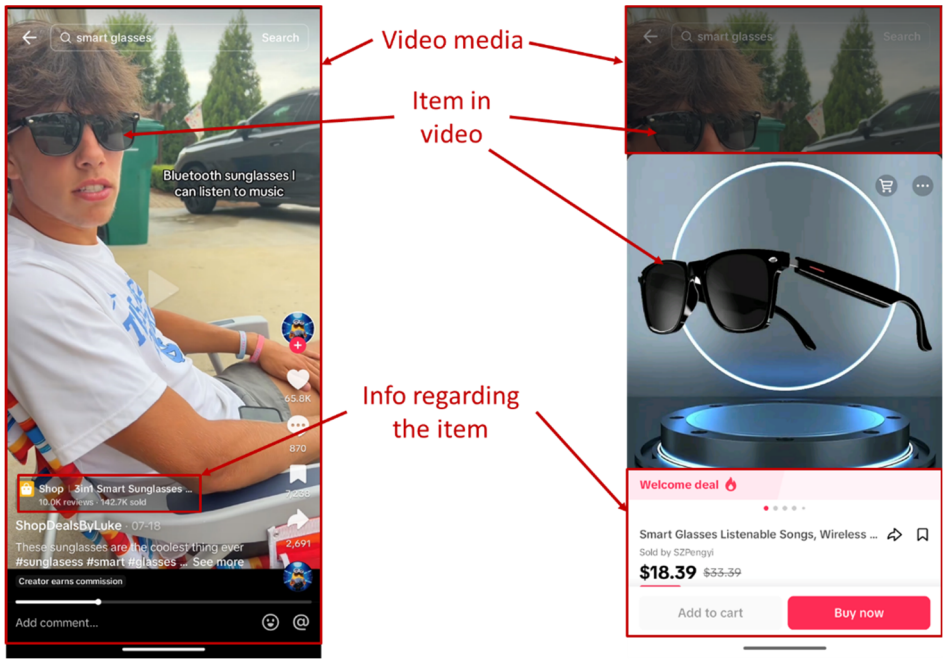
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

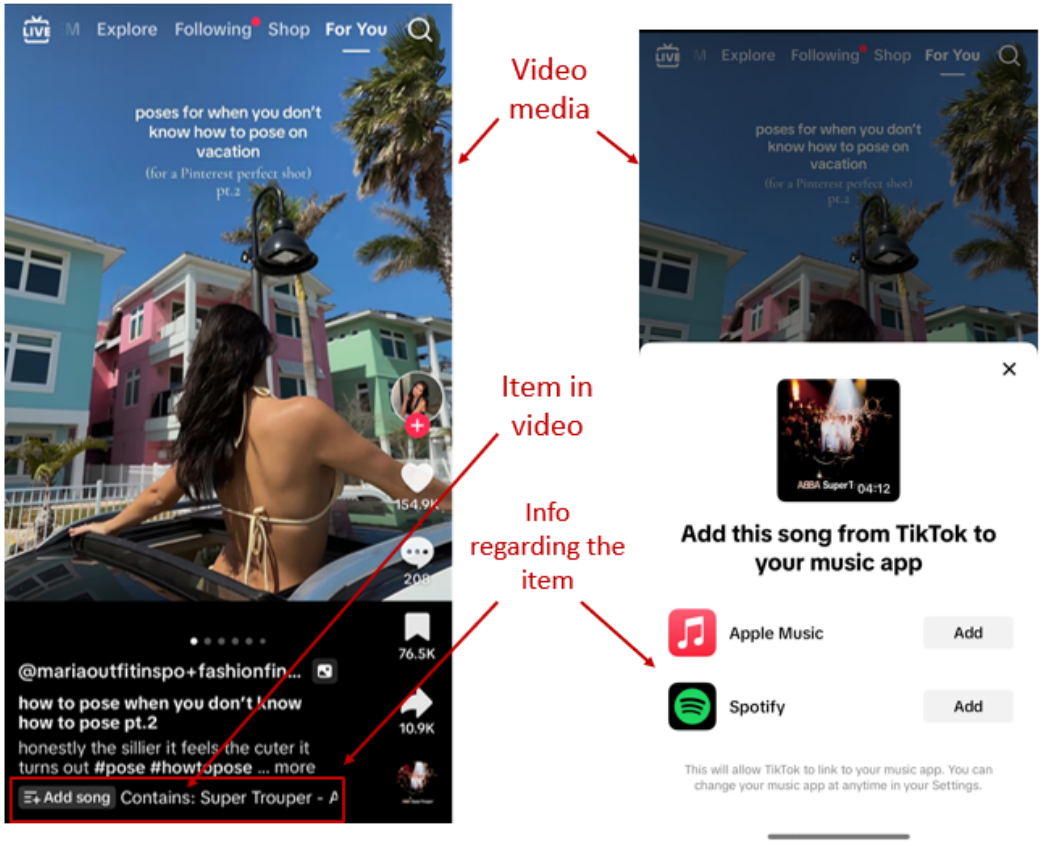
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[3b] receiving a selection of a given selectable visual indicator of a given item,	The Accused Products receive a selection of a given selectable visual indicator of a given item, service, or song of interest from the user to display marketing information of the given item, song, service, or song of interest to the user. For example, the TikTok platform receives a selection of a given selectable visual indicator for a given item, service, or song of interest from the user to display marketing information of the given item, song, service, or

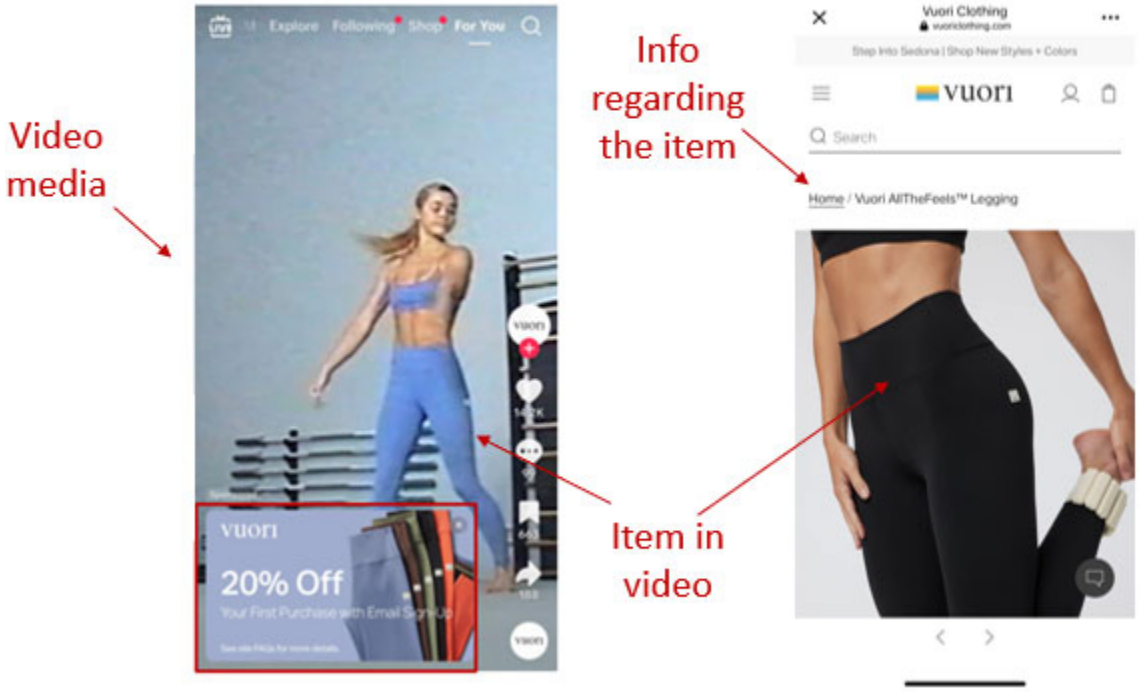
Claim Language	Exemplary Features of TikTok Accused Products
service, or song of interest from the user to display marketing information of the given item, song, service, or song of interest to the user.	song of interest to the user when that user selects the selectable visual indicator. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

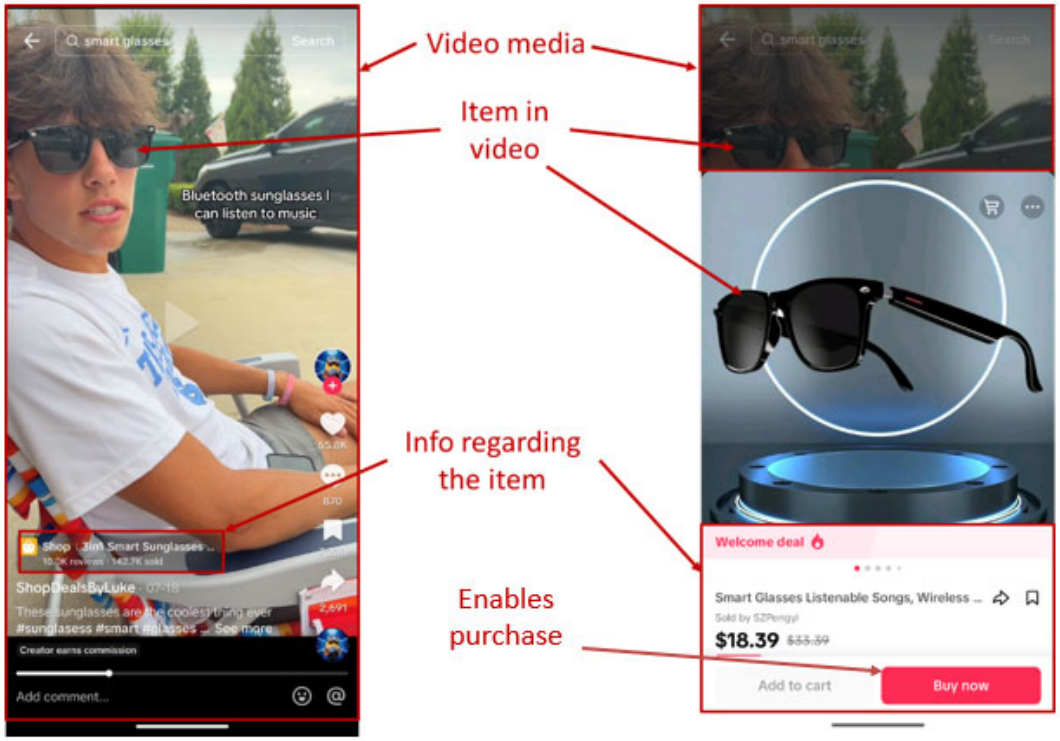
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

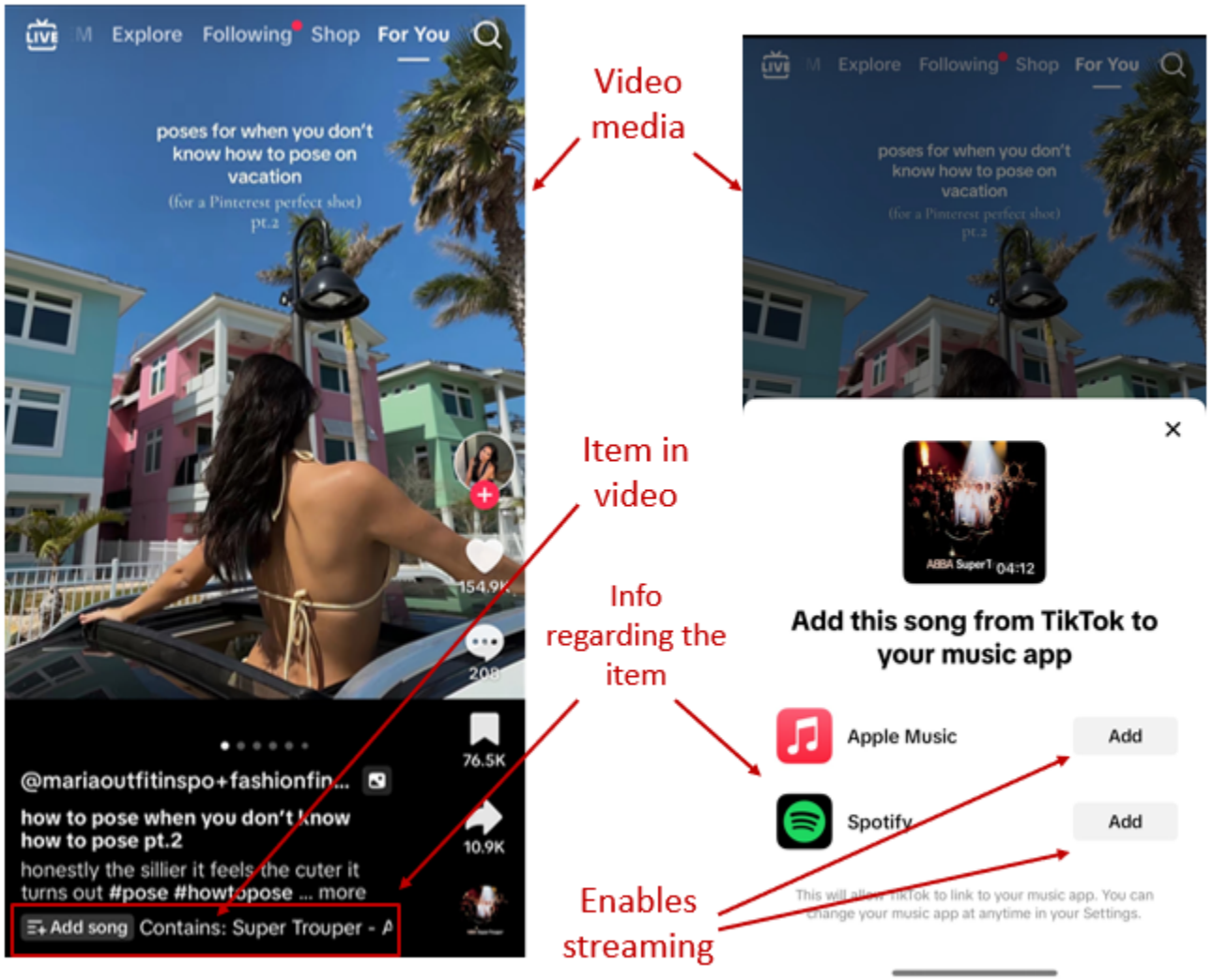
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[4] The method of claim 3, further comprising enabling the user to purchase	The Accused Products enable the user to purchase the given item, song, or service of interest from the marketing information. For example, the TikTok platform enables users to purchase the given item, song, or service of interest from the marketing information by selecting the selectable visual indicator. In the alternative, and to the extent TikTok argues that enabling downloads of music does not literally infringe this claim, enabling downloads of music from

Claim Language	Exemplary Features of TikTok Accused Products
the given item, song, or service of interest from the marketing information.	a subscription service through TikTok's embedded music links is equivalent to enabling a purchase and there is an insubstantial difference between the two under the Doctrine of Equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

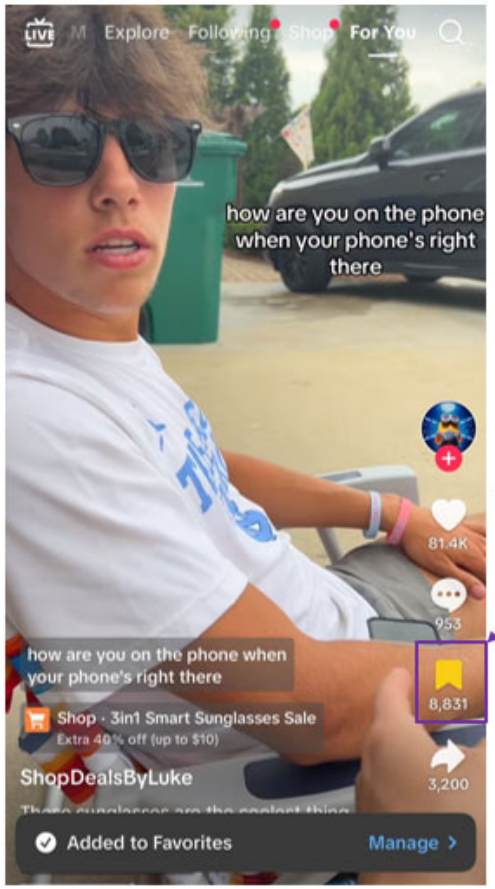
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

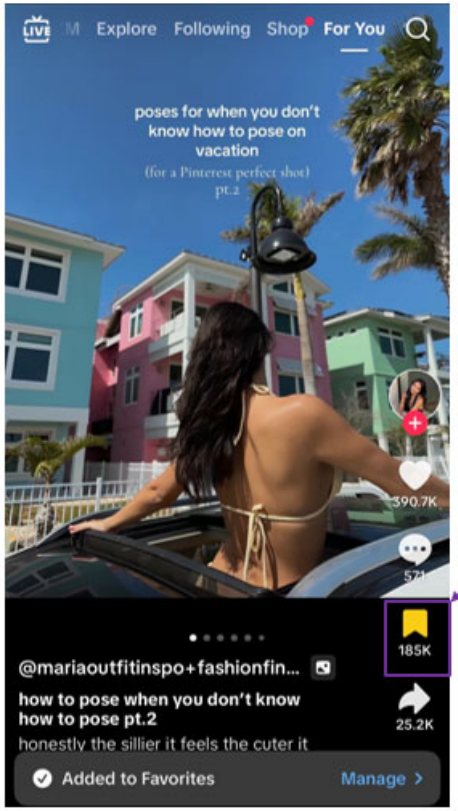
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[5] The method of claim 4, wherein the user is enabled to purchase while the video media is being	The Accused Products enable the user to purchase the given item, song, or service of interest while the video media is being displayed to the user. For example, the TikTok platform enables users to purchase the given item, song, or service of interest from the marketing information by selecting the "buy now" or "download" indicator. In the alternative, to the extent TikTok argues that enabling downloads of music does not literally infringe this claim, enabling downloads of

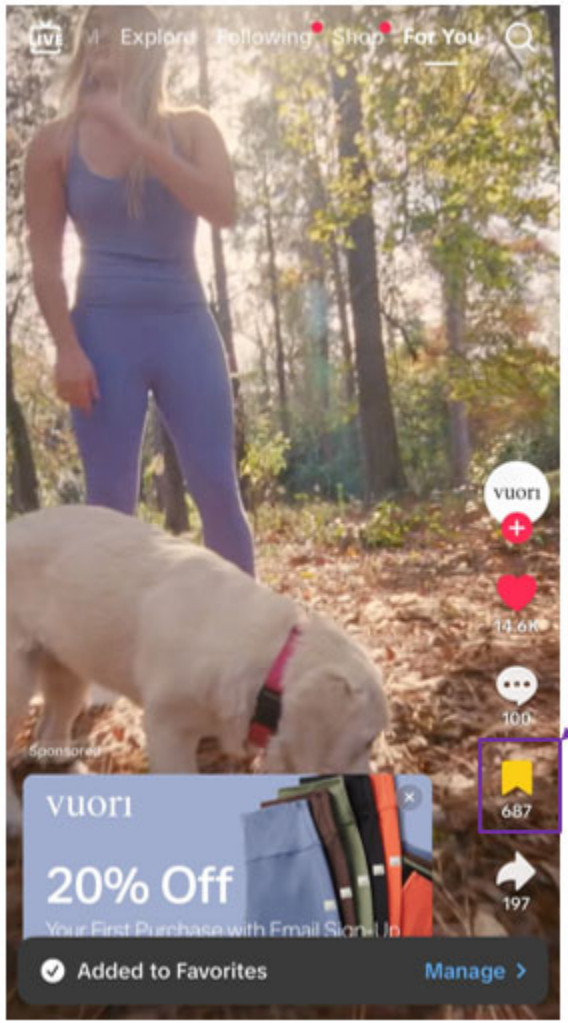
Claim Language	Exemplary Features of TikTok Accused Products
displayed to the user.	music from a subscription service through TikTok's embedded music links is equivalent to enabling a purchase and there is an insubstantial difference between the two under the Doctrine of Equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	

Claim Language	Exemplary Features of TikTok Accused Products
	https://www.tiktok.com/t/ZP82DNASD/
[6] The method of claim 1, further comprising copying a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user.	The Accused Products copy a timed portion of the video data to a clip list based on a selection of an item, service, or song of interest by the user. For example, the TikTok platform allows you to bookmark videos containing an item, service, or song of interest by clicking on a ribbon indicator. In the alternative, and to the extent TikTok argues that saving a video does not literally infringe this claim, saving a video through TikTok's bookmark feature is equivalent to copying a portion of video data to a clip list and there is an insubstantial difference between the two under the Doctrine of Equivalents. Furthermore, in the alternative, and to the extent TikTok argues that selecting a ribbon indicator does not literally infringe this claim, selecting a ribbon indicator is equivalent to selecting an item and there is an insubstantial difference between the two under the Doctrine of Equivalents. *See e.g.*:

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

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	 https://www.tiktok.com/t/ZP82DNASD/

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/

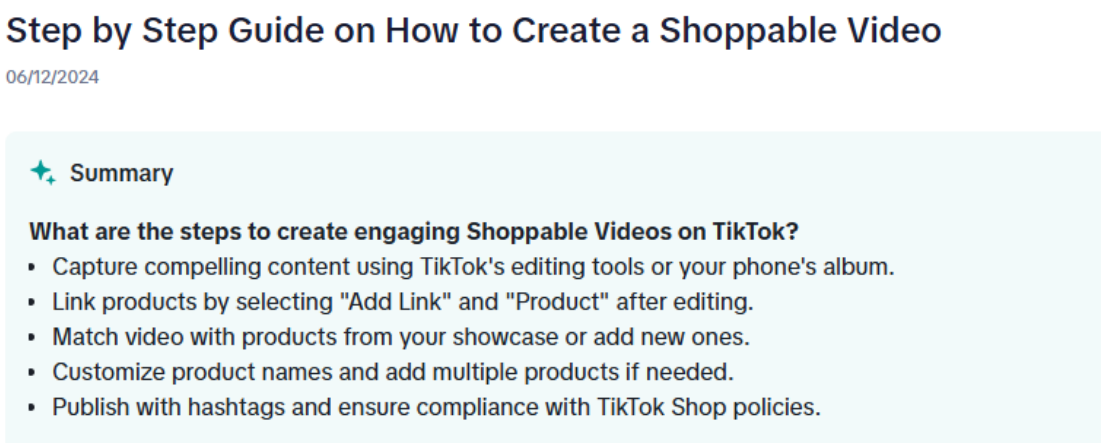
Claim Language	Exemplary Features of TikTok Accused Products
[7] The method of claim 1, further comprising collecting data based on actions taken by the user.	The Accused Products collect data based on actions taken by the user. For example, the TikTok platform collects data based on actions taken by users. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*: **Content Data** Discover new insights to help improve performance of your shoppable videos. Regularly measure and optimize your video performance with inuitive dashboards and reporting. You can visit the "Content Data" tab in the Shoppable Video Center to track the performance of each video you posted, including views, product impressions, click-through rate, GMV, and more. https://seller-us.tiktok.com/university/essay?knowledge_id=6160394680010539&default_language=en&identity=1 **Reasons you may see certain TikTok ads** We want advertising to enhance your TikTok experience. To achieve that, TikTok shows you ads that use information you provide, that we automatically collect about you as you use TikTok, or that advertisers and measurement partners share about you. • You will receive **non-personalized ads** based on categories of information that are broadly applicable to you and other users based on the context, such as your country and language, and declared information, like your age. Non-personalized ads may be less relevant to you because these ads are not based on your past activity. • Depending on your ads settings, we may show you **personalized ads**, which are ads we think you will be interested in based on information we receive. This may include information about your activities on the app or on our advertising partners' websites and apps or in their stores. https://www.tiktok.com/privacy/ads-and-your-data/en

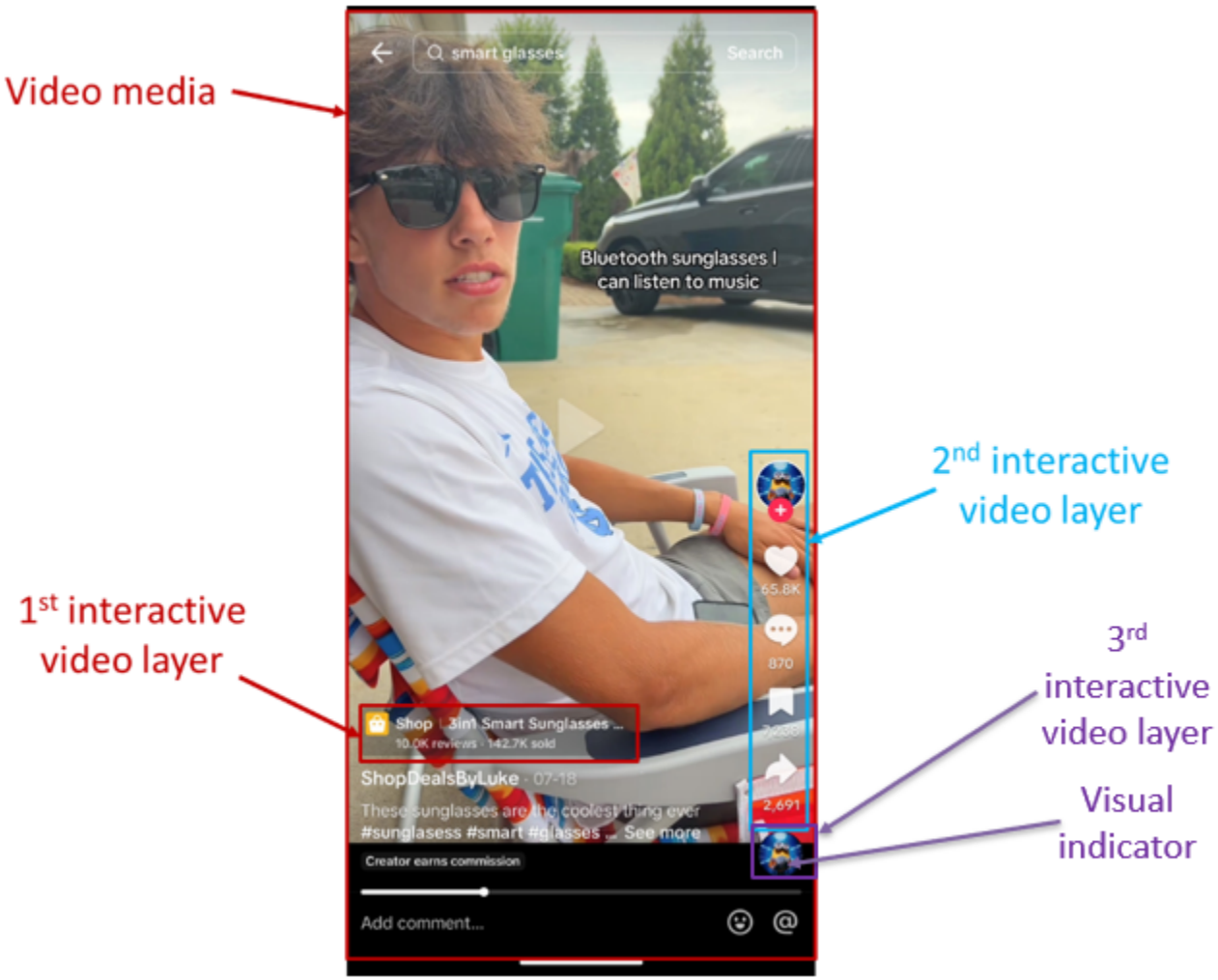
Claim Language	Exemplary Features of TikTok Accused Products
	Basic metrics and definitions in TikTok Ads Manager Last updated: February 2025 These metrics provide an overview of your campaign, ad group, and ad performance. To learn more about creating a report for your campaigns, see Create and Manage Reports. • Clicks (all): Number of clicks from your ads. This includes clicks that lead to destination as well as those for social and interaction purposes. • Clicks (destination): Number of clicks from your ads to a specified destination. • Conversions: Number of times your ad resulted in the optimization event you selected. • Conversion rate (CVR): Percentage of results you received out of all impressions on your ads. • Conversion rate (CVR, clicks): Percentage of results you received out of all destination clicks on your ads. • Cost: Sum of your total ad spend. • Cost per 1,000 people reached: Average cost to reach 1,000 unique users. • Cost per conversion: Average amount spent on a conversion. • CPC (destination): Average cost of each click to a specified destination. • CPM: Average amount you spent per 1,000 impressions. • CTR (destination): Percentage of impressions that resulted in a destination click out of all impressions. • Frequency: The average number of times each user saw your ad over a given time period. • Impressions: Number of times your ads were shown. • Paid likes: Number of times your ad was liked during the ad impression. • Reach: Number of unique users who saw your ads at least once. • Real-time conversions: Number of times your ad resulted in the optimization event you selected. • Real-time cost per conversion: Average amount spent on a conversion. • Real-time conversion rate (CVR): Percentage of conversions you received out of all impressions on your ads. • Real-time conversion rate (CVR, clicks): Percentage of conversions you received out of all destination clicks on your ads. https://ads.tiktok.com/help/article/basic-data?lang=en

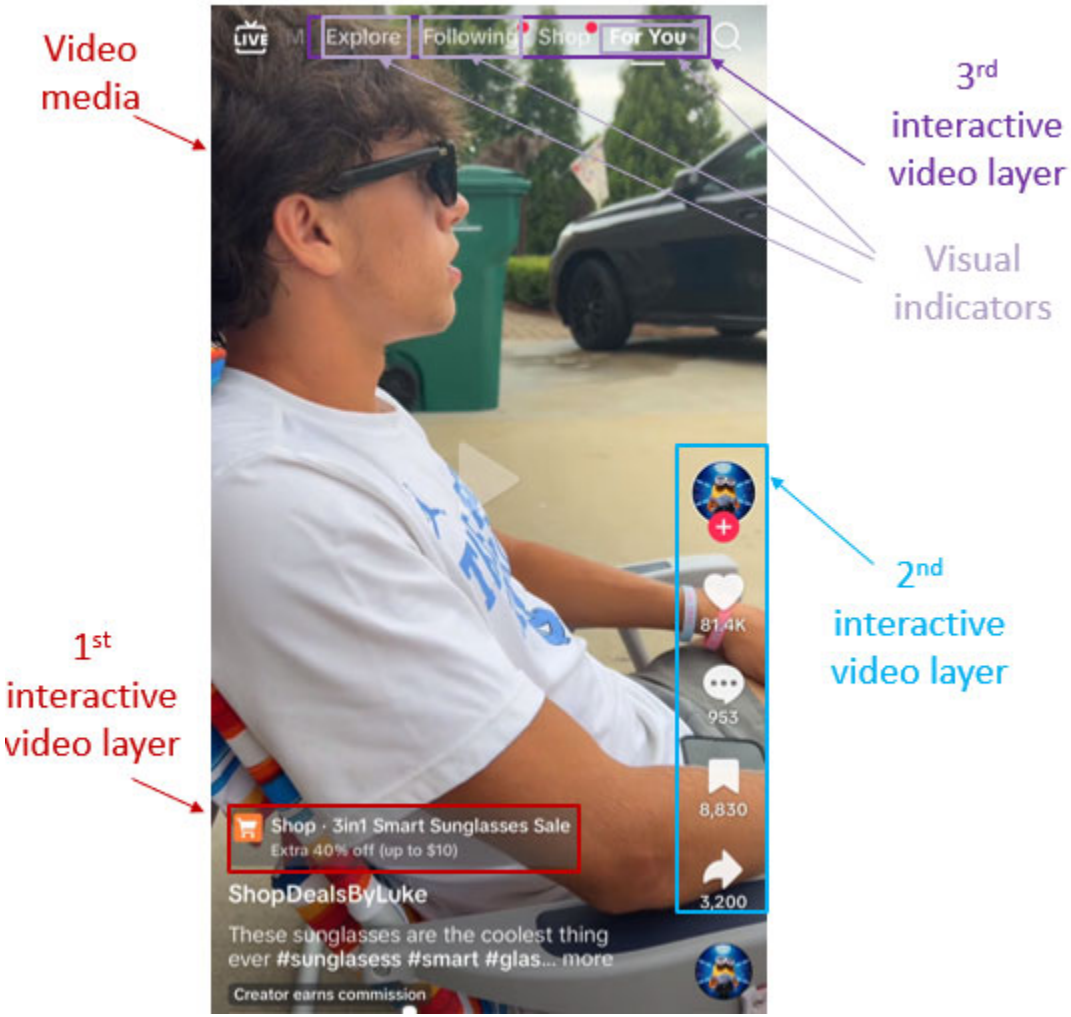
Claim Language	Exemplary Features of TikTok Accused Products
	List of key reporting metrics for LIVE Shopping Ads Last updated: February 2025 LIVE Shopping Ads lets you promote your products in your live video where people can purchase your products throughout the stream. The reporting metrics below are available in the **Campaign** tab of your TikTok Ads Manager account: https://ads.tiktok.com/help/article/key-reporting-metrics-for-live-shopping-ads?lang=en
[8] The method of claim 1, further comprising: removing the product information from the one or more of the plurality	The Accused Products remove the product information from the one or more of the plurality of visual or audio objects and associate different product information with the one or more of the plurality of visual or audio objects. For example, the TikTok platform allows users to remove the product information from the one or more of the plurality of visual or audio objects and associate different product information with the one or more of the plurality of visual or audio objects. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*

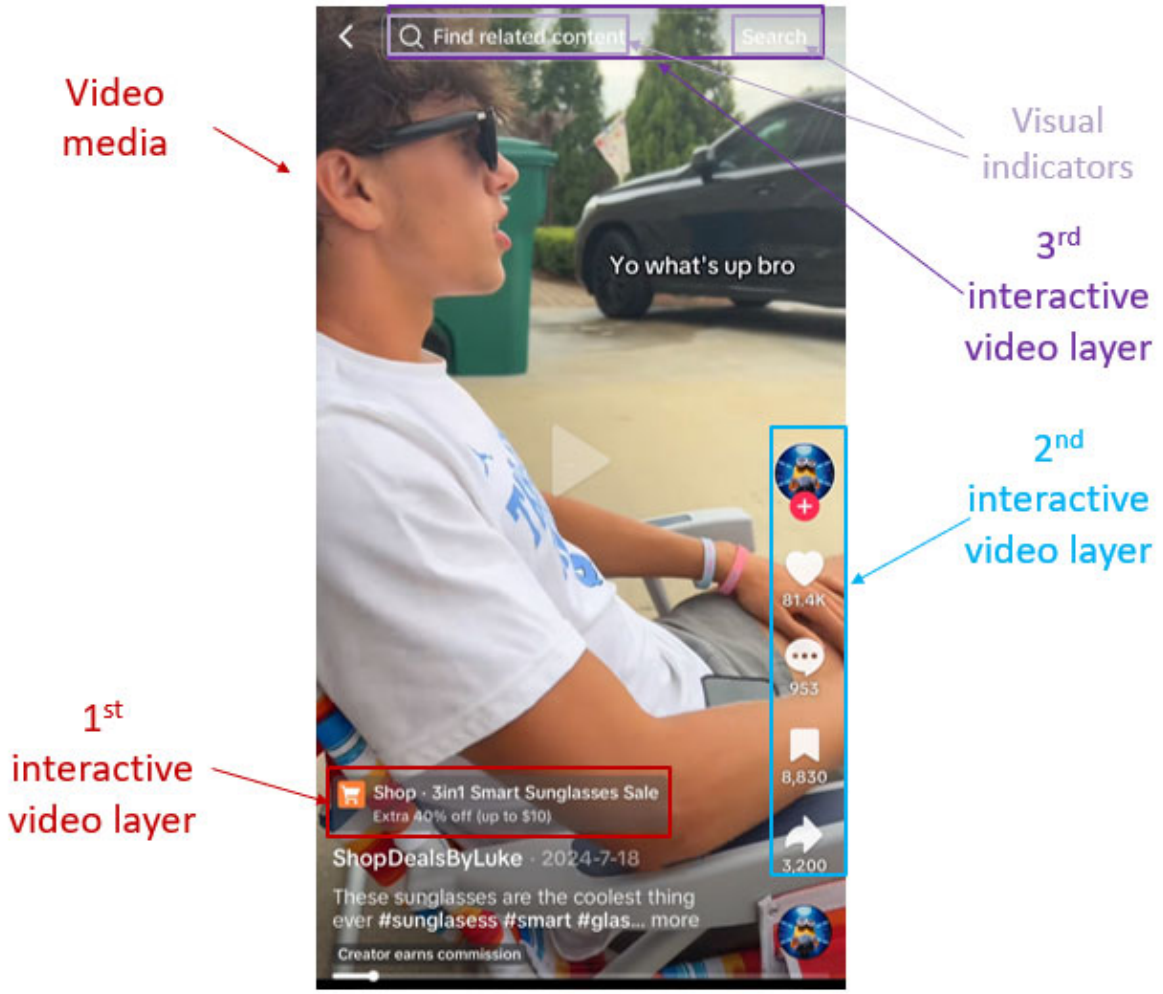
Category	Parent Metric	Definition	Associated Metrics
Basic Data	Clicks	Number of clicks from your ads. This includes clicks that lead to destination as well as those for social and interaction purposes.	Clicks Cost per click (CPC) Click through rate (CTR)
LIVE	LIVE Views	Number of times your LIVE was viewed from an ad. Revisits are counted.	LIVE views LIVE unique views 10-second LIVE views
LIVE	LIVE product clicks	Number of time viewers clicked a product and viewed its details page during your LIVE.	Live product clicks

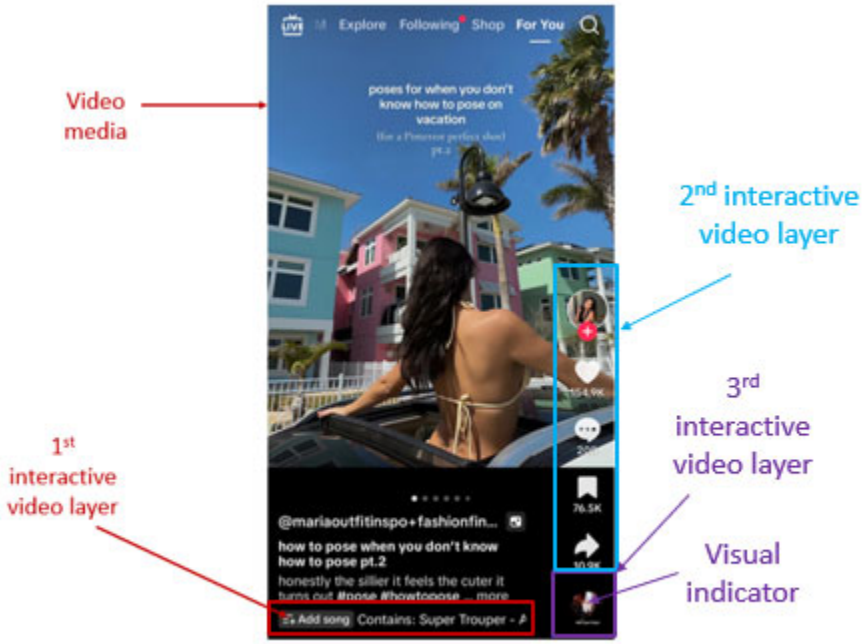
Claim Language	Exemplary Features of TikTok Accused Products
of visual or audio objects; and associating different product information with the one or more of the plurality of visual or audio objects.	**How to create an ad** To create an ad: 1. Log in to your TikTok Ads Manager account. 2. Go to an existing campaign or ad group. 3. Click **Create.** 4. On your ad creation page, turn on/off the Smart creative ads toggle. 5. Enter an ad name. The ad name is only for your reference and is not part of your ad. ◦ **Note:** Ad names support 512 characters. 6. Turn on/off the Identity toggle. 7. Select your ad format - Single video, Carousel, or Collection Ads. TikTok supports video ads. Carousel ad can display images. Our Global App Bundle supports both image and video ads. 8. Under **Ad creatives**, click **+Add videos or images**. You can choose multiple videos and images to add at one time. If you select multiple images, you can create one carousel ad by using all or some of the single image ads. ◦ Under the **Library** tab, toggle between **Videos** and **Images** to choose from your creatives. ◦ Click **+Upload** to add media directly from your computer. ◦ Click **+Create** to create a new video in Ads Manager using **Video template** or **Generate video**. Learn more about video templates to create videos directly on TikTok Ads Manager. 9. Choose a thumbnail for your video. You can upload your own custom cover photo or choose from the pre-selected images from your video. 10. Enter the following text and link elements to be displayed with your ad: • **Display Name:** This name must be consistent with the brand, product, or company name of the promoted website or app. • **Text:** The entered text will be displayed to your audience to tell them what you are promoting. • **Call to Action:** Choose a call-to-action to tell your audience what you'd like them to do when they see your ad. There are dynamic and standard CTAs. https://ads.tiktok.com/help/article/ad-set-up?lang=en

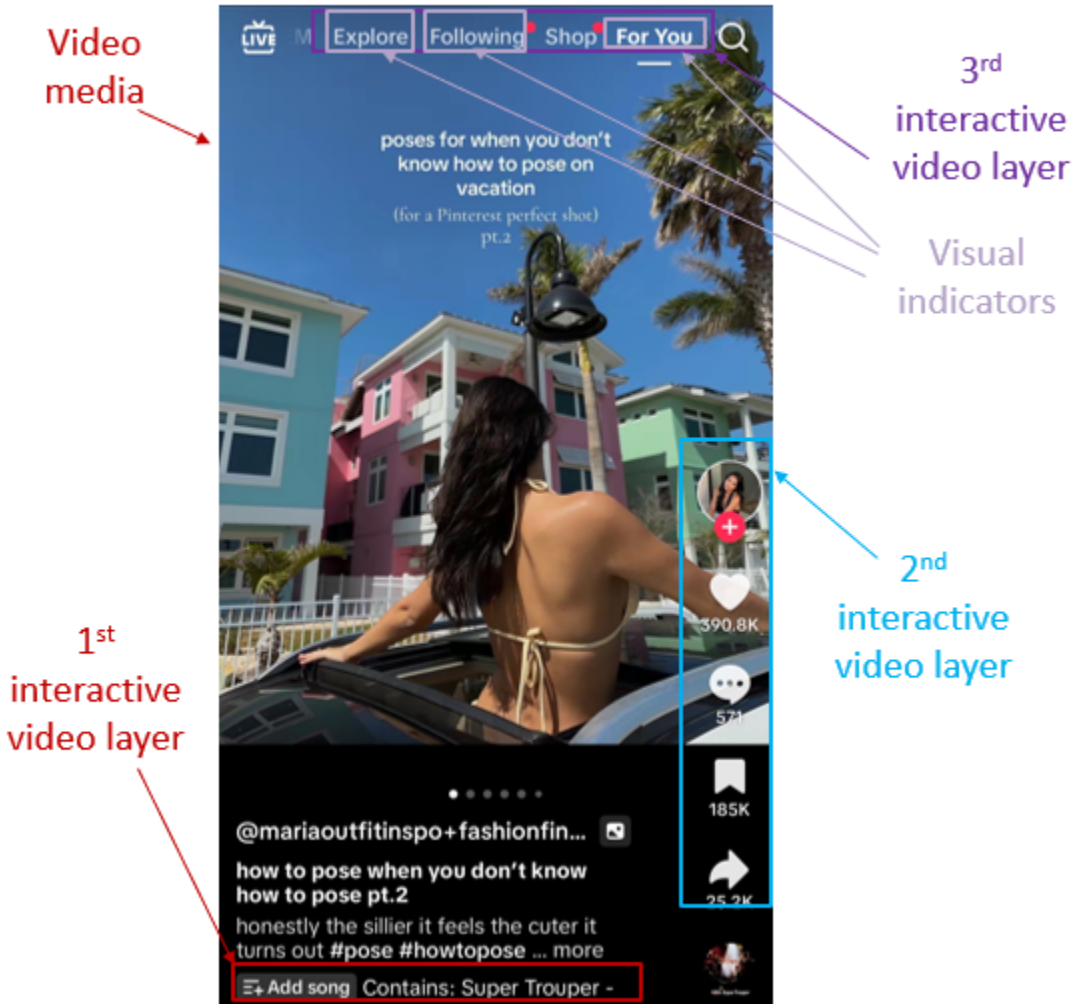
Claim Language	Exemplary Features of TikTok Accused Products
	 https://seller-us.tiktok.com/university/course?learning_id=5970955314923306&content_id=603906626160430&default_language=en&identity=1
[9] The method of claim 1, further comprising providing a third interactive video layer having one or more visual indicators to the server for distribution with the video	The Accused Products provide a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user. For example, the TikTok platform provides a third interactive video layer having one or more visual indicators to the server for distribution with the video media to the user. Users can select the sound used in the video through a visual indicator. Users can also select the "Explore," "Following," and "For You" tabs at the top of the screen through visual indicators. Users can also select a search bar at the top of the screen through visual indicators. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

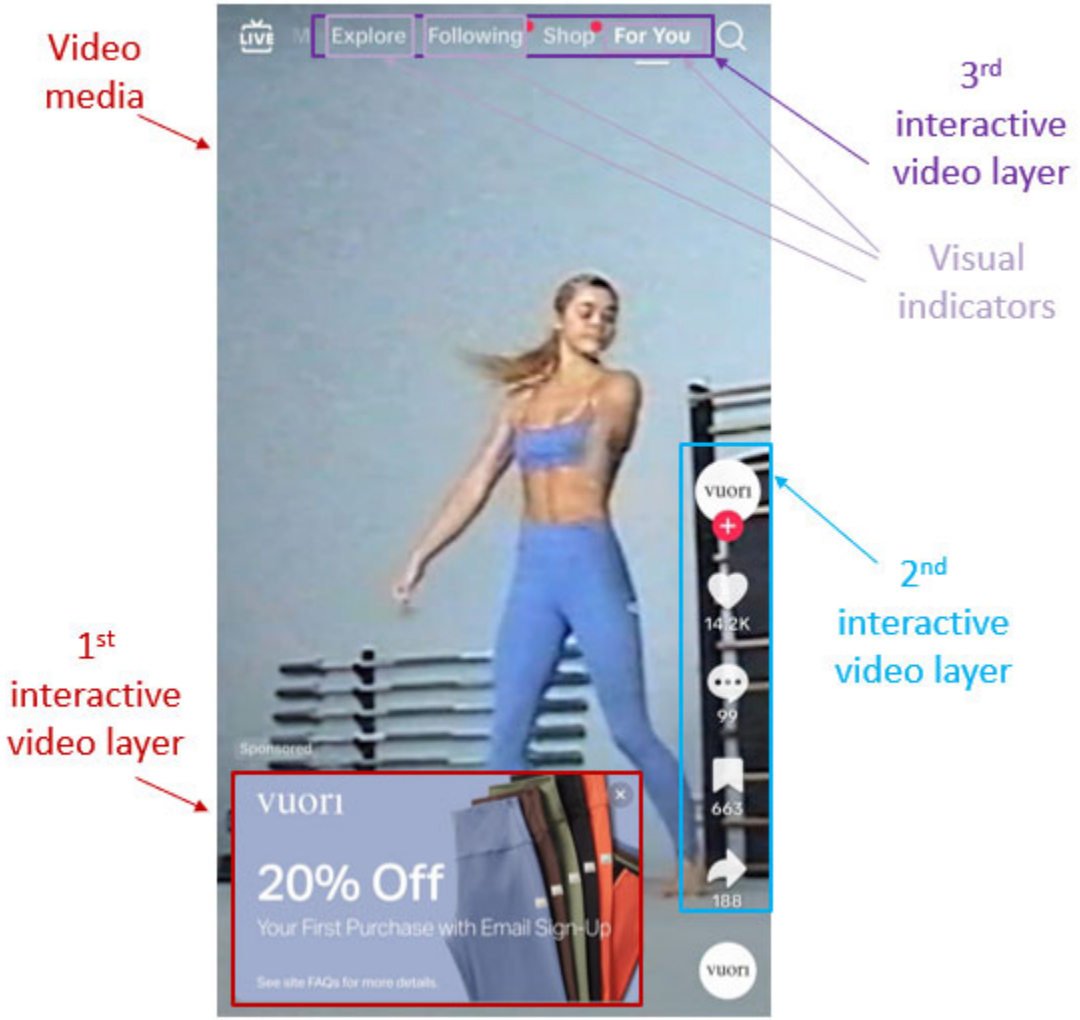
Claim Language	Exemplary Features of TikTok Accused Products
media to the user.	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

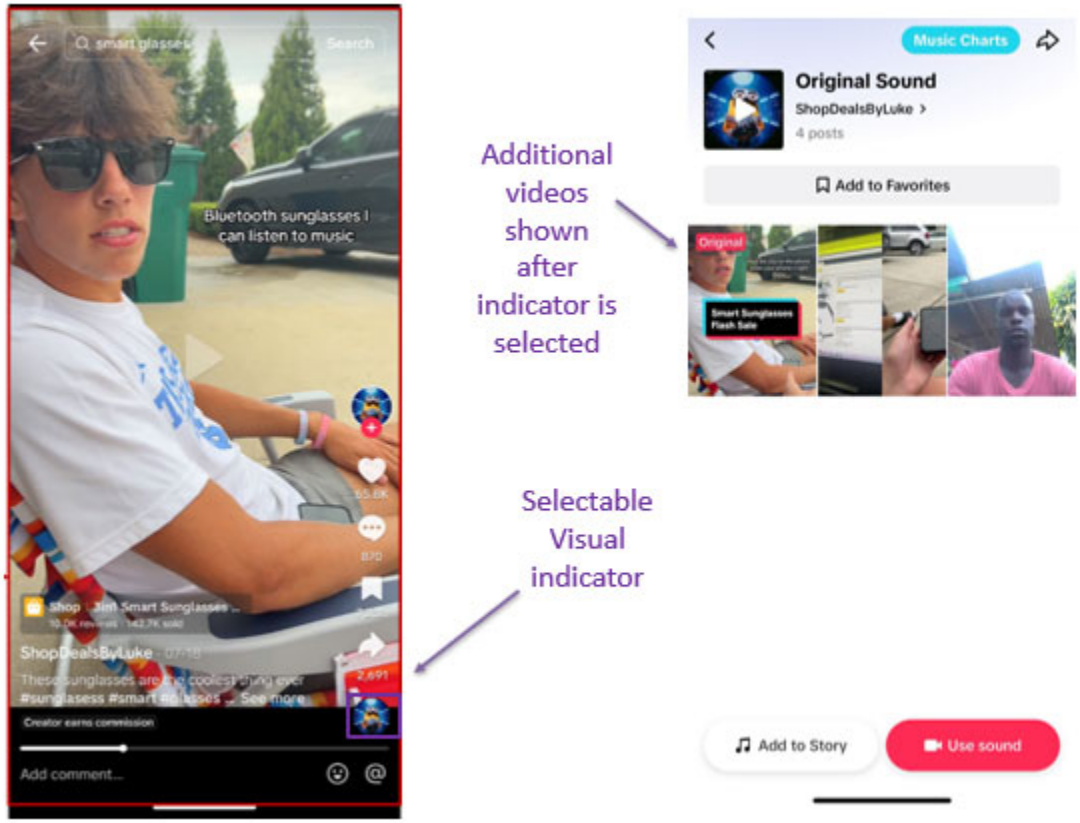
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

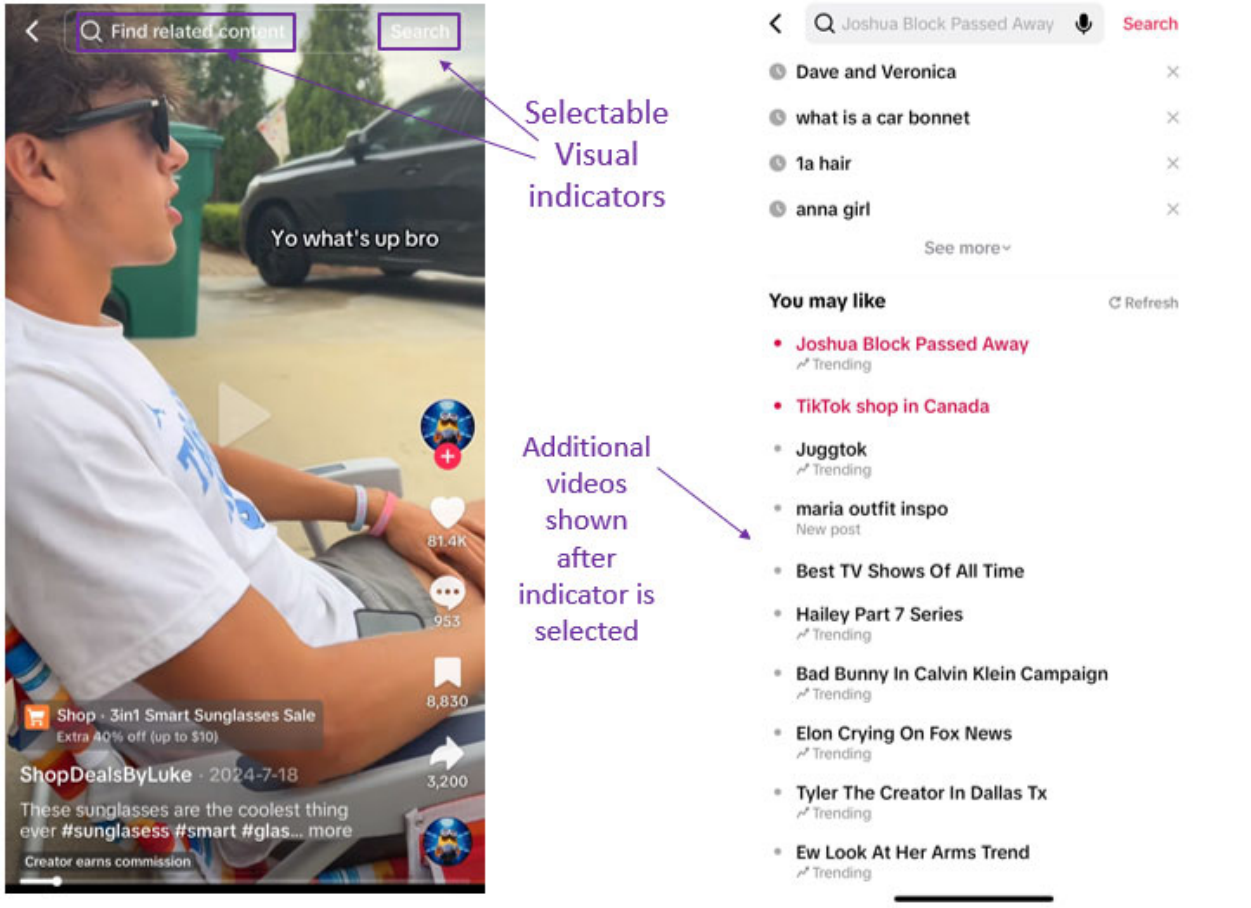
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

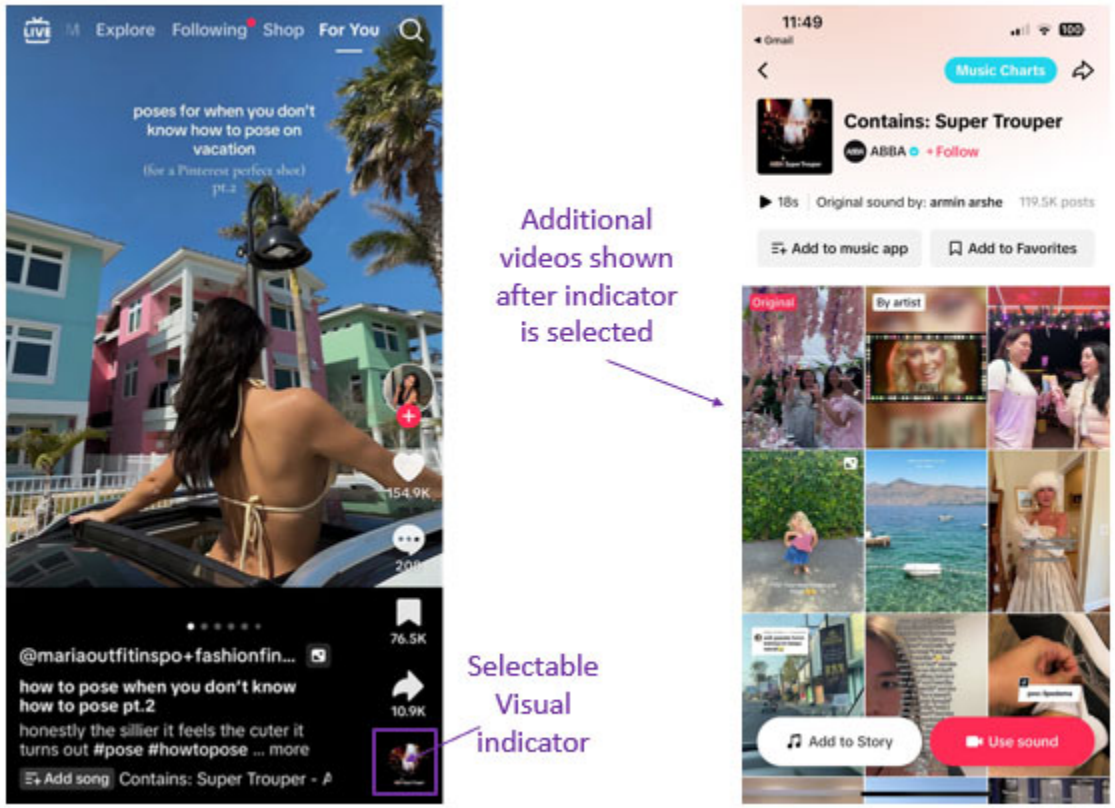
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

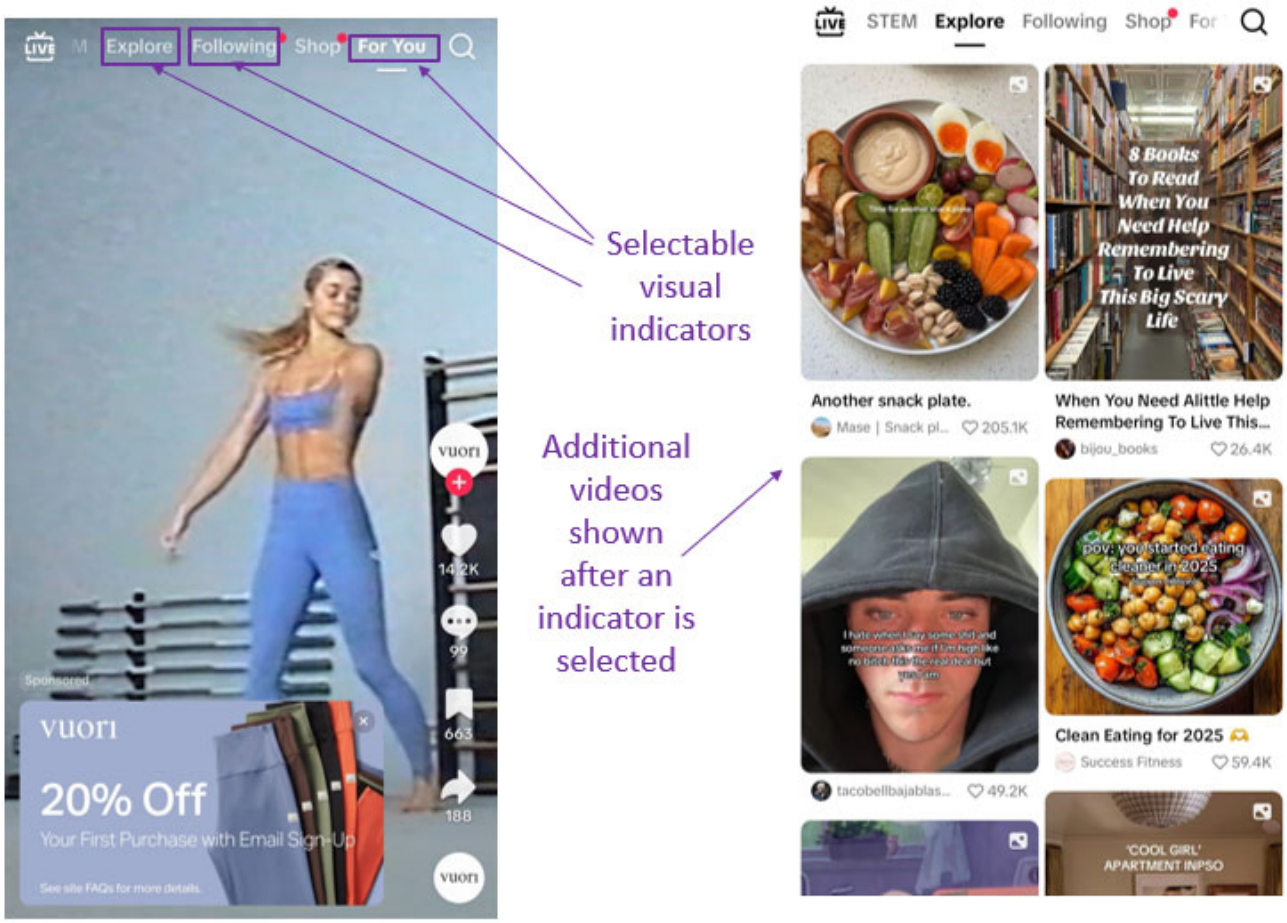
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/

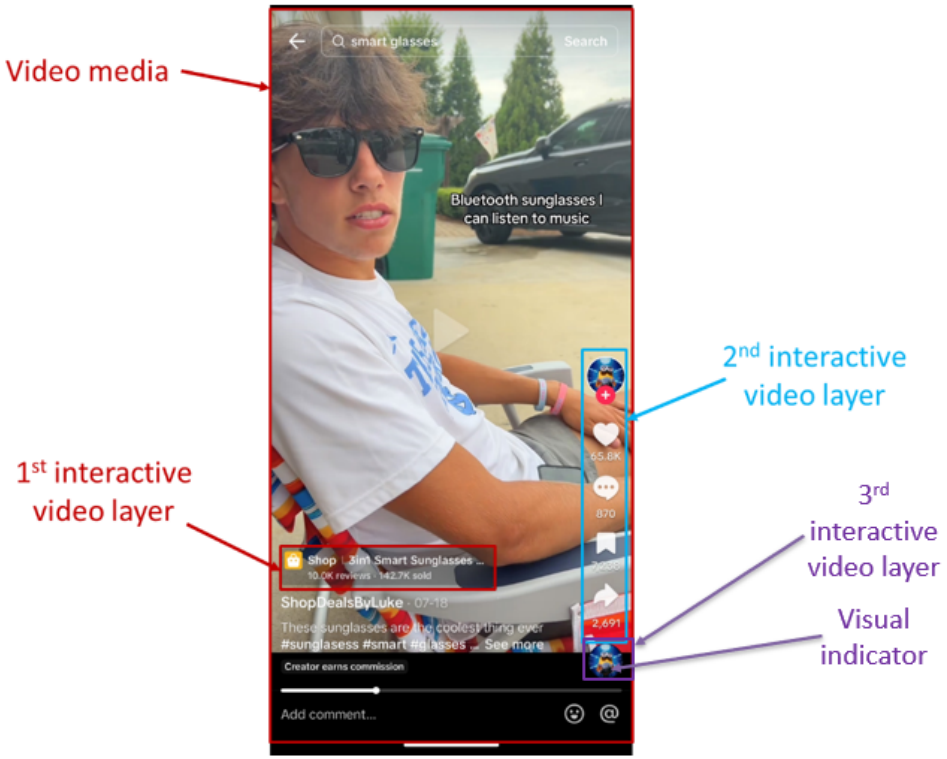
Claim Language	Exemplary Features of TikTok Accused Products
[10] The method of claim 9, wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise.	The Accused Products provide a third interactive video layer having one or more visual indicators wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise. For example, the TikTok platform provides a third interactive video layer having one or more visual indicators wherein the one or more visual indicators include a link for one or more of a second video media, a side room digital layer, a promotional video, a game, and/or merchandise. Users can select the sound used in the video through a visual indicator and view additional videos that featured that sound. Users can also select the "Explore," "Following," and "For You" tabs at the top of the screen through visual indicators and view additional videos. Users can also select a search bar at the top of the screen through visual indicators and view additional videos. In the alternative, to the extent TikTok argues that the suggested searches resulting from a selection of the search bar does not literally infringe this claim, suggested searches that lead to additional videos are equivalent to additional videos and there is an insubstantial difference between the two under the Doctrine of Equivalents. *See e.g.*:

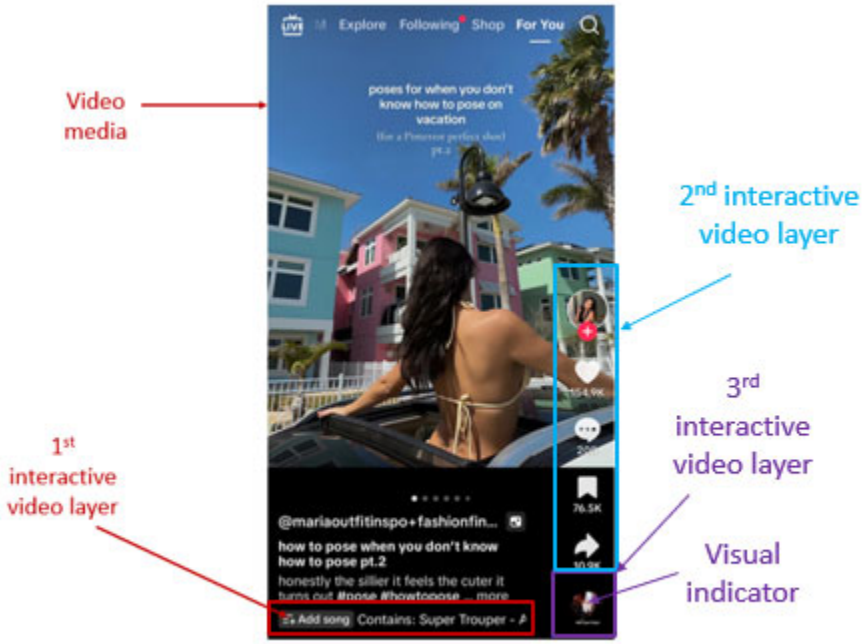
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

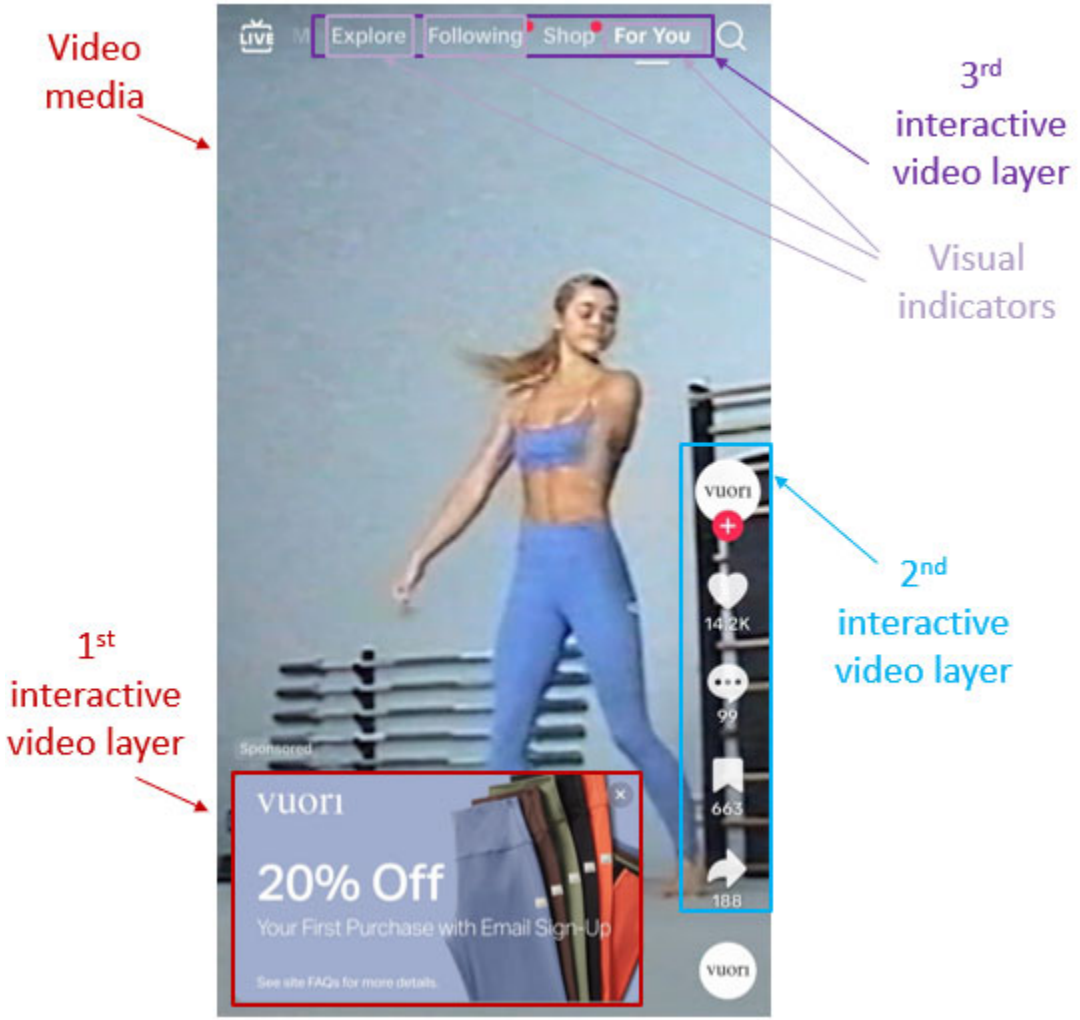
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

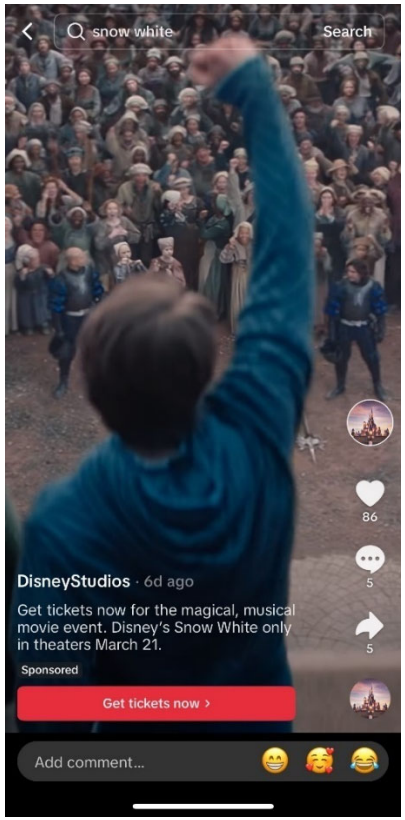
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

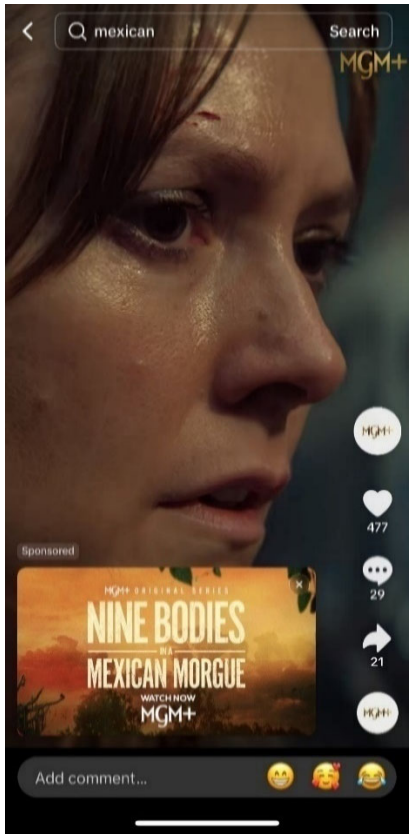
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[11] The method of claim 1,	The Accused Products generate video data including a third interactive video layer, wherein the third interactive layer comprises one or more visual indicators.

Claim Language	Exemplary Features of TikTok Accused Products
wherein the video data includes a third interactive video layer, wherein the third interactive video layer comprises one or more visual indicators.	For example, the TikTok Platform generates video data including a third interactive video layer, wherein the third interactive layer comprises one or more visual indicators. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

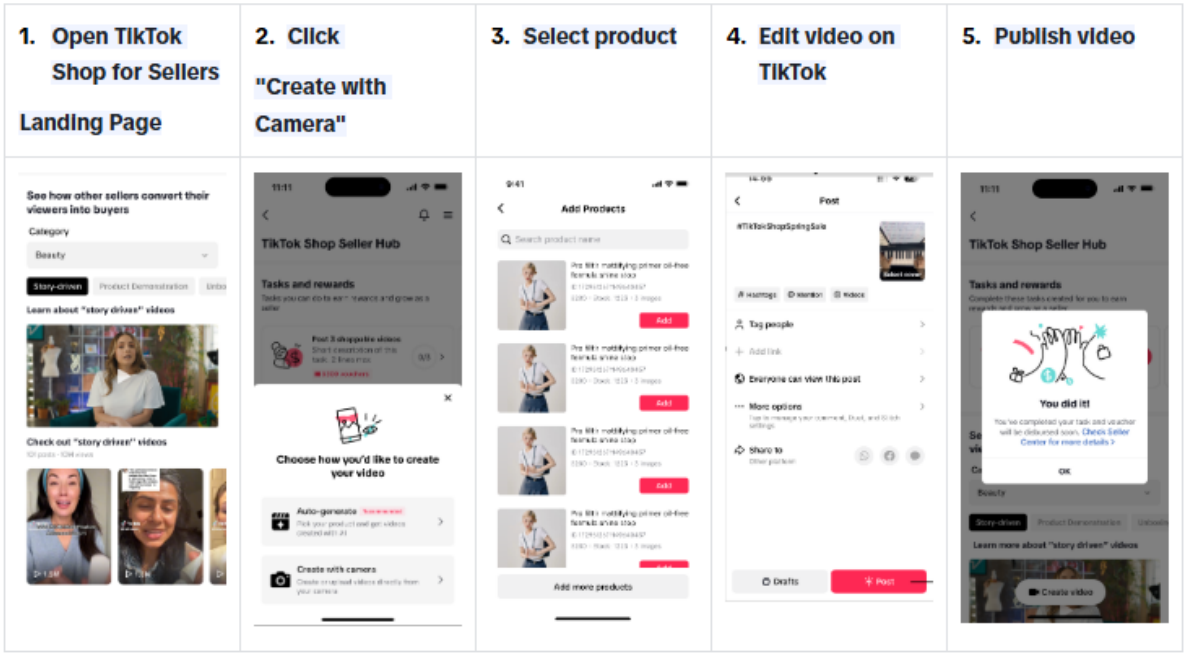
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/

Claim Language	Exemplary Features of TikTok Accused Products
[12] The method of claim 1, wherein the video media includes one of a television episode or a movie.	The Accused Products provide video media that includes one of a television episode or movie. For example, the TikTok Platform provides video media that includes one of a television episode or movie. In the alternative, to the extent TikTok argues that providing media entertainment does not literally infringe this claim, providing media entertainment is equivalent to providing a television episode or movie and there is an insubstantial difference between the two under the Doctrine of Equivalents. *See e.g.*: 

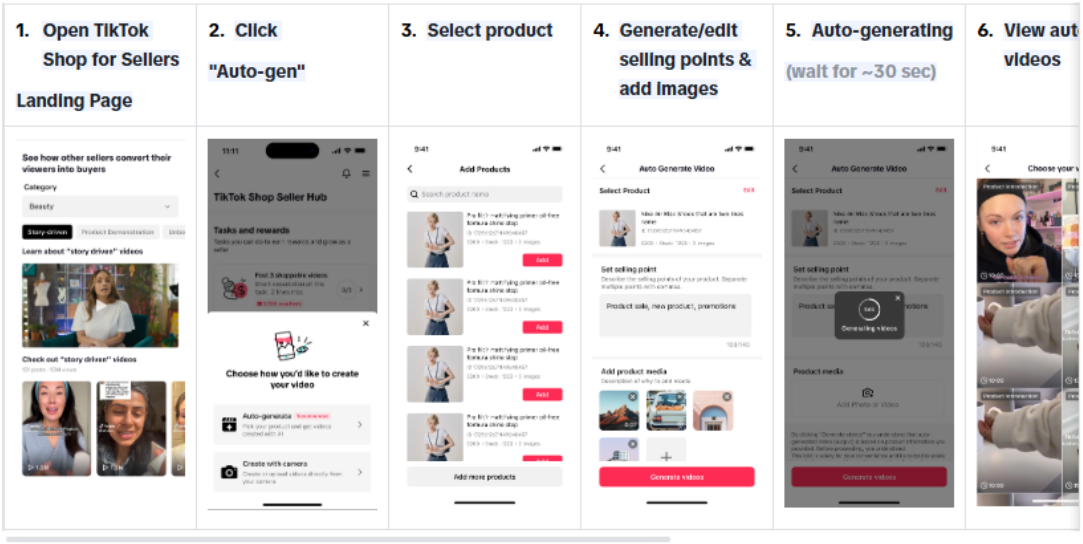
Claim Language	Exemplary Features of TikTok Accused Products
	https://www.tiktok.com/t/ZP82Uyqvg/  https://www.tiktok.com/t/ZP82U6PS8/
[13] The method of claim 1, wherein the	On information and belief, the Accused Products identify one or more of the plurality of visual or audio objects manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media.

Claim Language	Exemplary Features of TikTok Accused Products
identifying one or more of the plurality of visual or audio objects is performed manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media.	For example, on information and belief, the TikTok Platform identifies one or more of the plurality of visual or audio objects manually through input of spatial and/or temporal data for each of the one or more items, services, or songs of interest within the video media. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

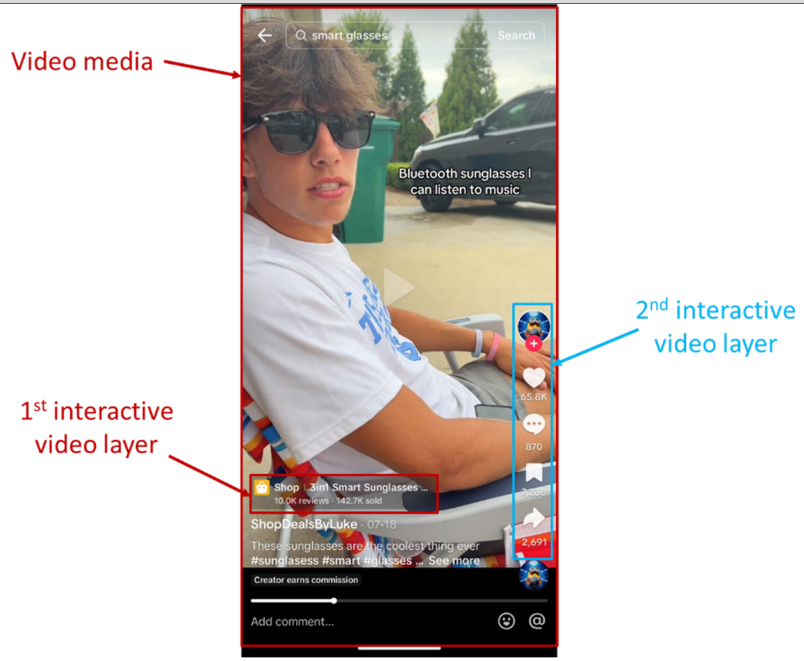
Claim Language	Exemplary Features of TikTok Accused Products
	3.3 Create with Camera Sellers are also able to create Shoppable Video from scratch.  https://seller-us.tiktok.com/university/essay?knowledge_id=6985012398737195&default_language=en&identity=1

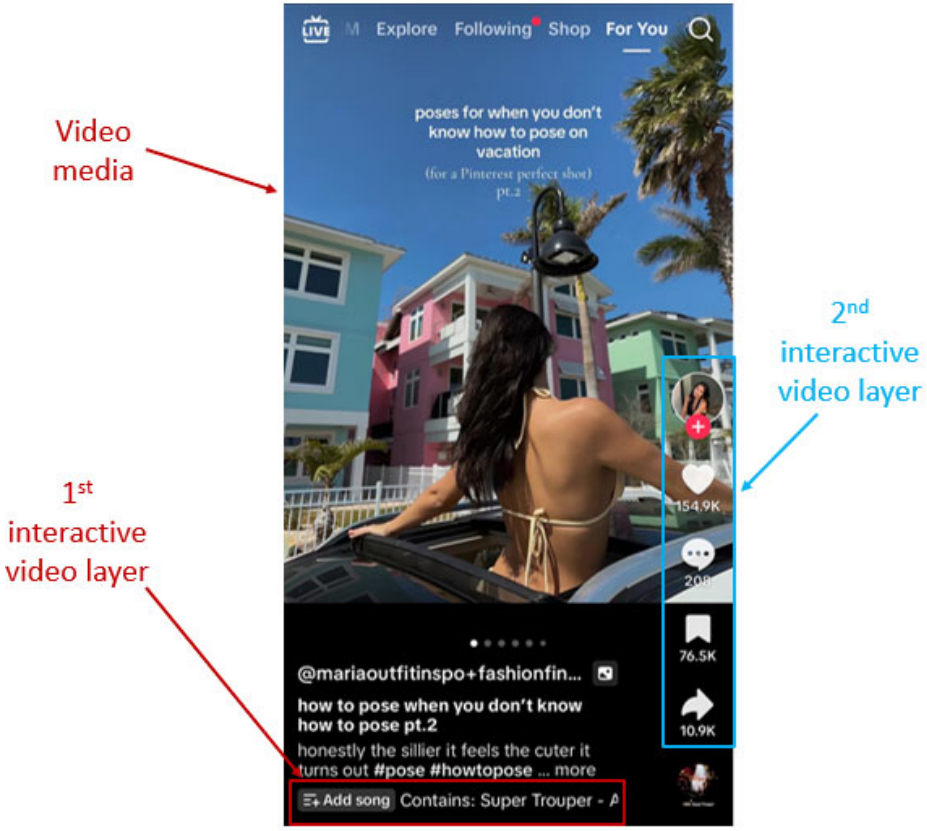
Claim Language	Exemplary Features of TikTok Accused Products
	How to create an ad To create an ad: 1. Log in to your TikTok Ads Manager account. 2. Go to an existing campaign or ad group. 3. Click **Create.** 4. On your ad creation page, turn on/off the Smart creative ads toggle. 5. Enter an ad name. The ad name is only for your reference and is not part of your ad. ◦ **Note:** Ad names support 512 characters. 6. Turn on/off the Identity toggle. 7. Select your ad format - Single video, Carousel, or Collection Ads. TikTok supports video ads. Carousel ad can display images. Our Global App Bundle supports both image and video ads. 8. Under **Ad creatives**, click **+Add videos or images**. You can choose multiple videos and images to add at one time. If you select multiple images, you can create one carousel ad by using all or some of the single image ads. ◦ Under the **Library** tab, toggle between **Videos** and **Images** to choose from your creatives. ◦ Click **+Upload** to add media directly from your computer. ◦ Click **+Create** to create a new video in Ads Manager using **Video template** or **Generate video**. Learn more about video templates to create videos directly on TikTok Ads Manager. 9. Choose a thumbnail for your video. You can upload your own custom cover photo or choose from the pre-selected images from your video. 10. Enter the following text and link elements to be displayed with your ad: • **Display Name:** This name must be consistent with the brand, product, or company name of the promoted website or app. • **Text:** The entered text will be displayed to your audience to tell them what you are promoting. • **Call to Action:** Choose a call-to-action to tell your audience what you'd like them to do when they see your ad. There are dynamic and standard CTAs. https://ads.tiktok.com/help/article/ad-set-up?lang=en

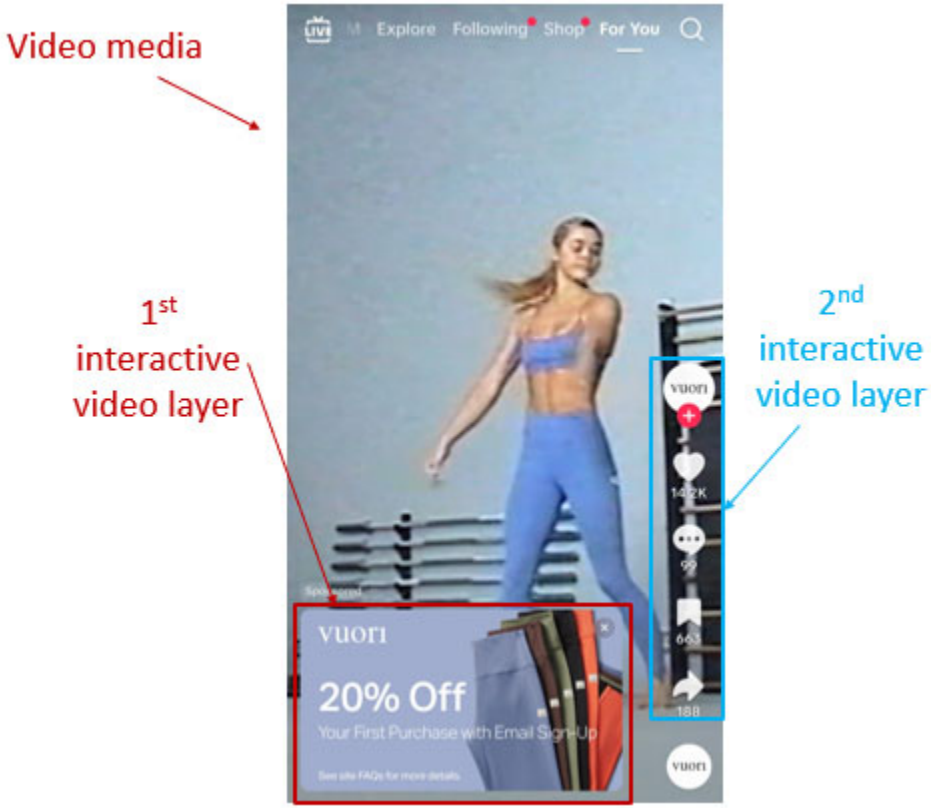
Claim Language	Exemplary Features of TikTok Accused Products
	How to add sound in editing To add a sound: 1. From the editing screen, tap **Sound** and select **Add sound**. You can also tap **Add sound** below the video track. 2. Select your desired sound and tap **Use**. The sound will automatically be added to your video. Tap the **Favorites** button to save a sound for later use. 3. Tap the sound clip to enter edit mode to adjust the length, replace, change the volume, or remove. 4. Hold and drag the arrow on either side of the sound clip to adjust the length. You can also add recommended music to your videos through the in-app music library. To add recommended music. After selecting **Add sound**, tap the **Recommended** tab to see trending audio. https://support.tiktok.com/en/using-tiktok/creating-videos/editing-tiktok-videos-and-photos
[14] The method of claim 1, wherein identifying one or more of the plurality of visual or audio objects is performed automatically	On information and belief, the Accused Products identify one or more of the plurality of visual or audio objects automatically by a computer program for visual and/or audio recognition and mapping. For example, on information and belief, the TikTok platform identifies one or more of the plurality of visual or audio objects automatically by a computer program for visual and/or audio recognition and mapping. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

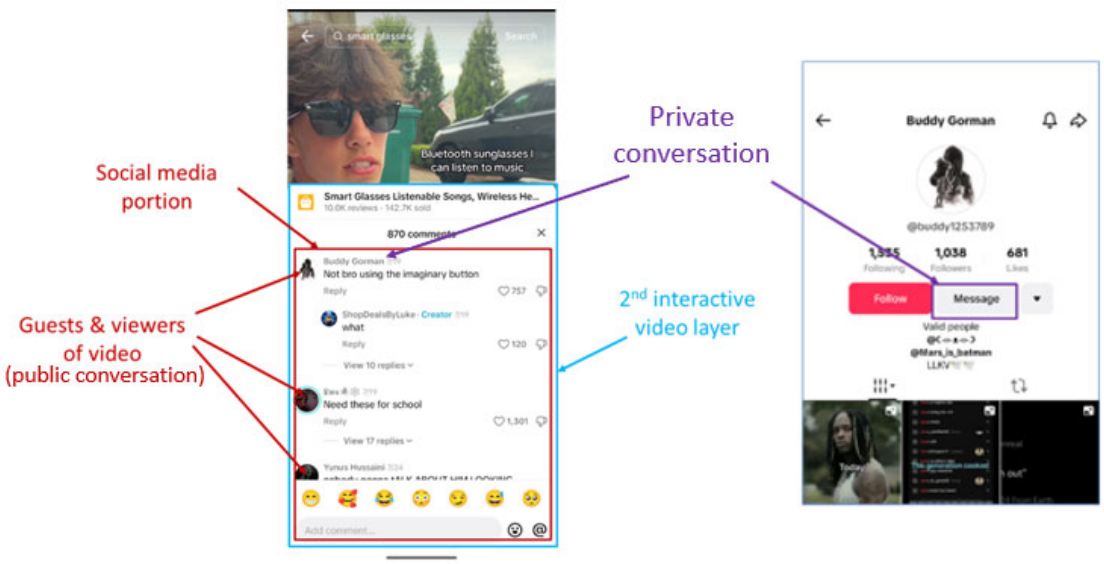
Claim Language	Exemplary Features of TikTok Accused Products
by a computer program for visual and/or audio recognition and mapping.	**Auto-generating Shoppable Video** A key benefit of TikTok Shop for Sellers is the ability to create video using existing templates.  https://seller-us.tiktok.com/university/essay?knowledge_id=6985012398737195&default_language=en&identity=1

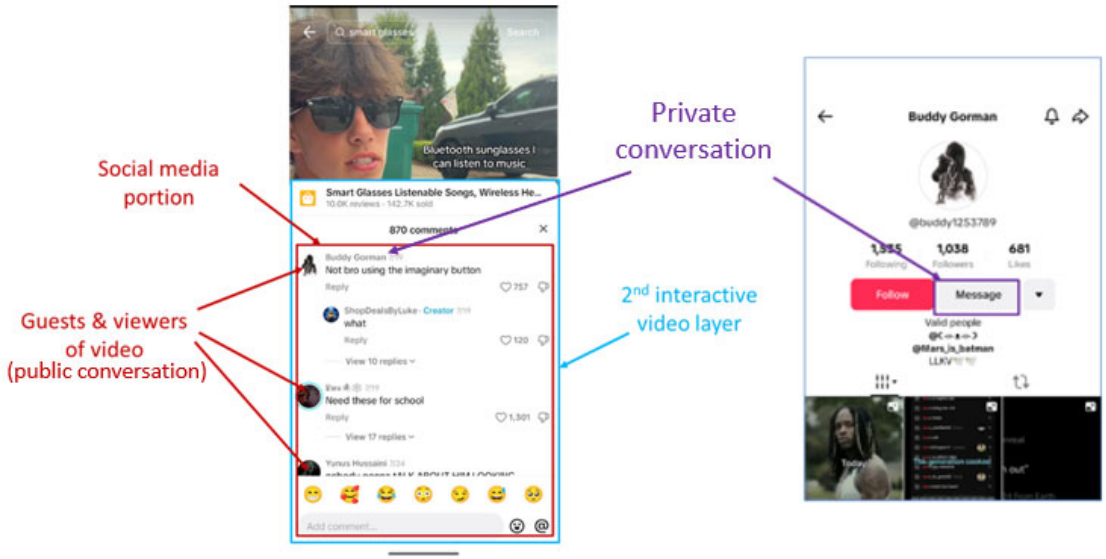
Claim Language	Exemplary Features of TikTok Accused Products
	About Generate with AI in TikTok Ads Manager Last updated: February 2025 Generate with AI quickly produces creative assets for use in your ads, all within TikTok Ads Manager's ad creation process. The feature works by analyzing content, populated either manually, from a product ID, or from a URL, and then leveraging AI to generate relevant video materials. **How Generate with AI works** 1. Content input: You can provide Generate with AI with content such as a product URL, product ID from TikTok Shop, or manual input. 2. Creative generation: Generate with AI analyzes the content input, including product, price, scenario, and other contextual information, to generate creative assets, including video and images, AI-generated scripts, voiceovers, avatars, and other elements. 3. Creative auto-selection: Generate with AI then selects up to 10 of the most suitable creatives based on our AI's content understanding and recommended strategies. You can then add or subtract from this selection as needed for your ads. **Availability** 1. Generate with AI is being made available to select advertisers and you will see it available in TikTok Ads Manager when it is made available to you. 2. Generate with AI supports the following campaign objectives: traffic, lead generation, app promotion, web conversion, product sales, and Smart+ for web. 3. Generate with AI is currently available for English content only. 4. When providing Generate with AI with a URL, it must include a maximum of a single item or product on the page. https://ads.tiktok.com/help/article/about-generate-with-ai-in-tiktok-ads-manager?lang=en
[15] The method of claim 1, wherein the first and second interactive layers are unaffected by ad blocking software.	The Accused Products generate first and second interactive layers that are unaffected by ad blocking software. For example, the TikTok platform is unaffected by ad blocking software. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

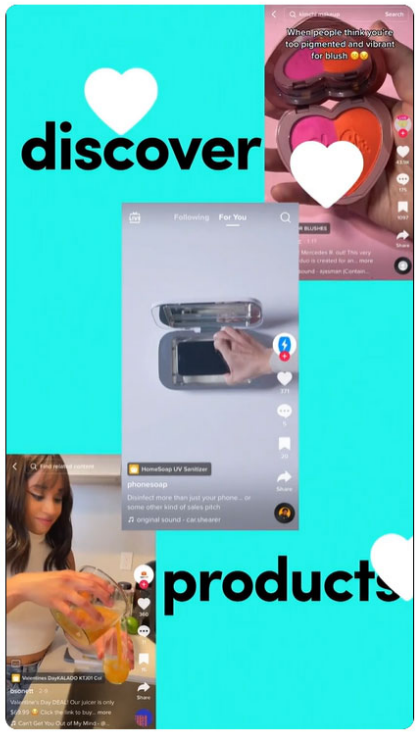
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

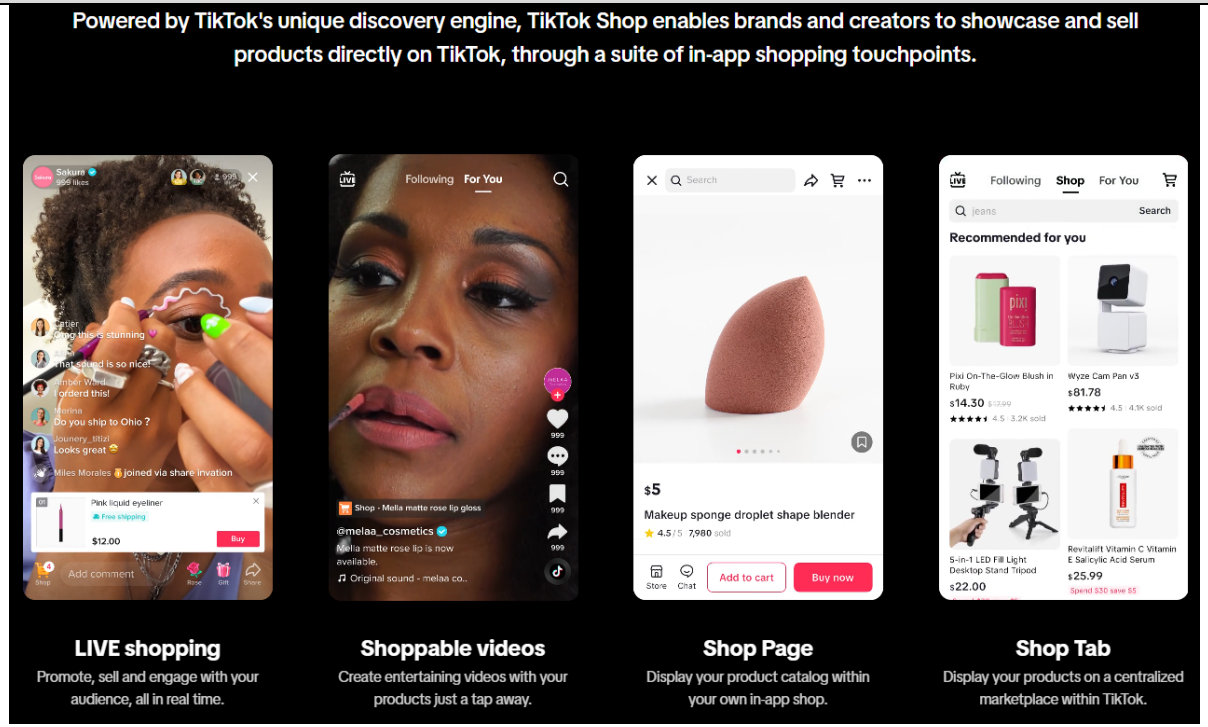
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[16a] The method of claim 1, wherein the	The Accused Products' display of interaction and past interaction activity comprises a public or private conversation between the user and the at least one guest. For example, the TikTok platform displays interaction and past interaction activity comprising a public or private conversation between the user and the at least one guest. This feature is shared by all videos on TikTok for which comments are enabled by the creator. In the alternative and to the extent TikTok argues that the Accused Products

Claim Language	Exemplary Features of TikTok Accused Products
interaction and the past interaction activity comprise a public or private conversation between the user and the at least one guest,	do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[16b] wherein the plurality of different conversations comprises at	The Accused Products' display a plurality of different conversations comprising at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.

Claim Language	Exemplary Features of TikTok Accused Products
least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.	For example, the TikTok platform displays a plurality of different conversations comprising at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join. This feature is shared by all videos on TikTok for which comments are enabled by the creator. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
[17pre] A non-transitory computer readable media encoded with instructions that, when executed by a processor, cause the processor to carry out at least the following steps:	To the extent the preamble is limiting, the Accused Products include a non-transitory computer readable media encoded with instructions that cause the processor to carry out the claimed steps. For example, the TikTok platform includes a non-transitory computer readable media encoded with instructions to receive and process LIVE or pre-recorded videos from users that promote various products. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*: "TikTok Shop is a completely personalized and fully integrated commerce solution, where sellers authentically connect with creators and communities to drive meaningful shopping experiences." https://business.tiktokshop.com/us/seller.

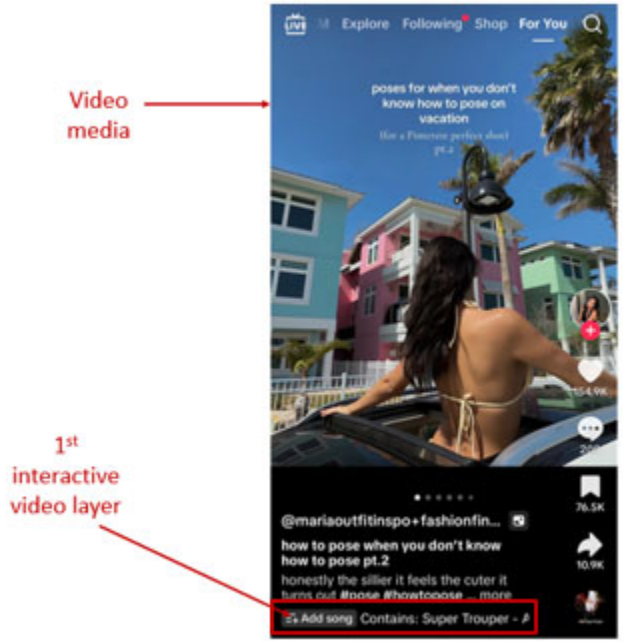
Claim Language	Exemplary Features of TikTok Accused Products
	 https:/business.tiktokshop.com/us/seller **Discovery and Joy** Entertainment combines with commerce through authentic and relatable content, sparking inspiration that leads to purchase. **Trusted Advocates** TikTok creators bring a fresh take on shopping, helping brands build trust by showcasing products through their content. **Passionate Communities** Brands can develop a lasting relationship with an exploding community of users already talking about your products on TikTok. **Frictionless Checkout** Convenient and trusted, from the For You Page through secure check-out, order management, and support. Less friction makes for a happier purchase. **Scaleable Ecosystems** Support for your business, no matter the size. From logistics to post-sale management, you'll find the tools you need to grow.

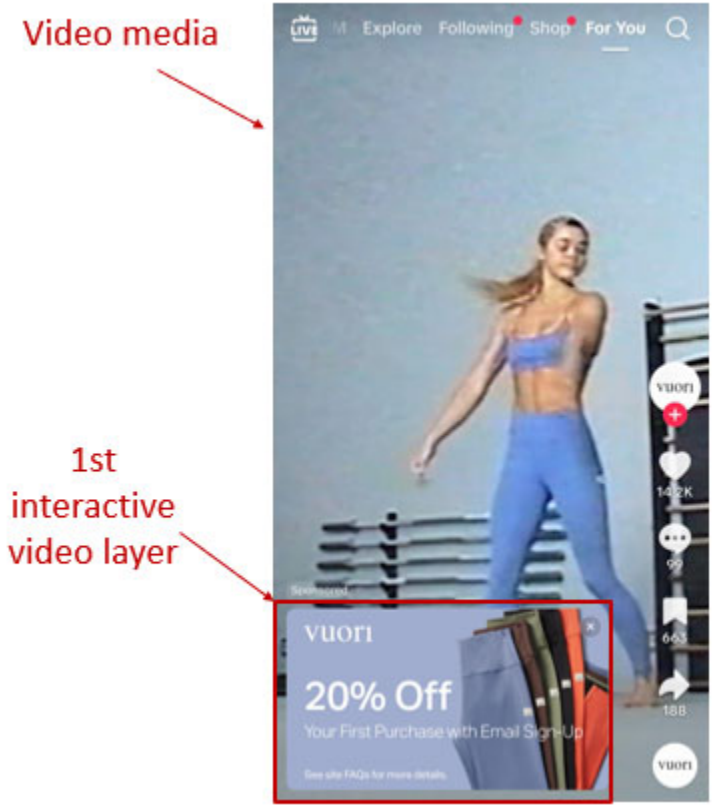
Claim Language	Exemplary Features of TikTok Accused Products
	 https:/business.tiktokshop.com/us/seller

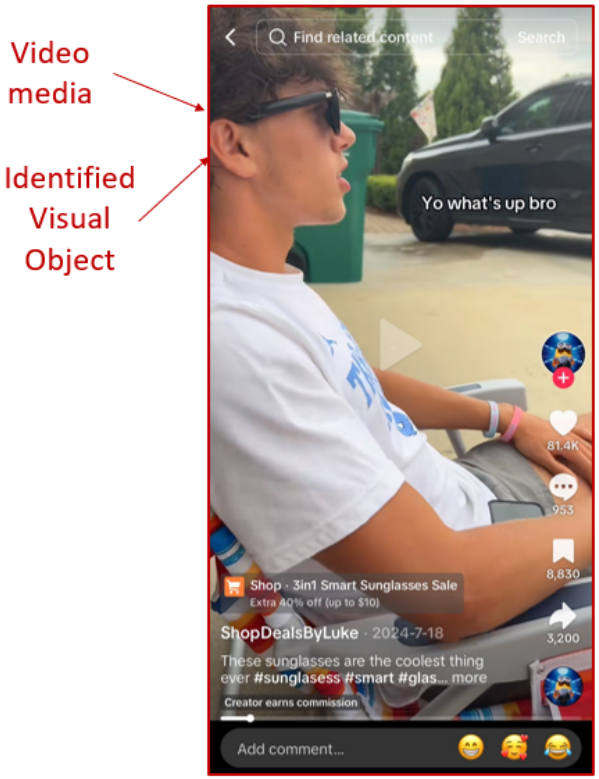
Claim Language	Exemplary Features of TikTok Accused Products
	Creator TikTok Shop allows creators to spotlight and promote products they love to their community, and activate new revenue streams. **Quick & Seamless Experience** Browse, select, and add products into short videos and LIVEs to start promoting in just a few taps. **Earning and Growth Opportunities** Get paid commission on your generated sales through our Affiliate Program, directly accessible on TikTok Shop. **Accessible Partnerships with Brands** Develop relationships and commercial collaboration opportunities with brands across all categories. **Access to Top Products** Explore best selling and creator favorites to feature directly in content by browsing the TikTok Shop Product Marketplace. https:/business.tiktokshop.com/us/seller

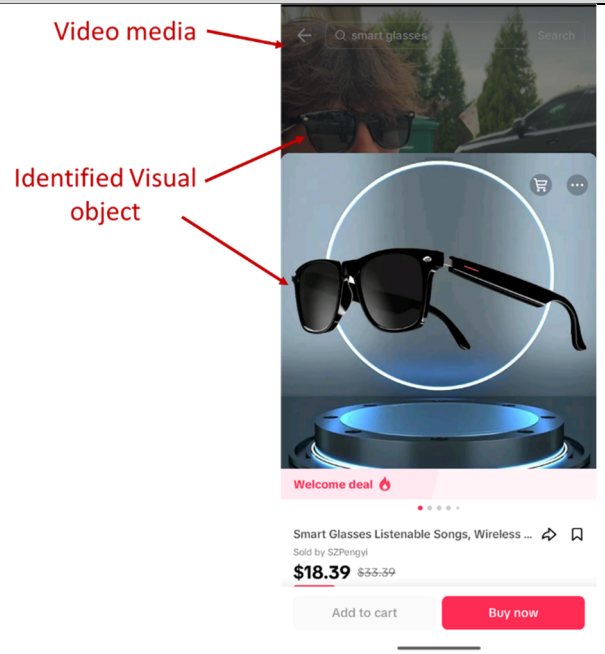
Claim Language	Exemplary Features of TikTok Accused Products
	Shopper TikTok Shop inspires shoppers through entertainment, and guides them to discover brands and products they want to see most. **Complete In-App Experience** Shop through LIVEs, engaging in-feed videos, or by tapping the shop icon on a brand or creator profile, and checkout directly within TikTok. **Authentic Recommendations** Discover new brands and products recommended by the TikTok community. **Safe & Seamless Shopping** Shop within a trustworthy and seamless shopping experience that is fun and entertaining, from discovery straight through to secure checkout. **Exclusive Offers** Enjoy the excitement of discovering exclusive products, and amazing deals and promotions. https:/business.tiktokshop.com/us/seller

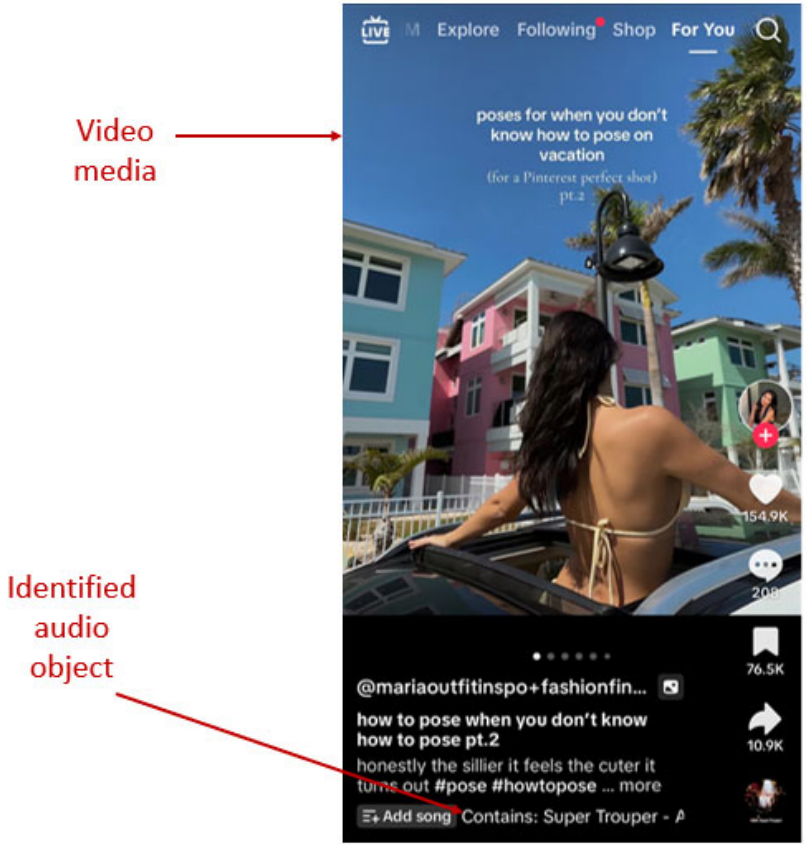
Claim Language	Exemplary Features of TikTok Accused Products
[17a] a) processing video media to generate a first interactive video layer, wherein the processing includes:	The Accused Products process video media to generate a first interactive video layer. For example, the TikTok platform processes video media to generate a first interactive video layer. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*: Video media 1st interactive video layer  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

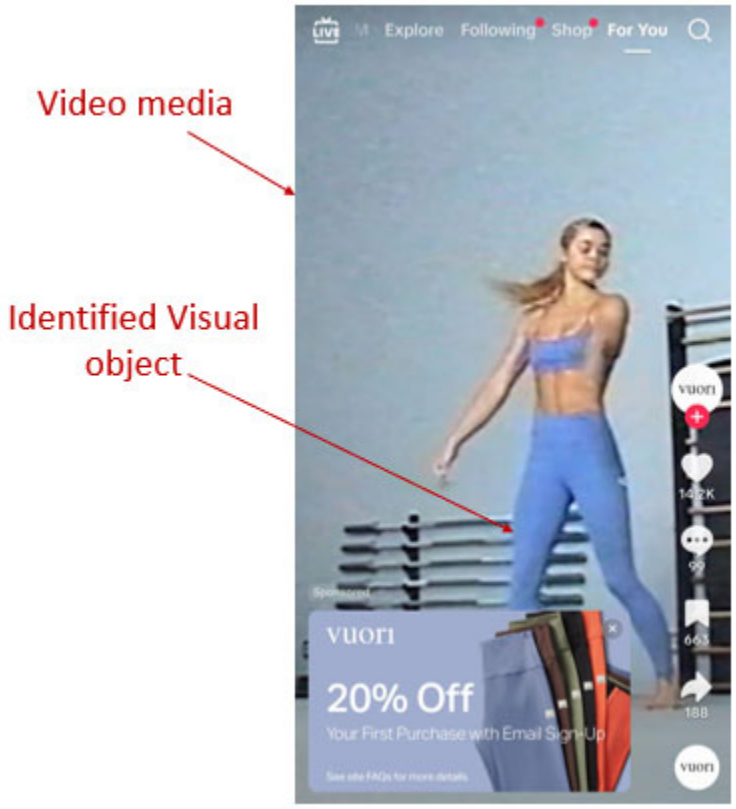
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

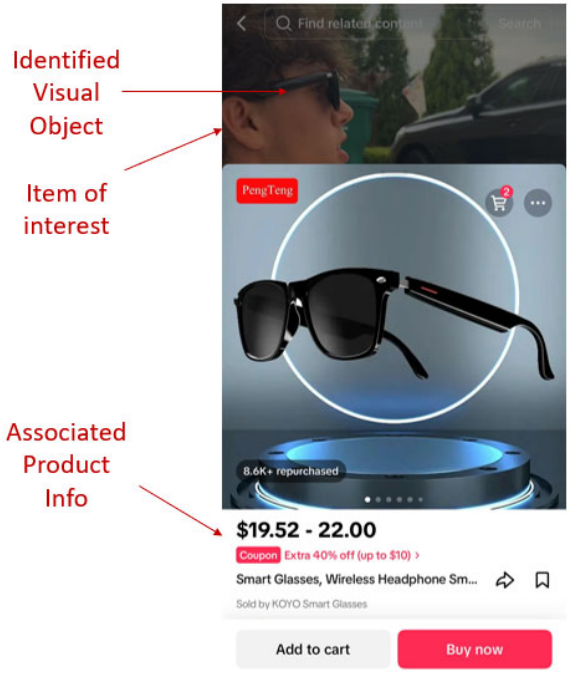
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17b] i) identifying one or more of the plurality of visual or audio	The Accused Products identify one or more of the plurality of visual or audio objects within the video media. For example, the TikTok platform identifies a visual object, such as a promoted product or song, within the video. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents.

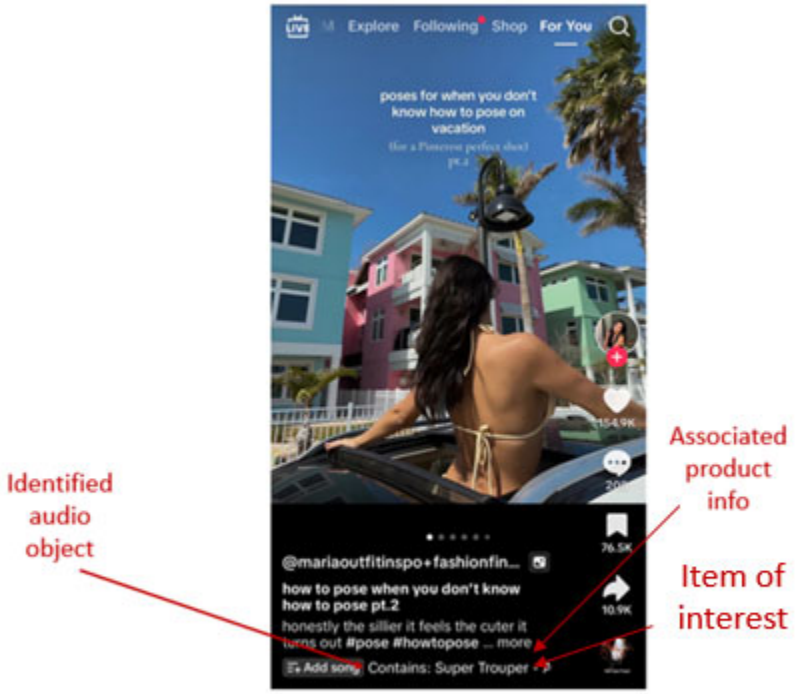
Claim Language	Exemplary Features of TikTok Accused Products
objects within the video media;	*See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

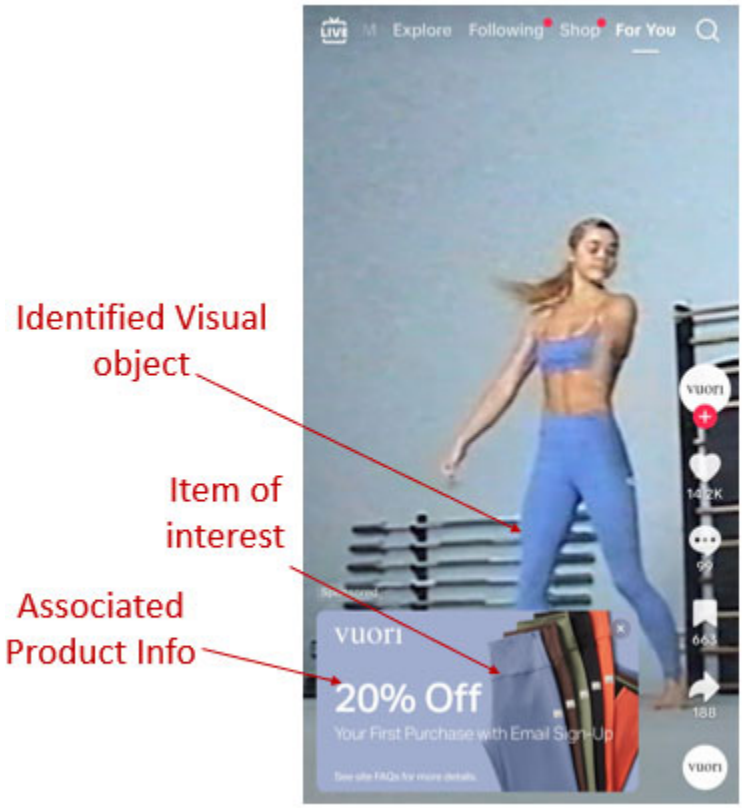
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

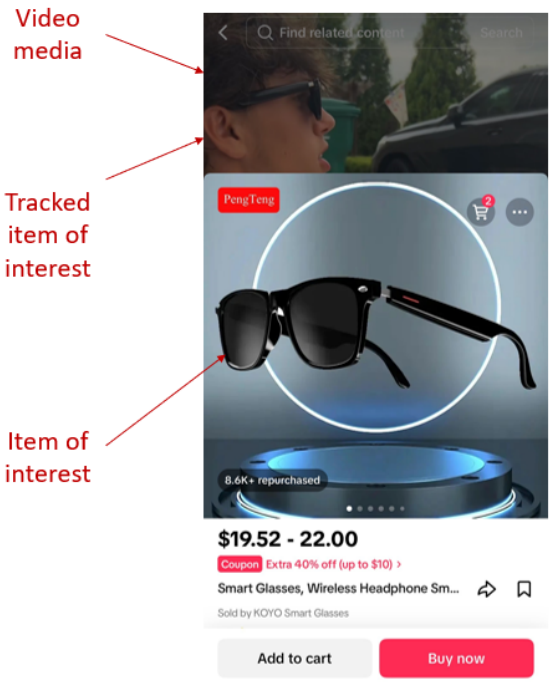
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

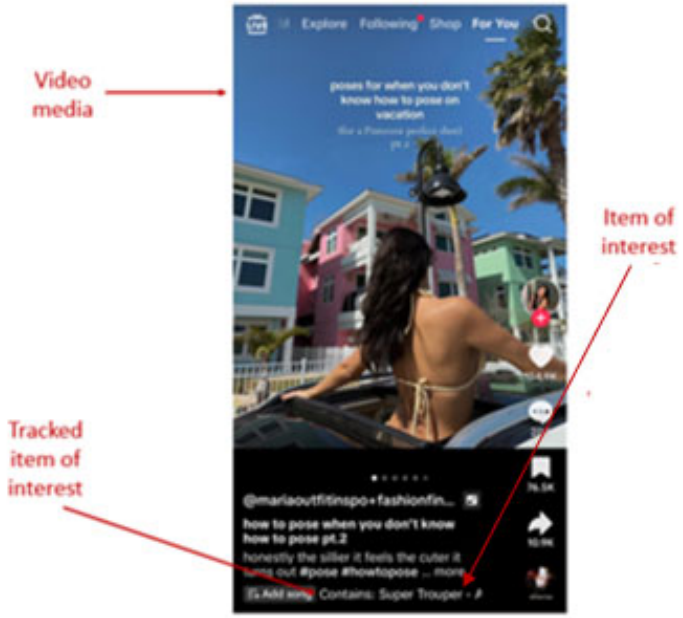
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17c] ii) associating product information to the one or more	The Accused Products associate product information to the one or more of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest. For example, the TikTok platform associates product information to the identified promoted product to correspondingly form an item of interest. In the alternative and to the extent TikTok argues that the Accused

Claim Language	Exemplary Features of TikTok Accused Products
of the plurality of visual or audio objects to correspondingly form one or more items, services, or songs of interest;	Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

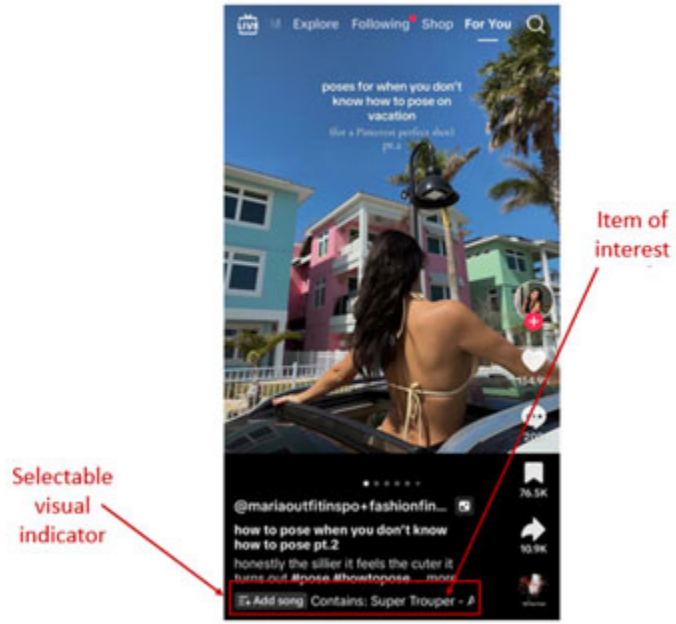
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17d] iii) tracking the one or more items,	The Accused Products track the one or more items, services, or songs of interest through the one or more frames of the video media. For example, the TikTok platform tracks the item of interest through one or more frames of the video media. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation,

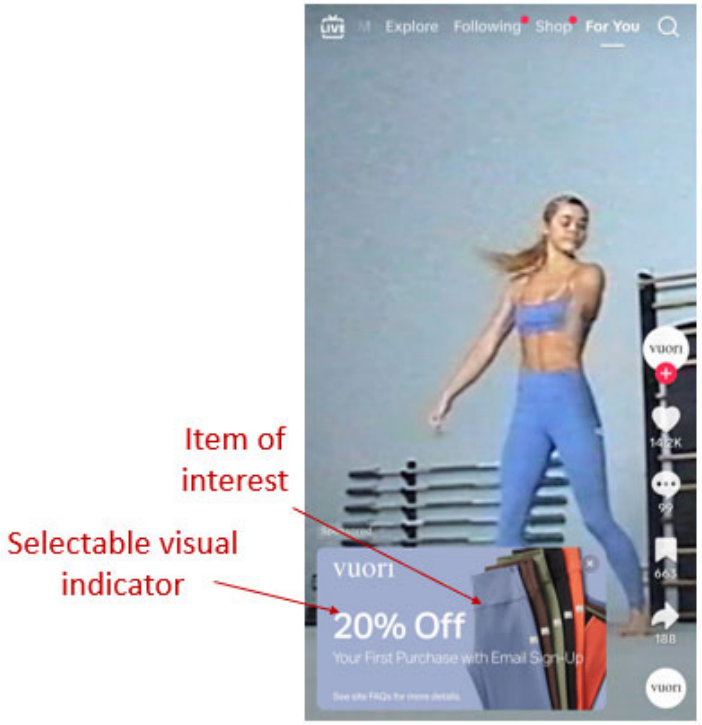
Claim Language	Exemplary Features of TikTok Accused Products
services, or songs of interest through the one or more frames of the video media; and	ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

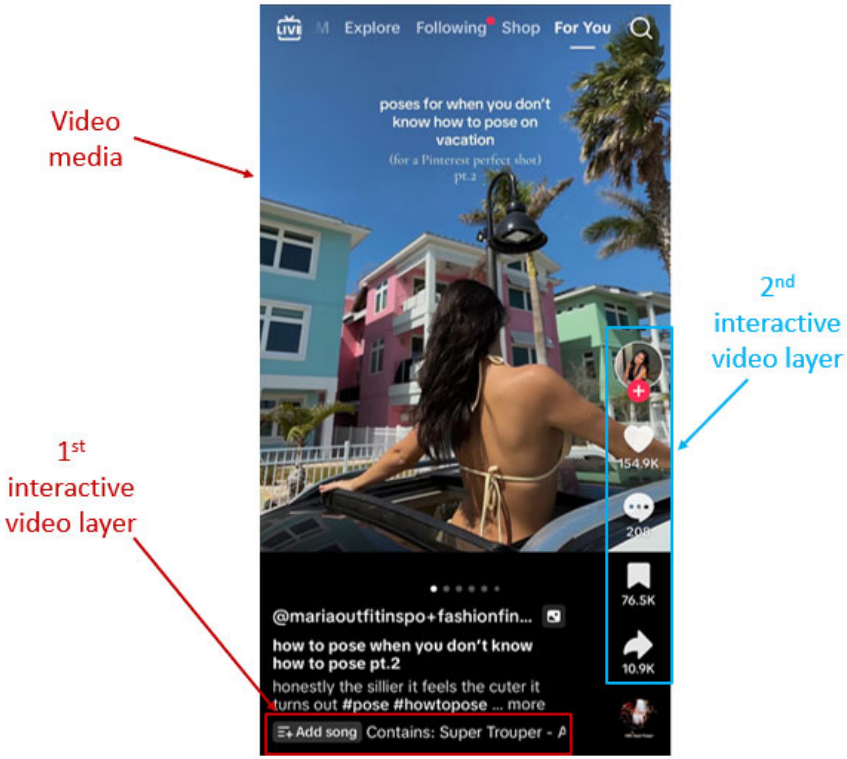
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17e] iv) assigning a selectable visual indicator for each of the	The Accused Products assign a selectable visual indicator for each of the one or more items, services, or songs of interest. For example, the TikTok platform assigns a visual indicator for the item of interest, where a user can select the indicator by tapping on it. In the alternative and to the extent TikTok argues that the Accused Products do not

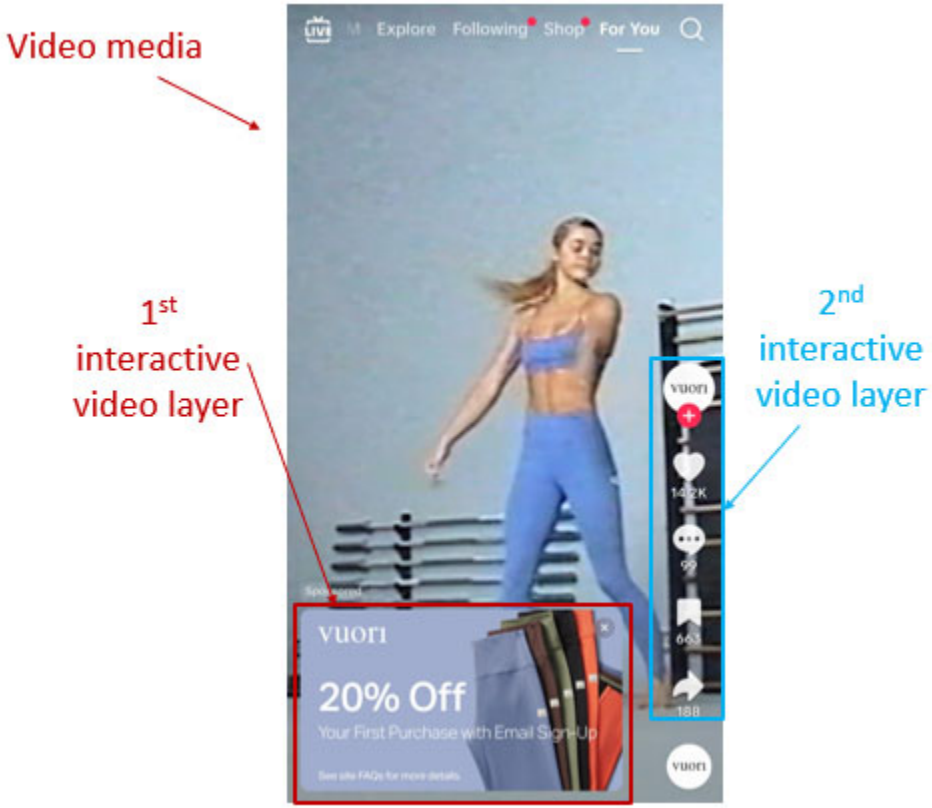
Claim Language	Exemplary Features of TikTok Accused Products
one or more items, services, or songs of interest, wherein the first interactive video layer is configured to display the selectable visual indicator; and	literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

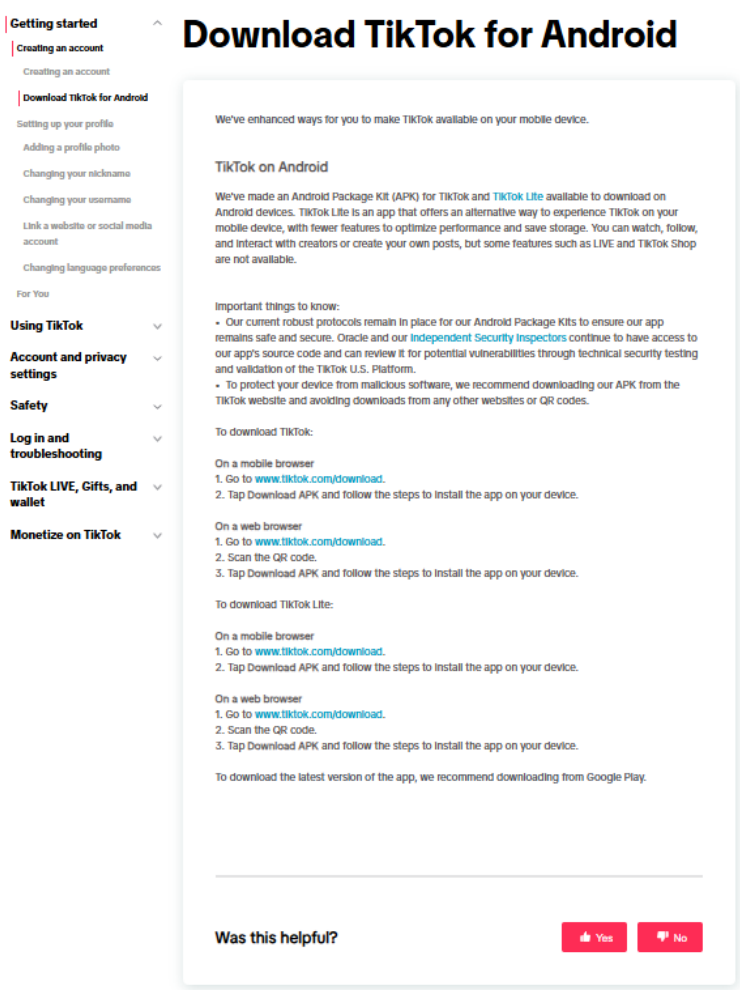
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17f] b) generating a video data comprising the video media, the first interactive	The Accused Products generate a video data comprising the video media, the first interactive video layer, and a second interactive video layer. For example, the TikTok platform generates a video data that includes the video, the first interactive video layer that includes a visual indicator, and a second interactive layer for socializing with other users. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents.

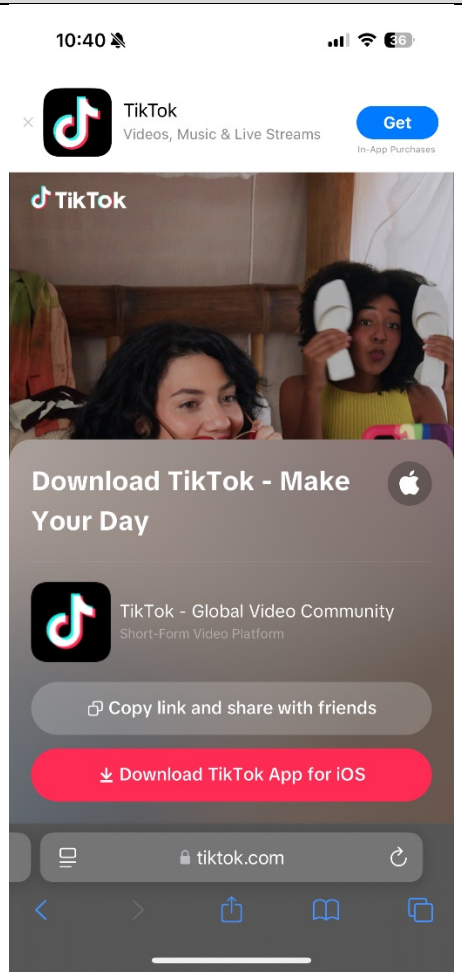
Claim Language	Exemplary Features of TikTok Accused Products
video layer, and a second interactive video layer,	*See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

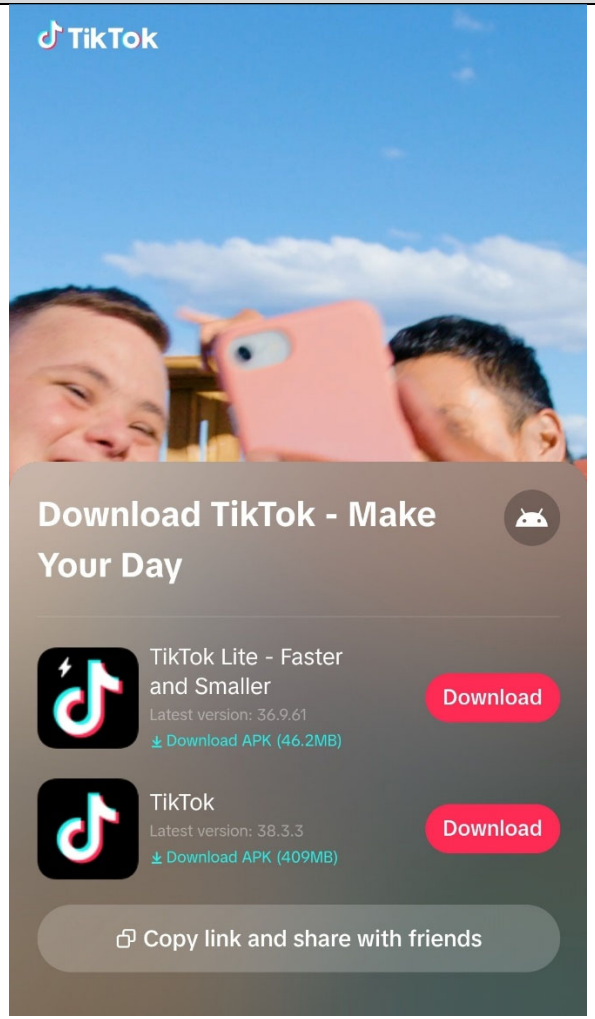
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17g] wherein the video data is configured to be	The Accused Products generate a video data configured to be provided to a user via a first media playback device and to at least one guest via a second media playback device. For example, the TikTok platform generates a video data that is provided to users of TikTok iOS and Android apps, which run on iPhone and Android devices, respectively. In the alternative and to the extent TikTok argues

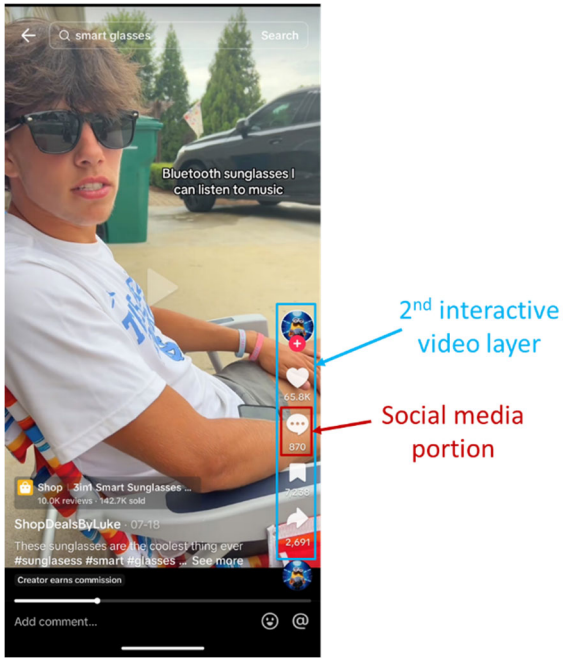
Claim Language	Exemplary Features of TikTok Accused Products
provided to a user via a first media playback device and to at least one guest via a second media playback device,	that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:

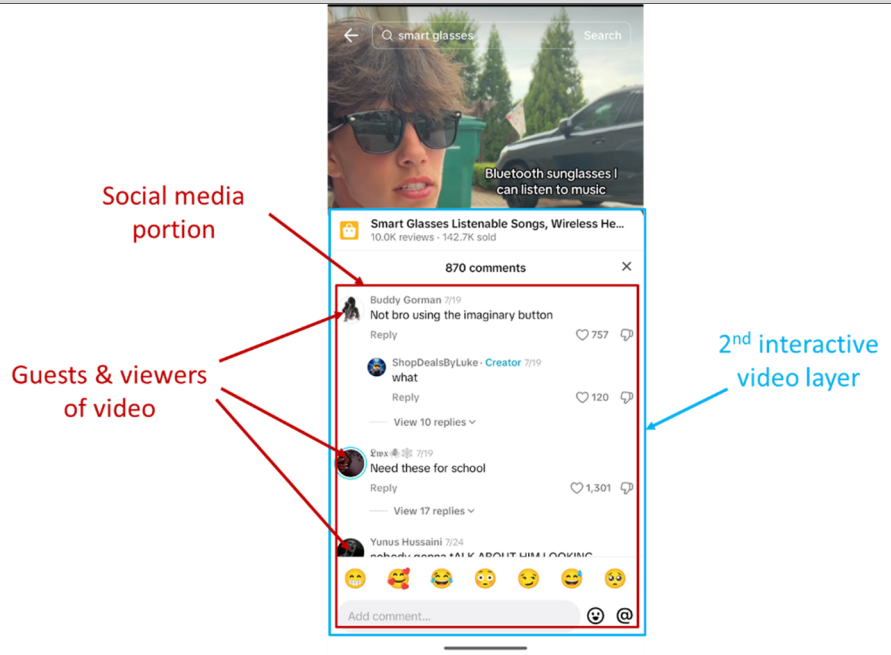
Claim Language	Exemplary Features of TikTok Accused Products
	 https://support.tiktok.com/en/getting-started/creating-an-account/download-tiktok

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on iOS devices]

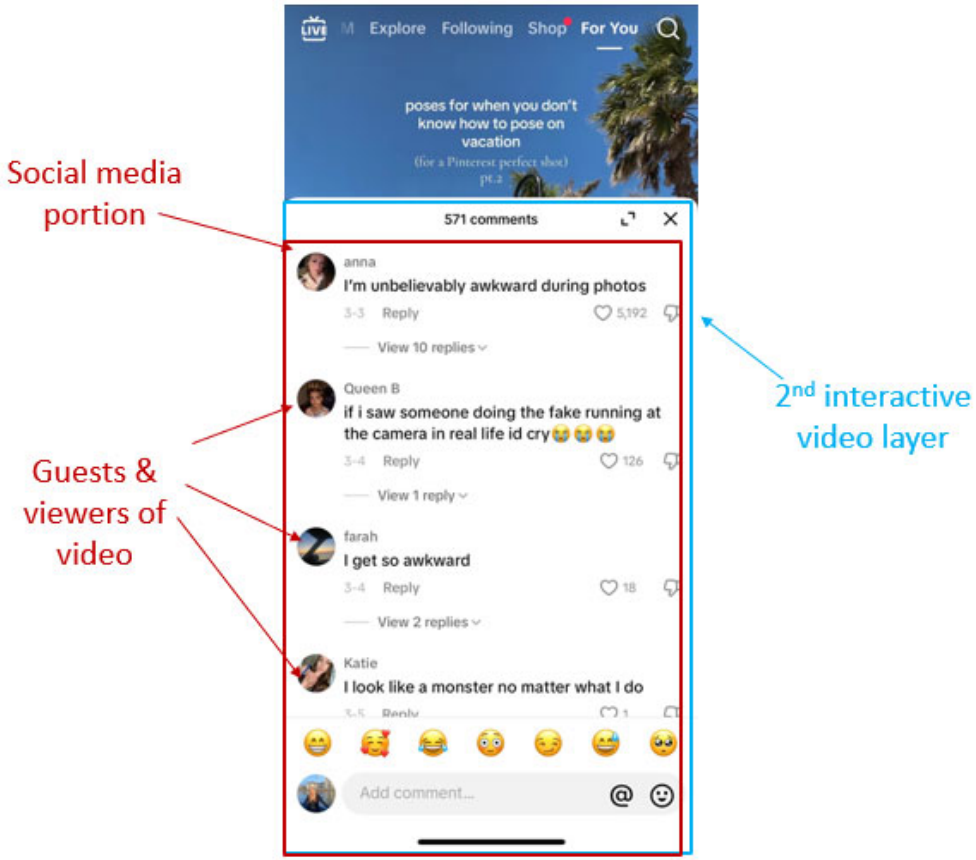
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on Android devices]

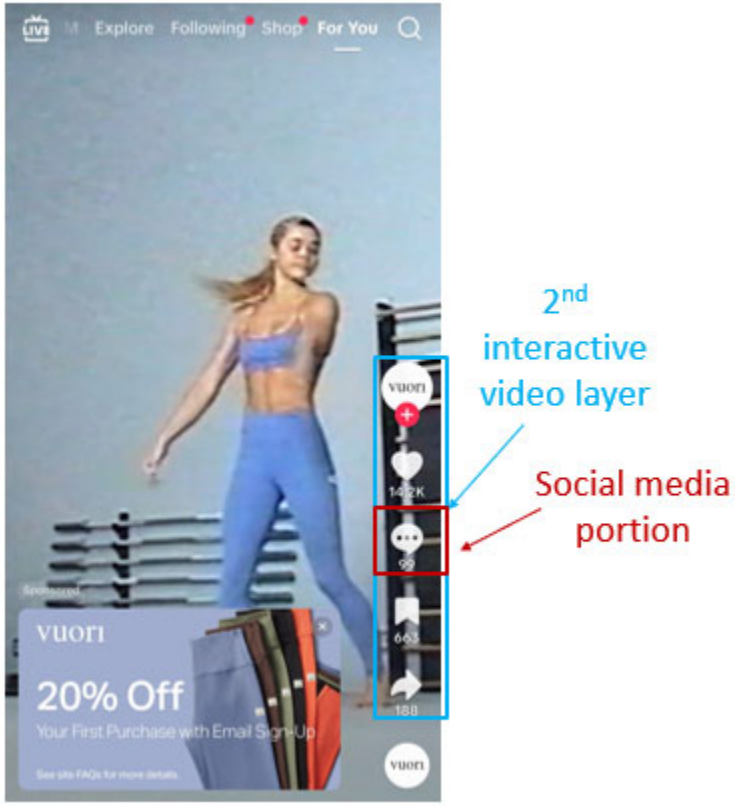
Claim Language	Exemplary Features of TikTok Accused Products
	Video data provided to mobile devices  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[17h] wherein the second interactive video layer comprises a social media portion controllable by the user via the first media	The Accused Products generate a second interactive video layer comprising a social media portion controllable by the user via the first media playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device. For example, the TikTok platform generates a second interactive video layer consisting of a comment section, which is an interface displayed in the second layer for a user to interact with at least one other viewer of the video. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents.

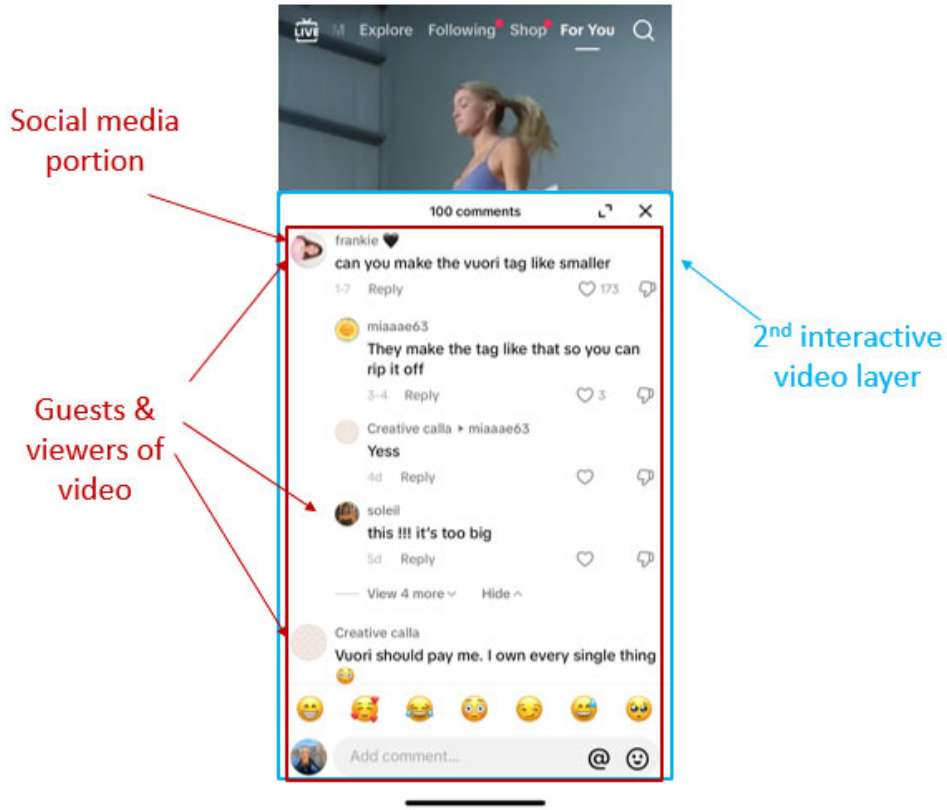
Claim Language	Exemplary Features of TikTok Accused Products
playback device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second media playback device,	*See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

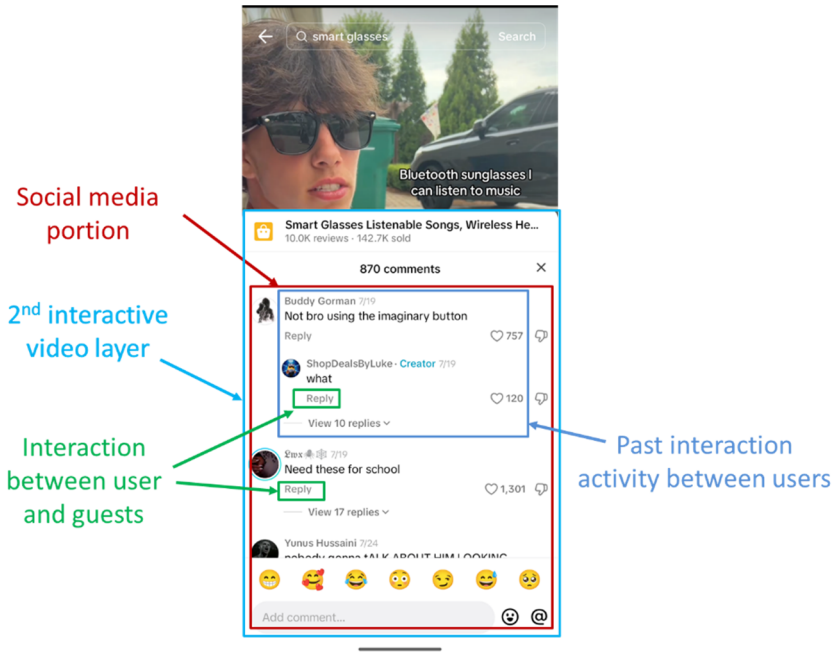
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

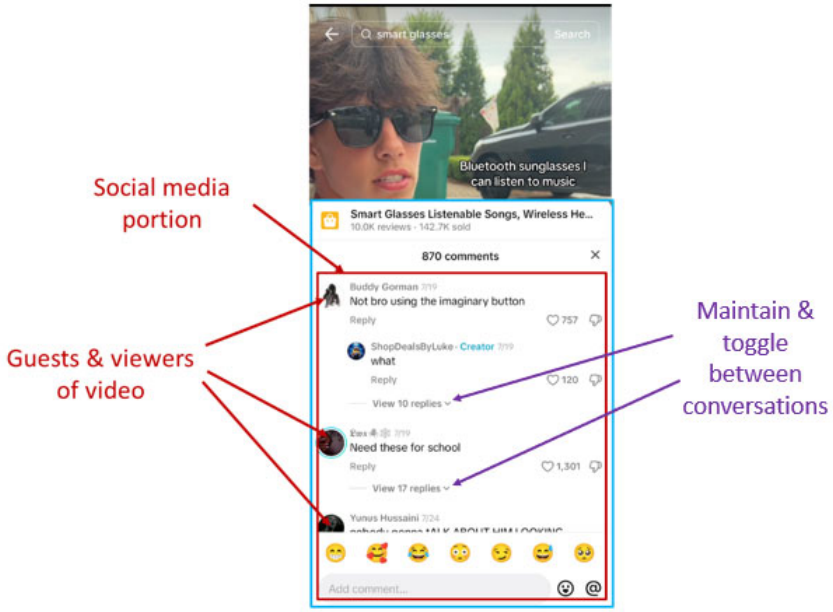
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

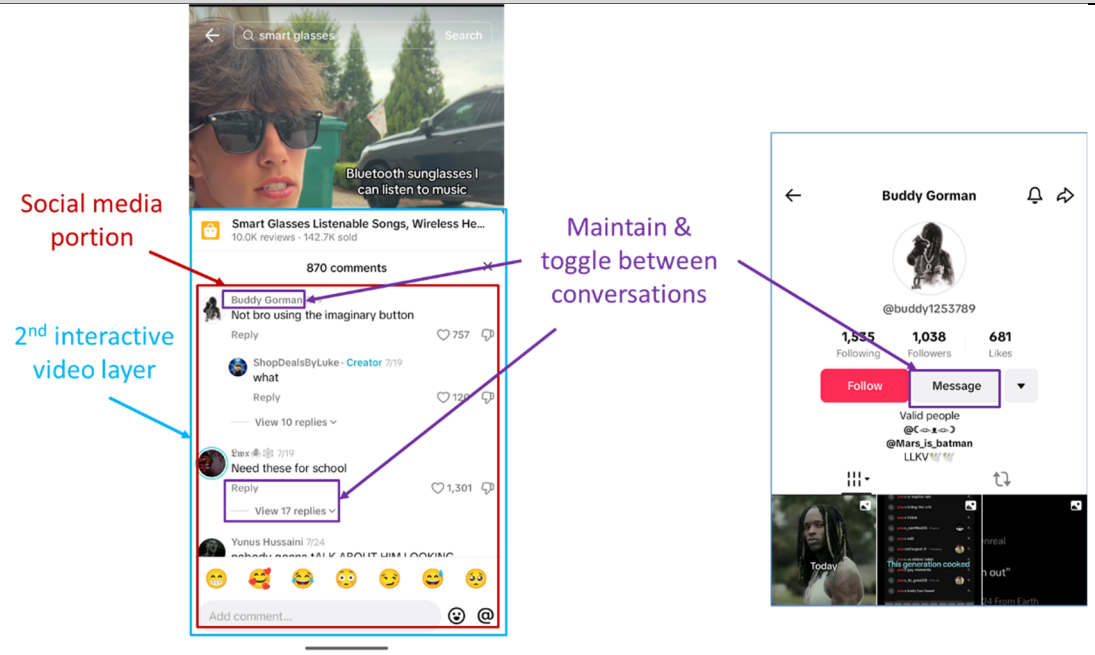
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

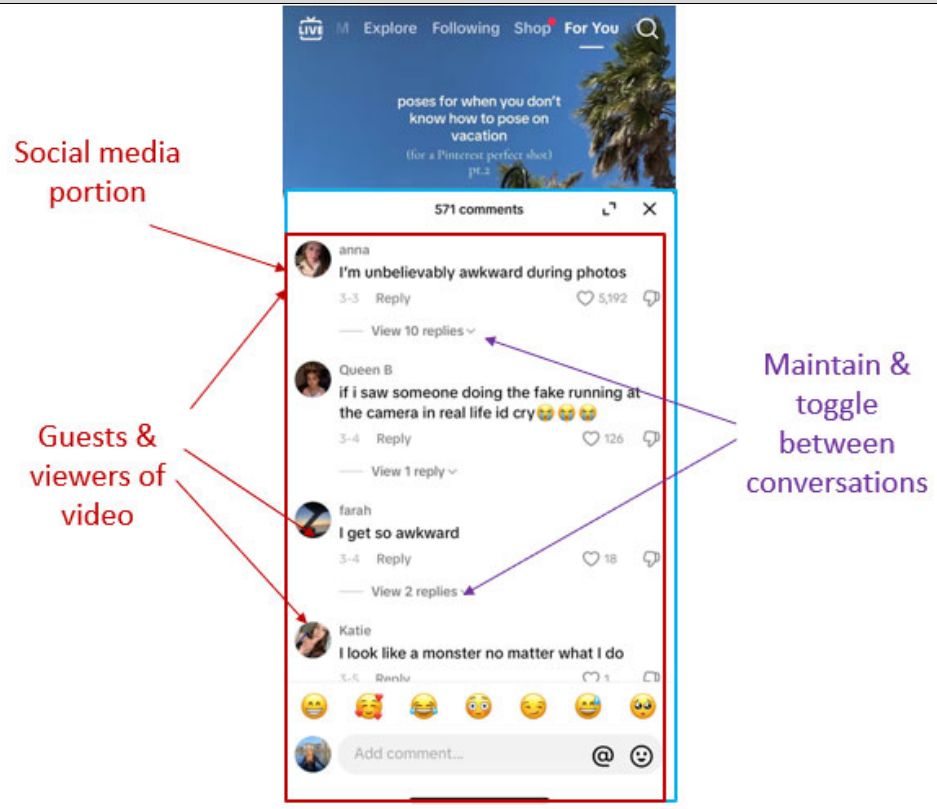
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/

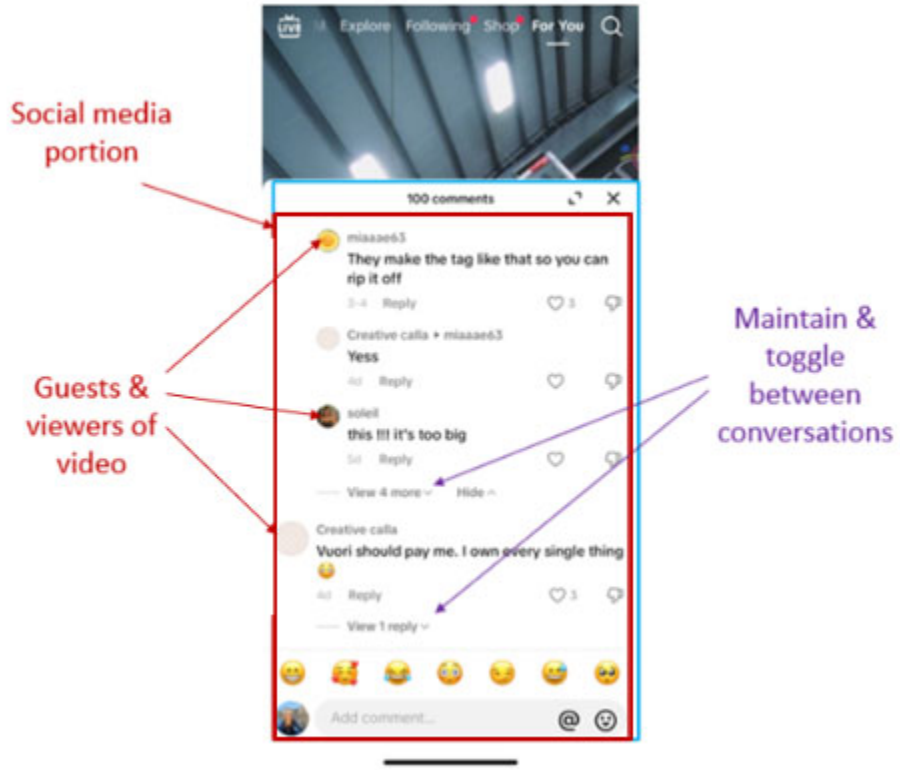
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17i] wherein the second interactive video layer displays an	The Accused Products generate a second interactive video layer that displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion. For example, the TikTok platform generates a second interactive video layer that displays interactions between a user and at least one other user and also displays past interaction activity between a plurality of users. This feature is shared by all videos on TikTok for which comments are enabled by the creator. In the alternative and to the

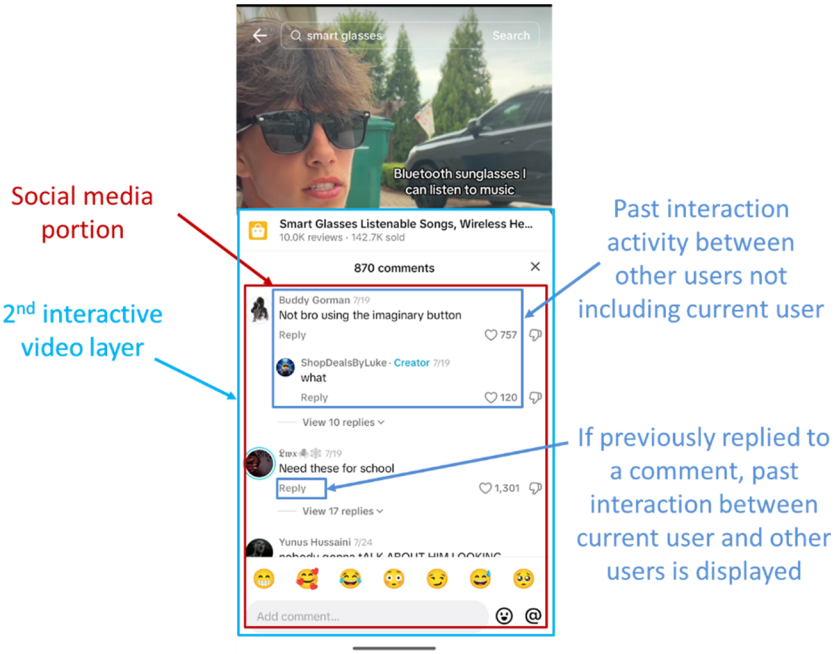
Claim Language	Exemplary Features of TikTok Accused Products
interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion,	extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[17j] and wherein the user is capable of maintaining and toggling between a	The Accused Products provide a video data to a user of a first media playback device, wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first media playback device. For example, the TikTok platform provides a video to a user of a TikTok mobile app, where the user can maintain and toggle between at least two conversations, conversations in the comment section and direct message

Claim Language	Exemplary Features of TikTok Accused Products
plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first media playback device,	conversations with other users. These conversations are displayed as an overlay to the video. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

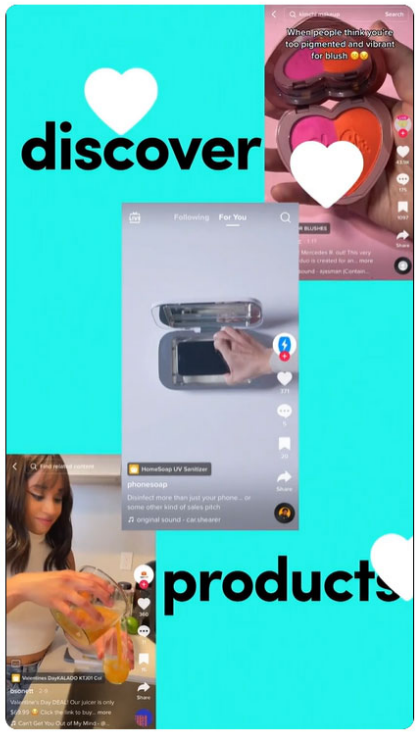
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

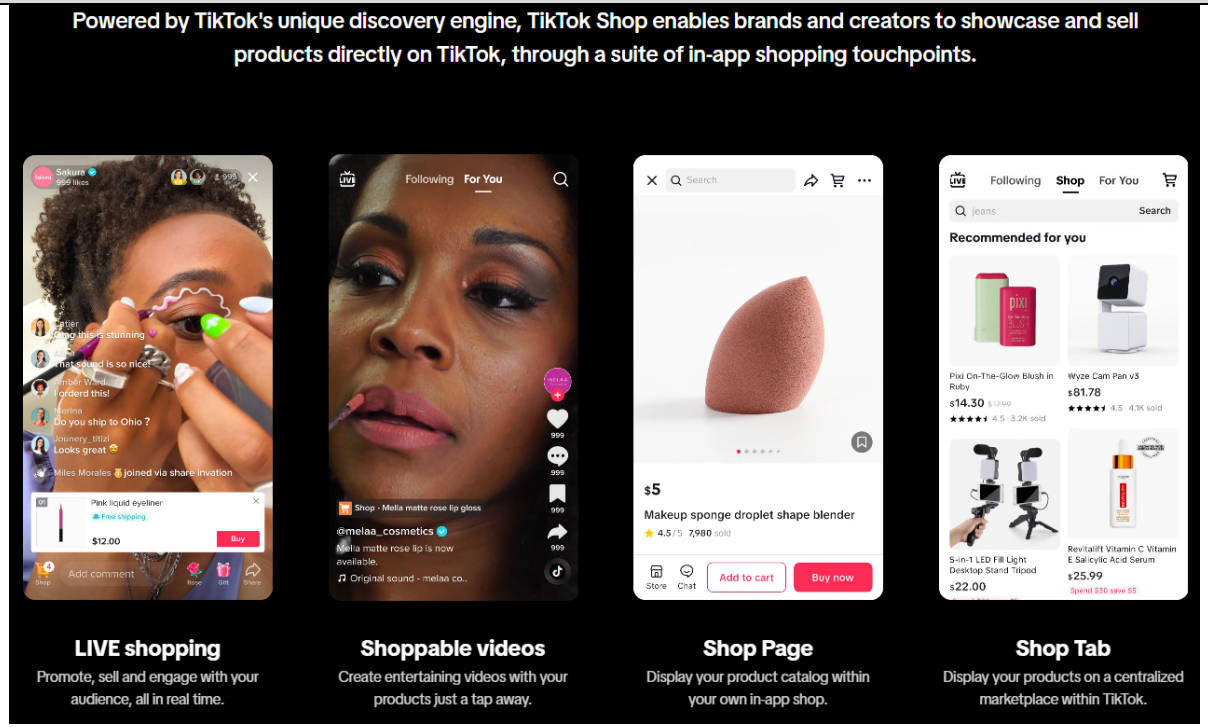
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[17k] wherein the plurality of users either includes the user or does not	The Accused Products generate a second interactive video layer that displays past interaction activity between a plurality of users in the social media portion, wherein the plurality of users either includes the user or does not include the user of the first media playback device. For example, the TikTok platform generates a video layer that displays a comment section for the video that shows past interaction activity between a plurality of users, wherein the user of the TikTok mobile app can be

Claim Language	Exemplary Features of TikTok Accused Products
include the user.	part of the interaction or not. This feature is shared by all videos on TikTok for which comments are enabled by the creator. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[18pre] A computer-implemented	To the extent the preamble is limiting, the Accused Products include a computer-implemented system. For example, the TikTok platform is a computer-implemented system that receives LIVE or pre-recorded videos from users that promote various products. In the alternative and to the extent TikTok argues that the Accused

Claim Language	Exemplary Features of TikTok Accused Products
system comprising:	Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*: "TikTok Shop is a completely personalized and fully integrated commerce solution, where sellers authentically connect with creators and communities to drive meaningful shopping experiences." https://business.tiktokshop.com/us/seller

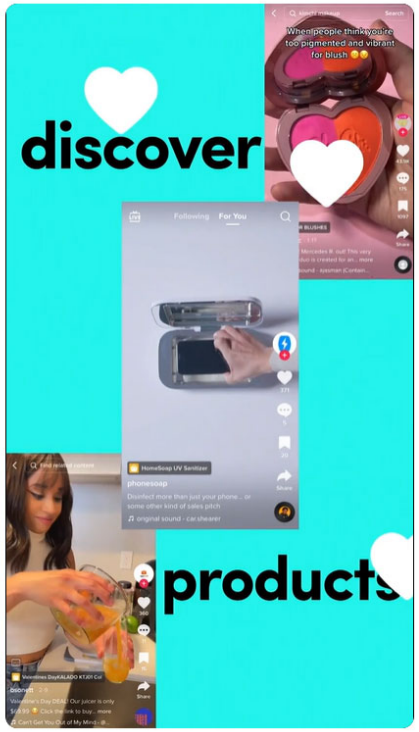
Claim Language	Exemplary Features of TikTok Accused Products
	 https:/business.tiktokshop.com/us/seller **Discovery and Joy** Entertainment combines with commerce through authentic and relatable content, sparking inspiration that leads to purchase. **Trusted Advocates** TikTok creators bring a fresh take on shopping, helping brands build trust by showcasing products through their content. **Passionate Communities** Brands can develop a lasting relationship with an exploding community of users already talking about your products on TikTok. **Frictionless Checkout** Convenient and trusted, from the For You Page through secure check-out, order management, and support. Less friction makes for a happier purchase. **Scaleable Ecosystems** Support for your business, no matter the size. From logistics to post-sale management, you'll find the tools you need to grow.

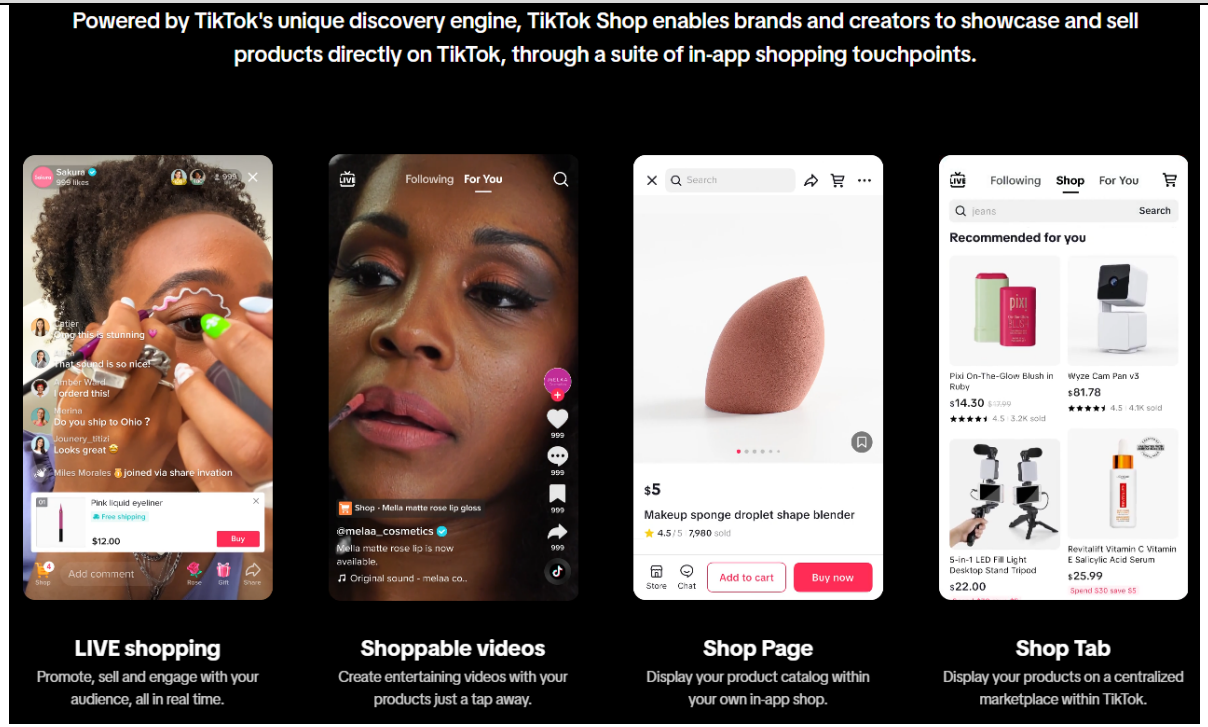
Claim Language	Exemplary Features of TikTok Accused Products
	 https:/business.tiktokshop.com/us/seller

Claim Language	Exemplary Features of TikTok Accused Products
	Creator TikTok Shop allows creators to spotlight and promote products they love to their community, and activate new revenue streams. **Quick & Seamless Experience** Browse, select, and add products into short videos and LIVEs to start promoting in just a few taps. **Earning and Growth Opportunities** Get paid commission on your generated sales through our Affiliate Program, directly accessible on TikTok Shop. **Accessible Partnerships with Brands** Develop relationships and commercial collaboration opportunities with brands across all categories. **Access to Top Products** Explore best selling and creator favorites to feature directly in content by browsing the TikTok Shop Product Marketplace. https:/business.tiktokshop.com/us/seller

Claim Language	Exemplary Features of TikTok Accused Products
	Shopper TikTok Shop inspires shoppers through entertainment, and guides them to discover brands and products they want to see most. **Complete In-App Experience** Shop through LIVEs, engaging in-feed videos, or by tapping the shop icon on a brand or creator profile, and checkout directly within TikTok. **Authentic Recommendations** Discover new brands and products recommended by the TikTok community. **Safe & Seamless Shopping** Shop within a trustworthy and seamless shopping experience that is fun and entertaining, from discovery straight through to secure checkout. **Exclusive Offers** Enjoy the excitement of discovering exclusive products, and amazing deals and promotions. https:/business.tiktokshop.com/us/seller

Claim Language	Exemplary Features of TikTok Accused Products
[18a] a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media, the application comprising:	The Accused Products include a digital processing device comprising: at least one processor, an operating system configured to perform executable instructions, a memory, and a computer program including instructions executable by the digital processing device to create an application for providing information on items, services, or songs in a video media. For example, TikTok employs Oracle's U.S. Cloud infrastructure to provide its TikTok platform, including the TikTok Accused Products. Each computer server controlled and managed by TikTok in the cloud infrastructure is a digital processing device that includes at least one processor, an operating system configured to perform executable instructions, and a memory. TikTok's computer code running on those servers creates an application for providing information on items, services, or songs in a video media through at least TikTok, including the TikTok Shop. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*: **Data Storage for U.S. Users** As of July 2022, all new U.S. user data is stored automatically in Oracle's U.S. Cloud infrastructure, and access is managed exclusively by the TikTok US Data Security team. USDS is dedicated to making every U.S. user on TikTok feel safe and confident their data is secure and that the platform is free from outside influence. To help ensure that there is no unauthorized access to our systems, such as no "backdoors" or data leakage, Oracle and a third-party source code inspector will work to ensure that everything is performing as intended. https://newsroom.tiktok.com/en-us/tiktok-facts-how-we-secure-personal-information-and-store-data "TikTok Shop is a completely personalized and fully integrated commerce solution, where sellers authentically connect with creators and communities to drive meaningful shopping experiences." https:/business.tiktokshop.com/us/seller.

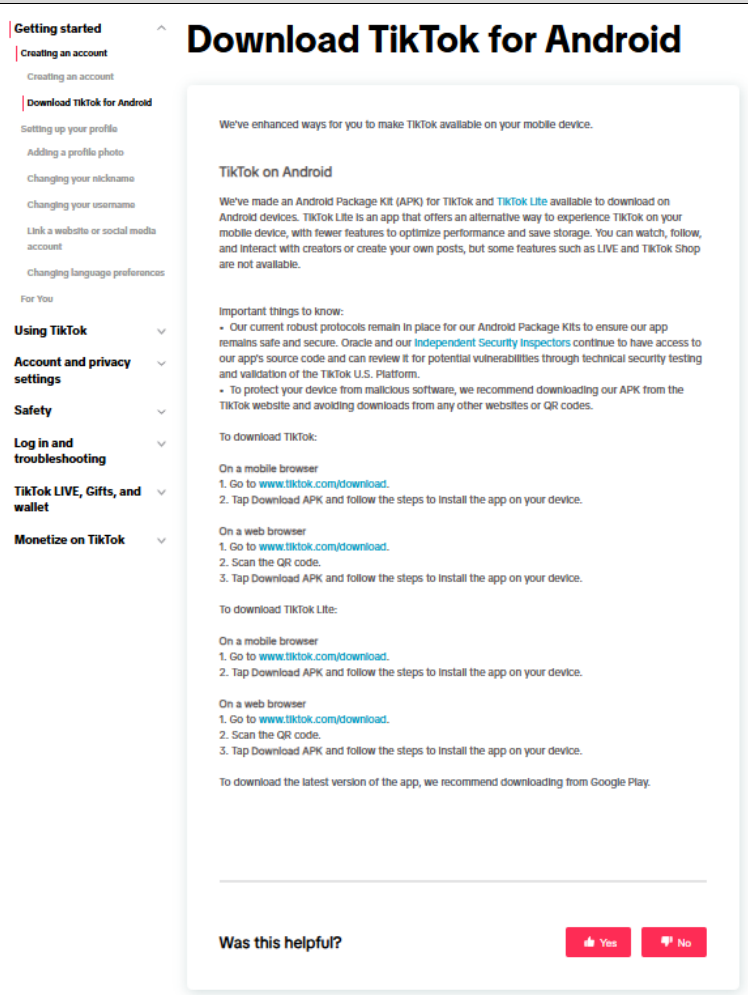
Claim Language	Exemplary Features of TikTok Accused Products
	 https:/business.tiktokshop.com/us/seller **Discovery and Joy** Entertainment combines with commerce through authentic and relatable content, sparking inspiration that leads to purchase. **Trusted Advocates** TikTok creators bring a fresh take on shopping, helping brands build trust by showcasing products through their content. **Passionate Communities** Brands can develop a lasting relationship with an exploding community of users already talking about your products on TikTok. **Frictionless Checkout** Convenient and trusted, from the For You Page through secure check-out, order management, and support. Less friction makes for a happier purchase. **Scaleable Ecosystems** Support for your business, no matter the size. From logistics to post-sale management, you'll find the tools you need to grow.

Claim Language	Exemplary Features of TikTok Accused Products
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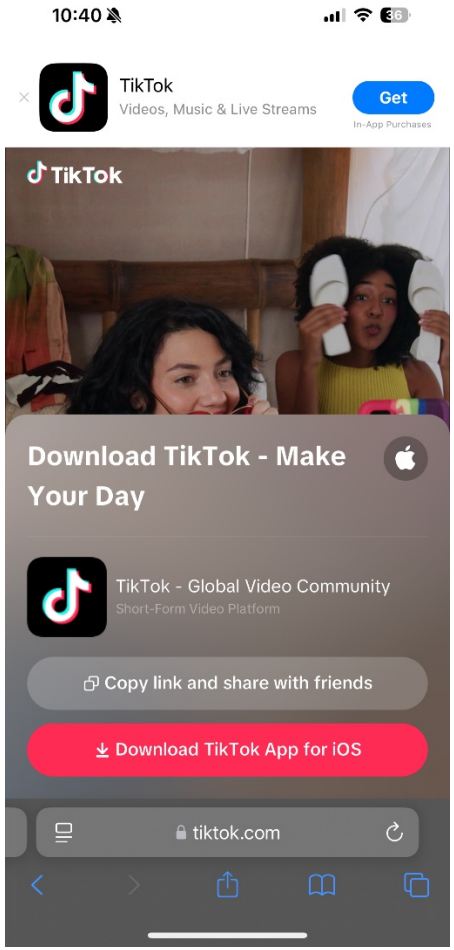
Claim Language	Exemplary Features of TikTok Accused Products
	Creator TikTok Shop allows creators to spotlight and promote products they love to their community, and activate new revenue streams. **Quick & Seamless Experience** Browse, select, and add products into short videos and LIVEs to start promoting in just a few taps. **Earning and Growth Opportunities** Get paid commission on your generated sales through our Affiliate Program, directly accessible on TikTok Shop. **Accessible Partnerships with Brands** Develop relationships and commercial collaboration opportunities with brands across all categories. **Access to Top Products** Explore best selling and creator favorites to feature directly in content by browsing the TikTok Shop Product Marketplace. https:/business.tiktokshop.com/us/seller

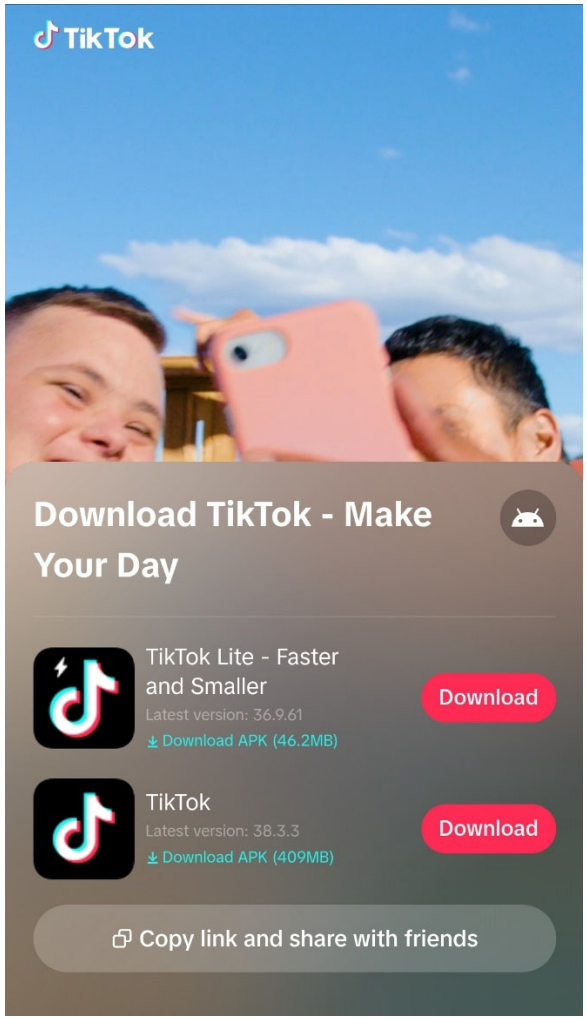
Claim Language	Exemplary Features of TikTok Accused Products
	Shopper TikTok Shop inspires shoppers through entertainment, and guides them to discover brands and products they want to see most. **Complete In-App Experience** Shop through LIVEs, engaging in-feed videos, or by tapping the shop icon on a brand or creator profile, and checkout directly within TikTok. **Authentic Recommendations** Discover new brands and products recommended by the TikTok community. **Safe & Seamless Shopping** Shop within a trustworthy and seamless shopping experience that is fun and entertaining, from discovery straight through to secure checkout. **Exclusive Offers** Enjoy the excitement of discovering exclusive products, and amazing deals and promotions. https:/business.tiktokshop.com/us/seller

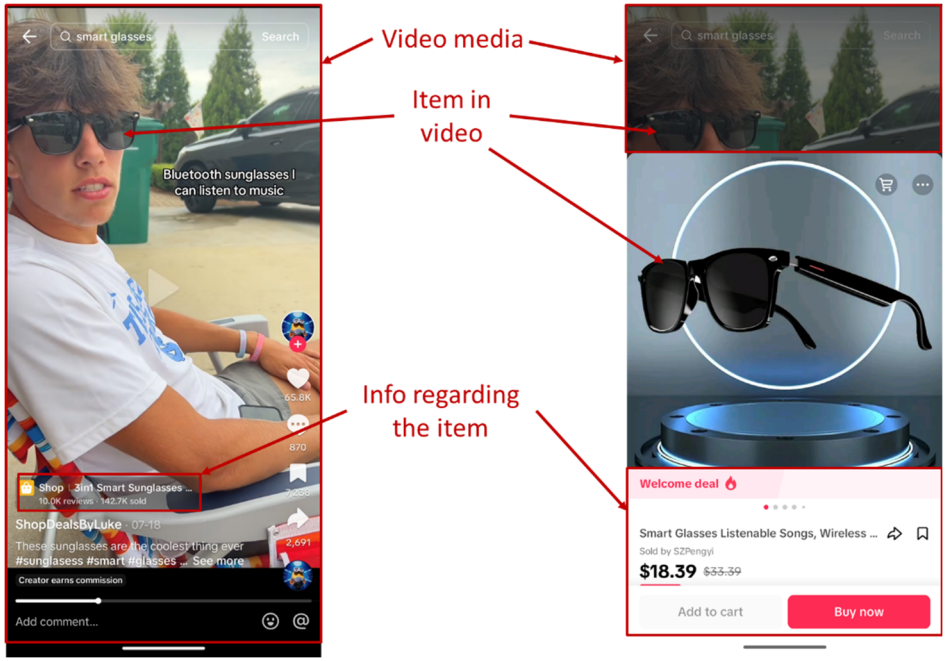
Claim Language	Exemplary Features of TikTok Accused Products
[18b] a) a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a first processing device of a user;	The Accused Products include a software module for receiving a request for the generation of information regarding items, services, or songs presented in a video media from a first processing device of a user. For example, TikTok's servers and software used to provide functionality for the TikTok platform, including the TikTok Shop features and services, includes a software module for receiving requests from a first processing device of a user, such as a TikTok content creator's mobile device, to generate information for promoted products in LIVE or pre-recorded videos. The TikTok content creators use TikTok mobile apps, such as iOS and Android apps running on iPhones and Android devices, respectively, for sending the requests that are received by the application on TikTok's servers. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:

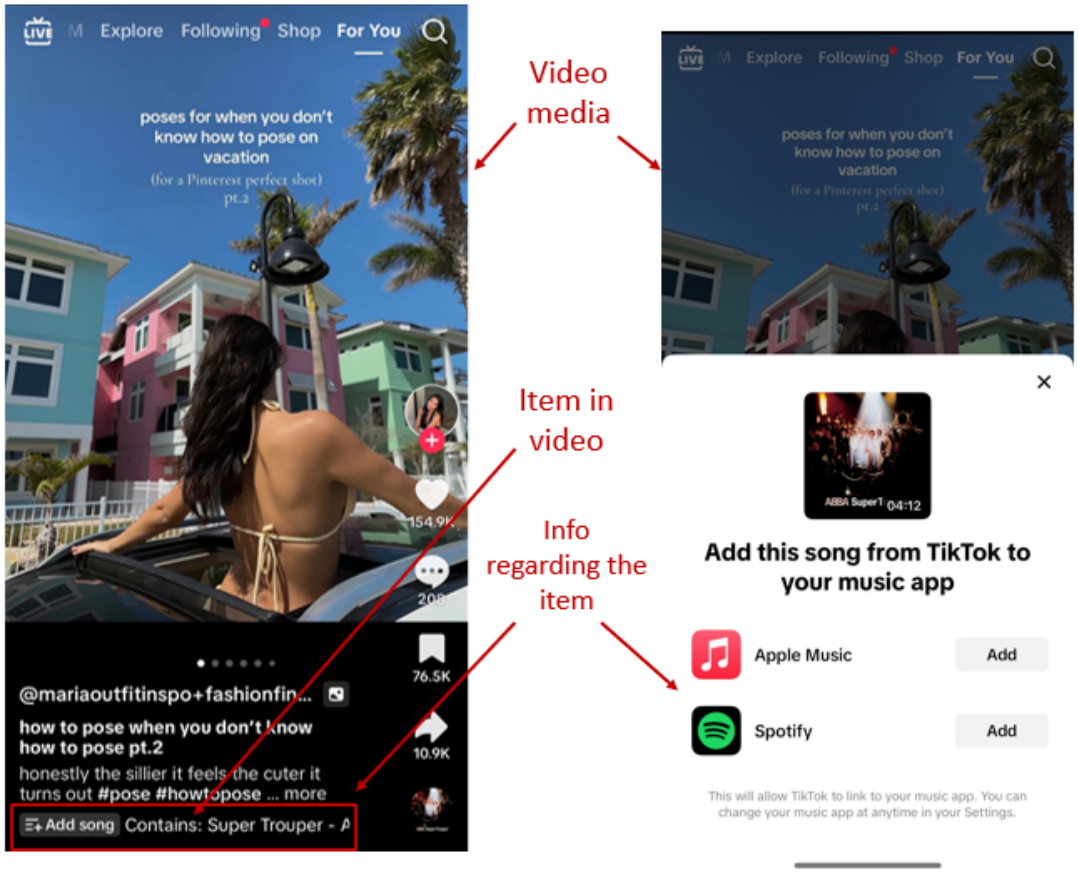
Claim Language	Exemplary Features of TikTok Accused Products
	

https://support.tiktok.com/en/getting-started/creating-an-account/download-tiktok

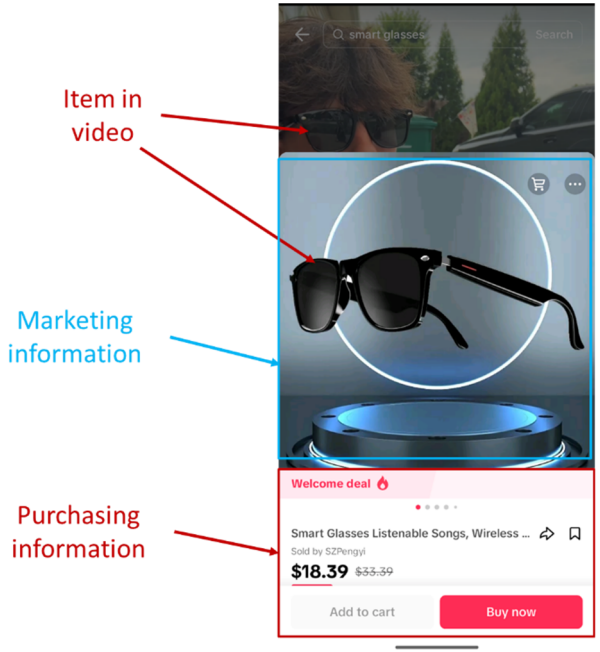
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on iOS devices]

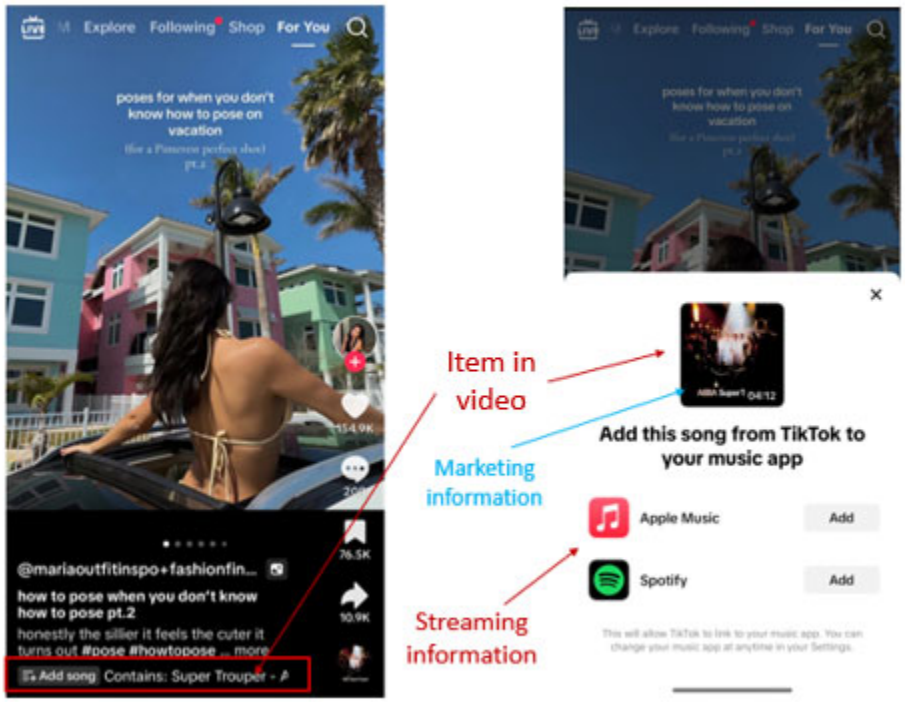
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on Android devices]

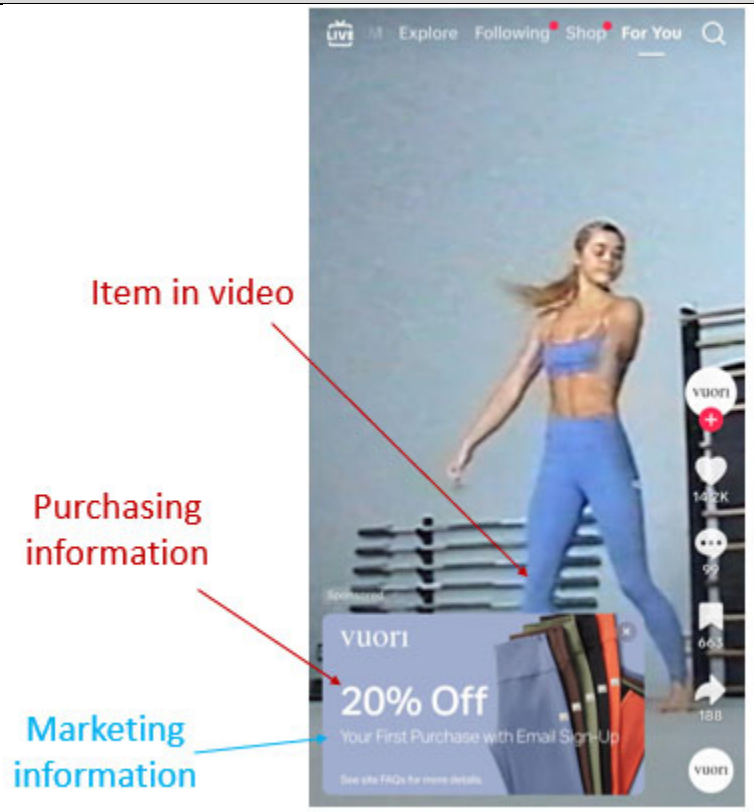
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

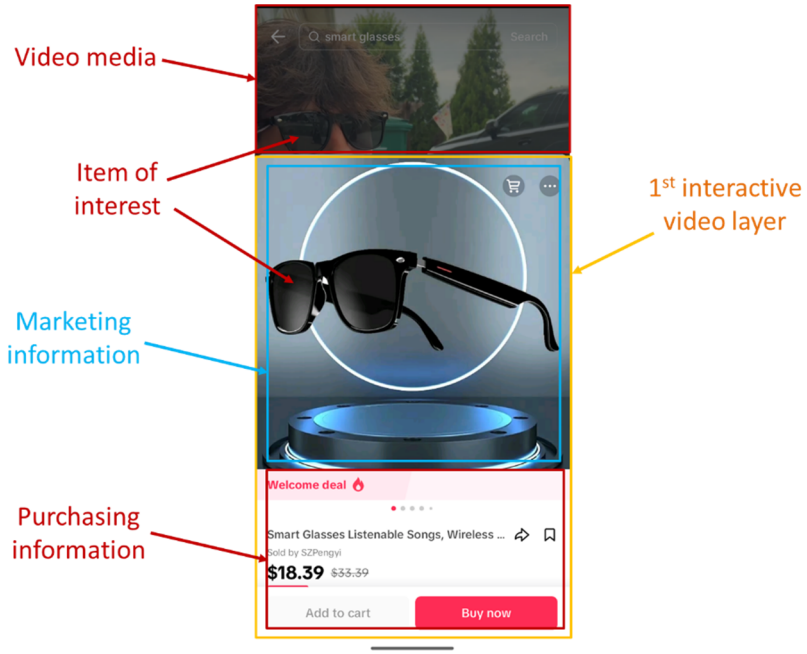
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

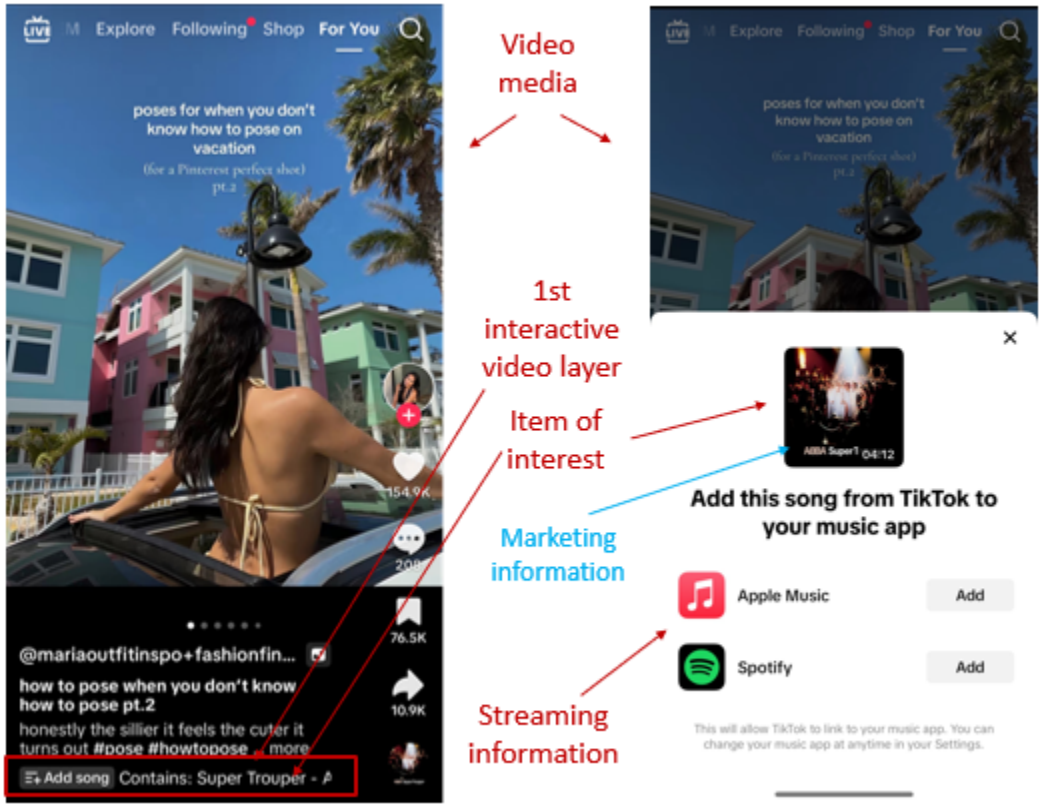
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[18c] b) a software module for linking the items, services,	The Accused Products include a software module for linking the items, services, or songs with marketing and/or purchasing information. For example, TikTok's servers and software used to provide functionality for the TikTok platform, including the TikTok Shop and TikTok LIVE features and services, includes a software module for linking the promoted products with marketing and/or purchasing information. In the alternative and to the extent TikTok argues that

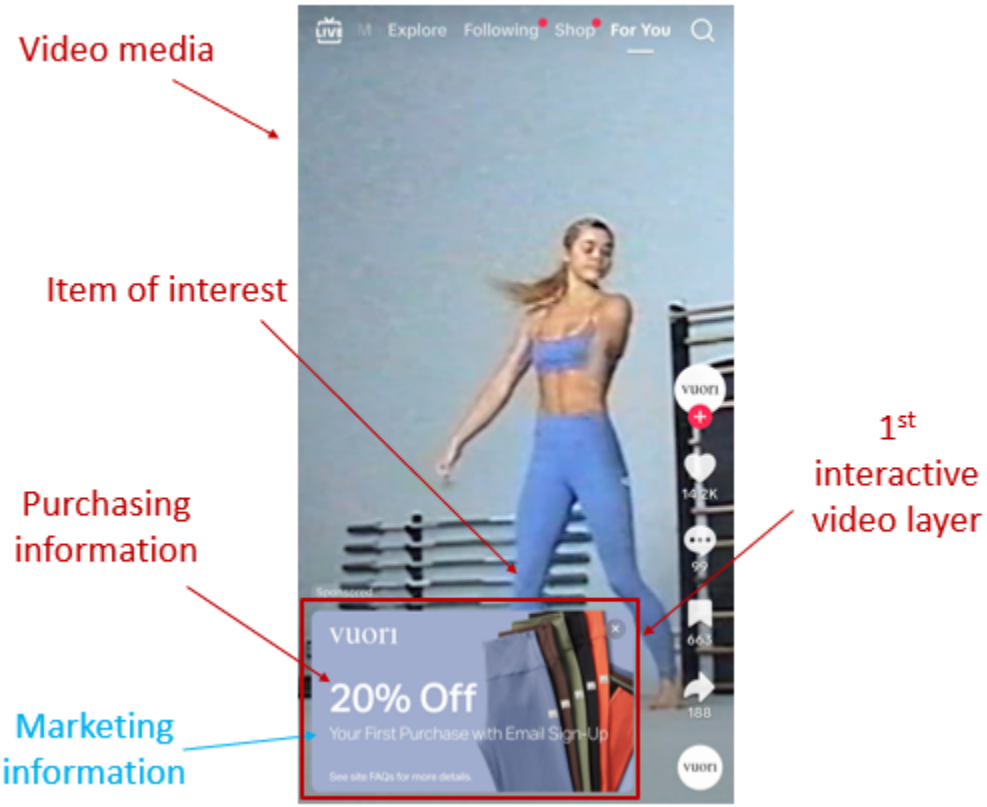
Claim Language	Exemplary Features of TikTok Accused Products
or songs with marketing and/or purchasing information;	the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

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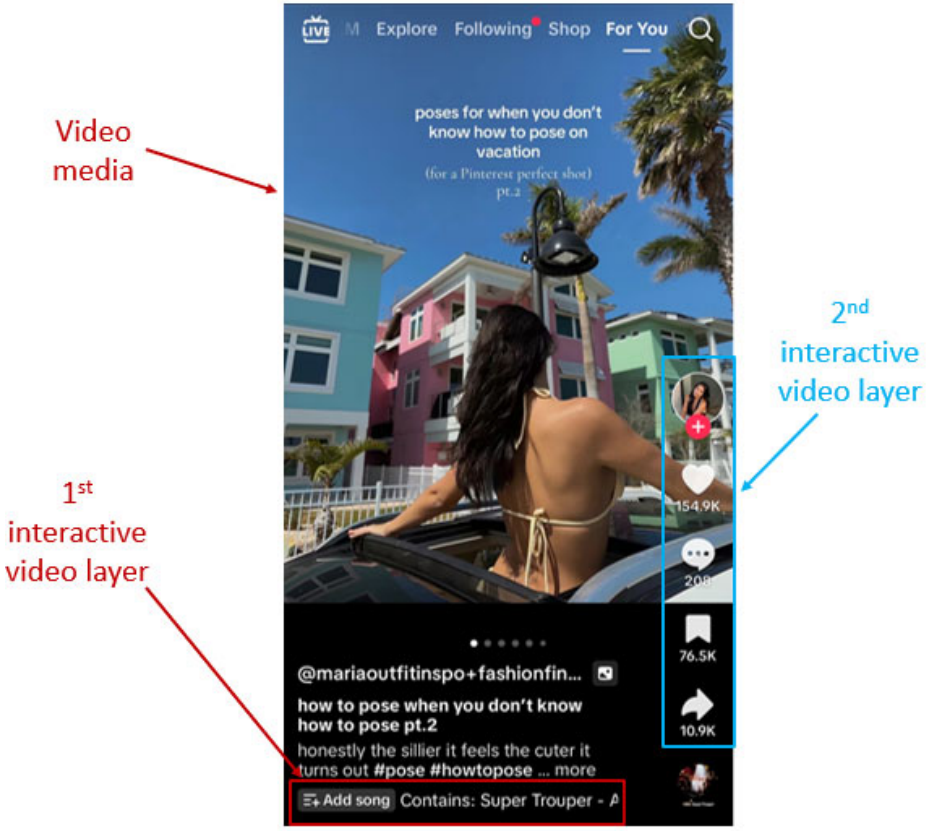
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[18d] c) a software module for the generation of a first interactive layer to display	The Accused Products include a software module for the generation of a first interactive layer to display with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information. For example, TikTok's servers and software used to provide functionality for the TikTok platform, including the TikTok Shop features and services, includes a software module for generating a first interactive layer to display

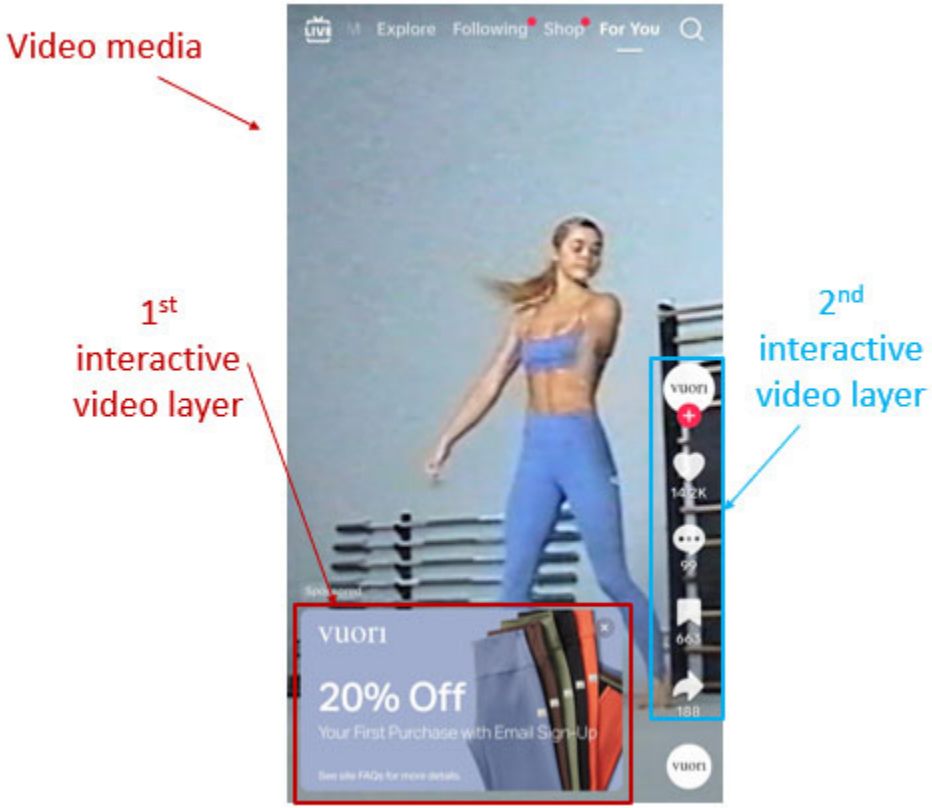
Claim Language	Exemplary Features of TikTok Accused Products
with the video media, wherein said first interactive layer contains the items, services, or songs of interest linked to the marketing and/or purchasing information;	with the video media, where the layer contains the promoted item that is linked to the marketing and/or purchasing information. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

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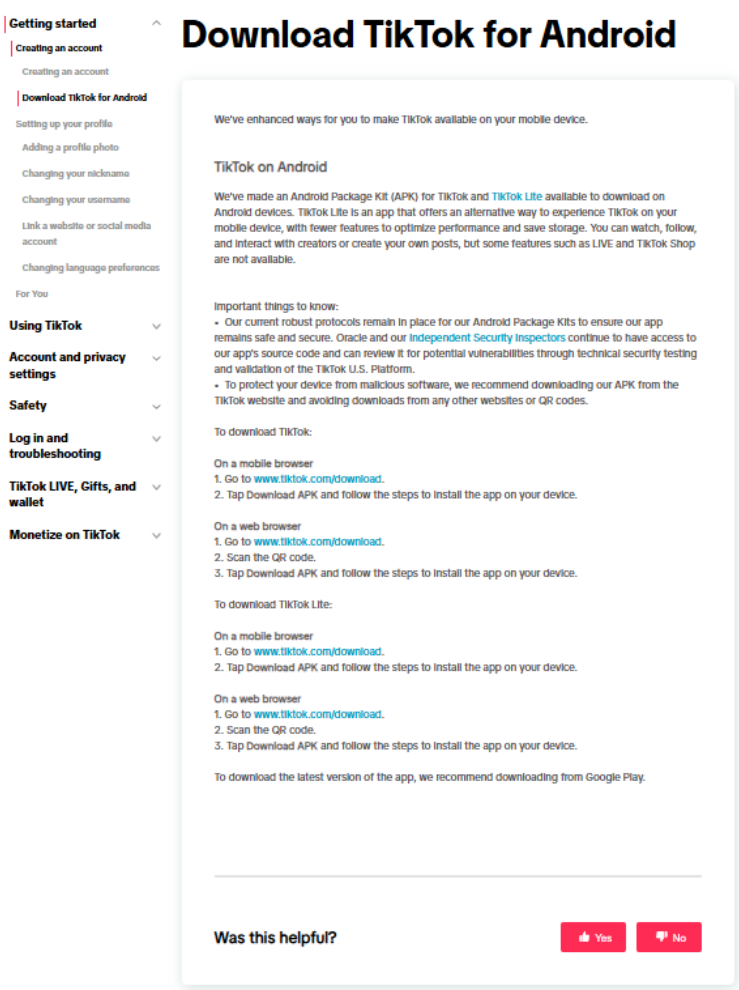
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[18e] d) a software module for the generation of a second interactive layer	The Accused Products include a software module for the generation of a second interactive layer to display with the video media and optionally the first interactive layer. For example, TikTok's servers and software used to provide functionality for the TikTok platform, including the TikTok Shop features and services, includes a software module for generating a separate interactive layer for the user to socialize with other users, where it is displayed with the video media and, optionally, the first interactive

Claim Language	Exemplary Features of TikTok Accused Products
to display with the video media and optionally the first interactive layer,	layer containing product information. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

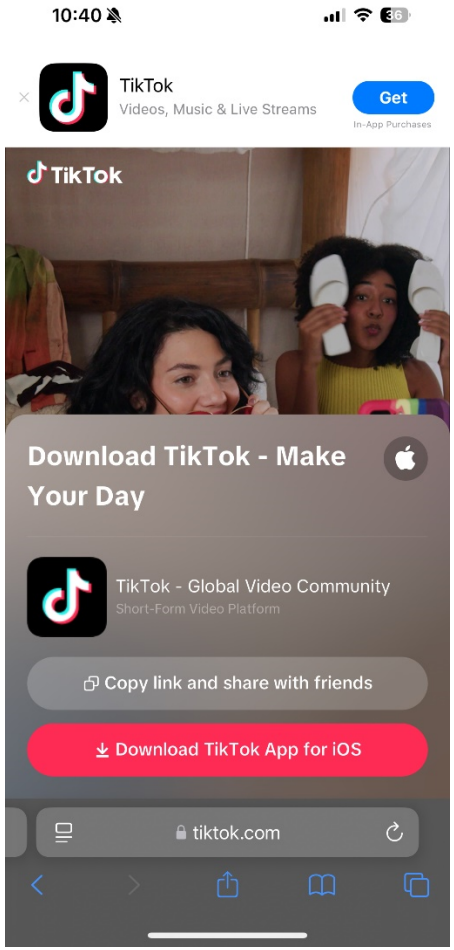
Claim Language	Exemplary Features of TikTok Accused Products
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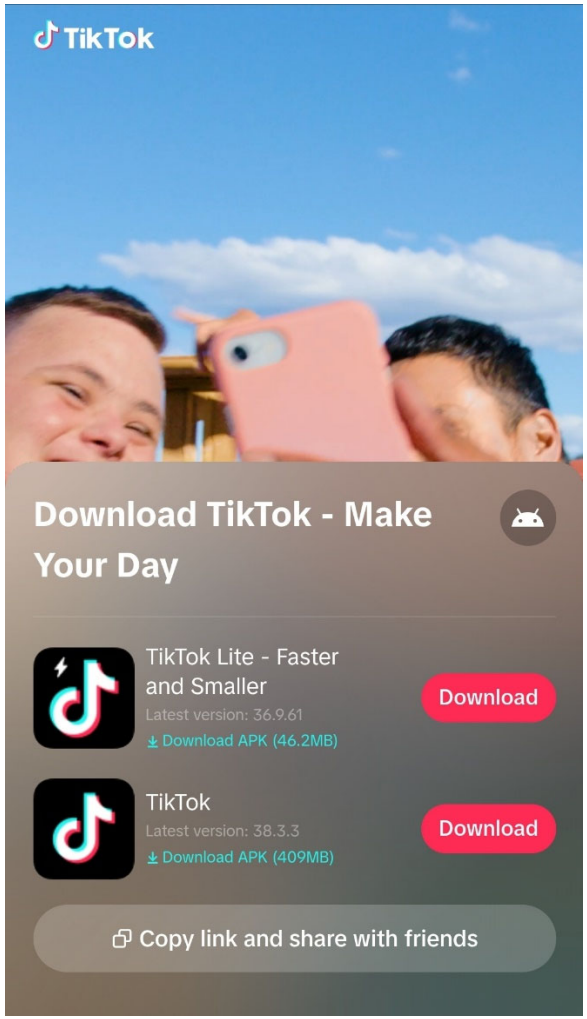
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[18f] wherein the video media, the first interactive layer, and the second	The Accused Products includes software modules for receiving a video media and generating a first interactive layer and a second interactive layer, wherein the video media, the first interactive layer, and the second interactive layer are configured to be provided to user via the first processing device and to at least one guest via a second processing device.

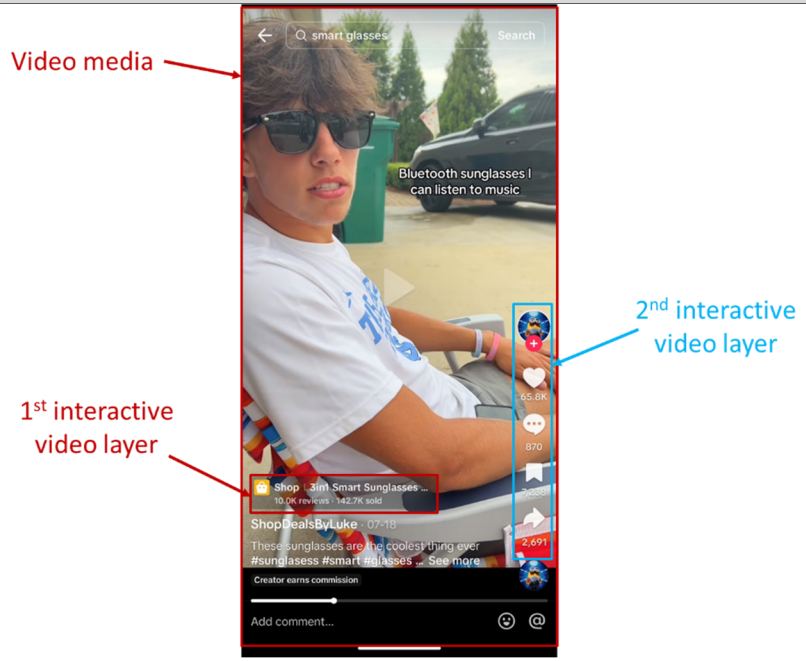
Claim Language	Exemplary Features of TikTok Accused Products
interactive layer are configured to be provided to user via the first processing device and to at least one guest via a second processing device,	For example, TikTok's servers and software used to provide functionality for the TikTok platform, including the TikTok Shop features and services, includes software modules generating video data, which contains the interactive layer for the user to socialize with other users, the first interactive layer containing product information, and the video media, that is provided to users, including the TikTok content creator, of TikTok iOS and Android apps, which run on iPhone and Android devices, respectively. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:

Claim Language	Exemplary Features of TikTok Accused Products
	

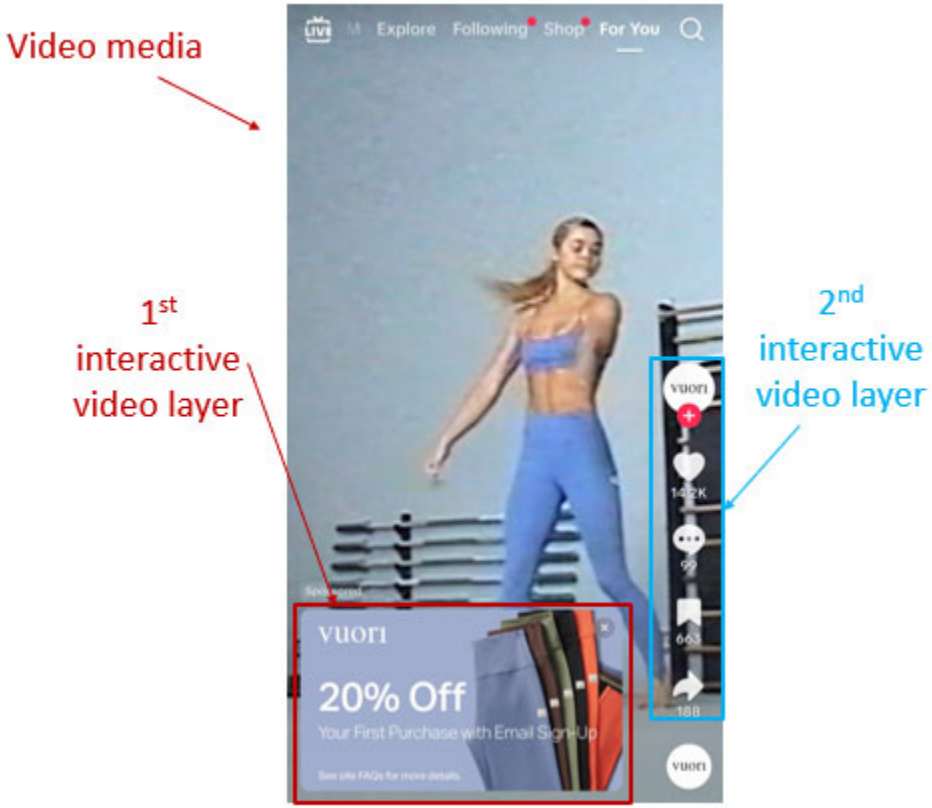
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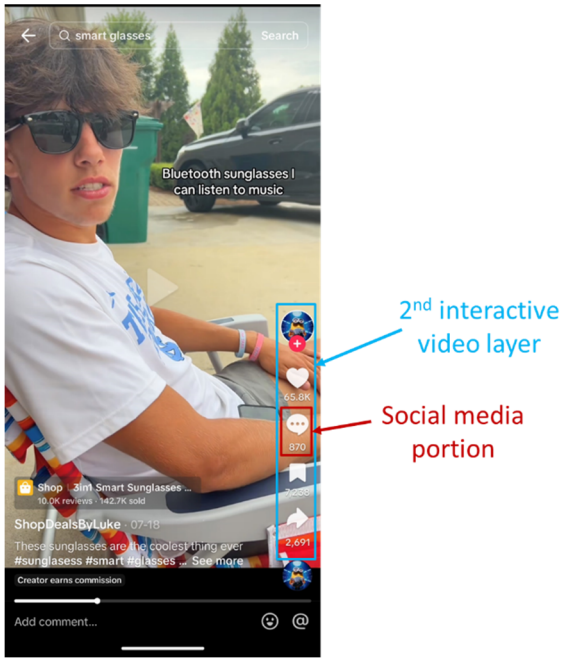
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on iOS devices]

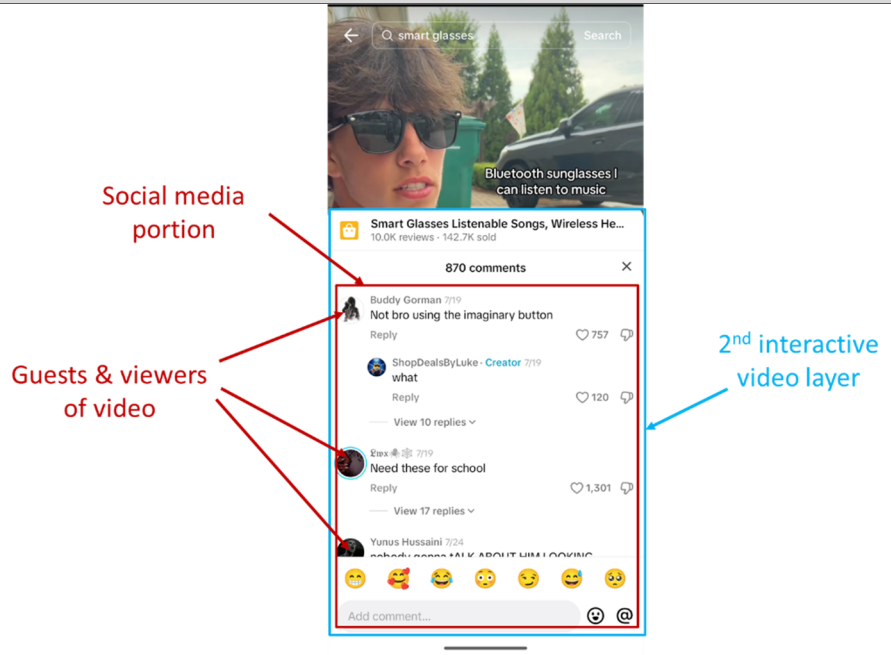
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/download/en [on Android devices]

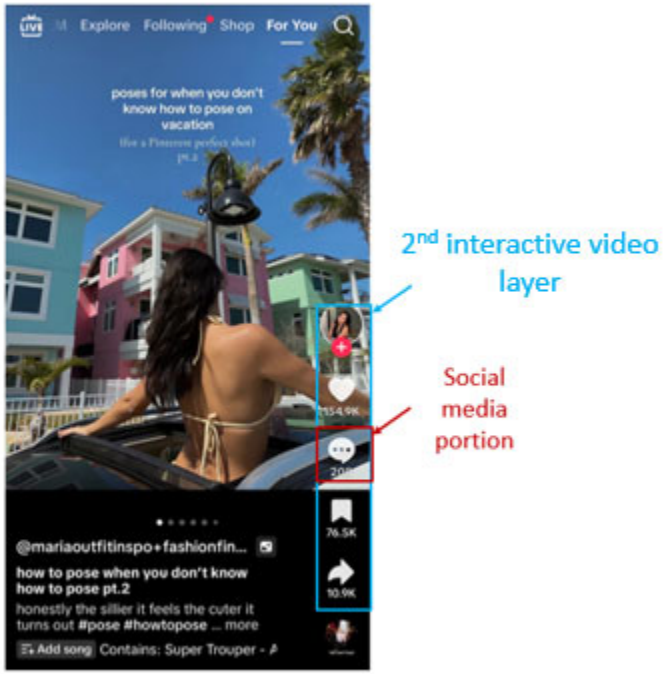
Claim Language	Exemplary Features of TikTok Accused Products
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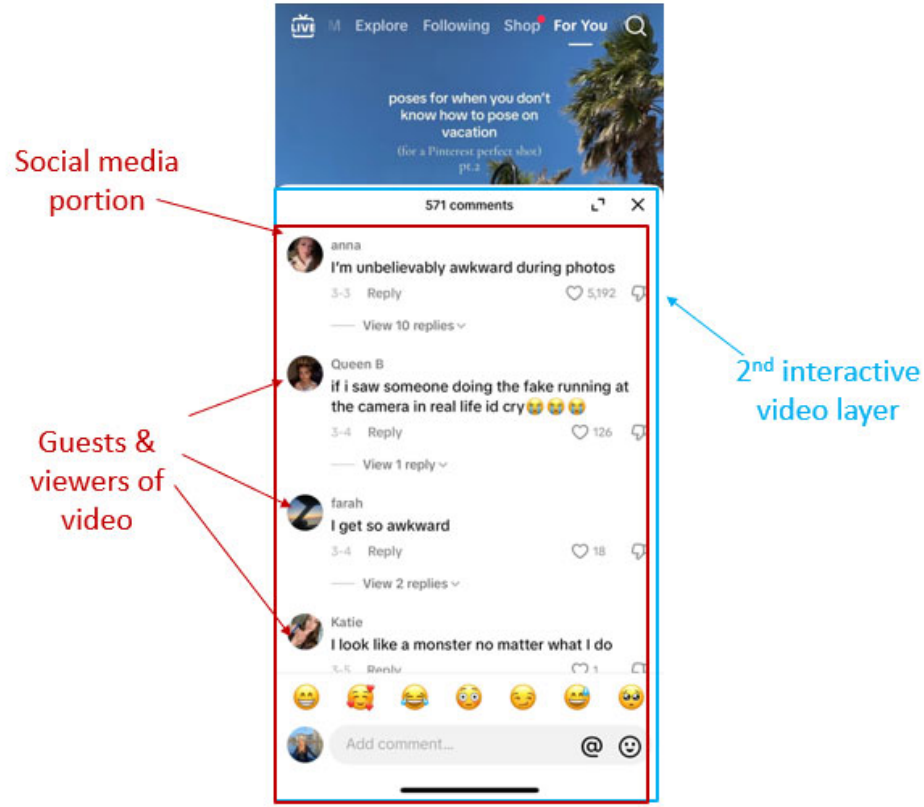
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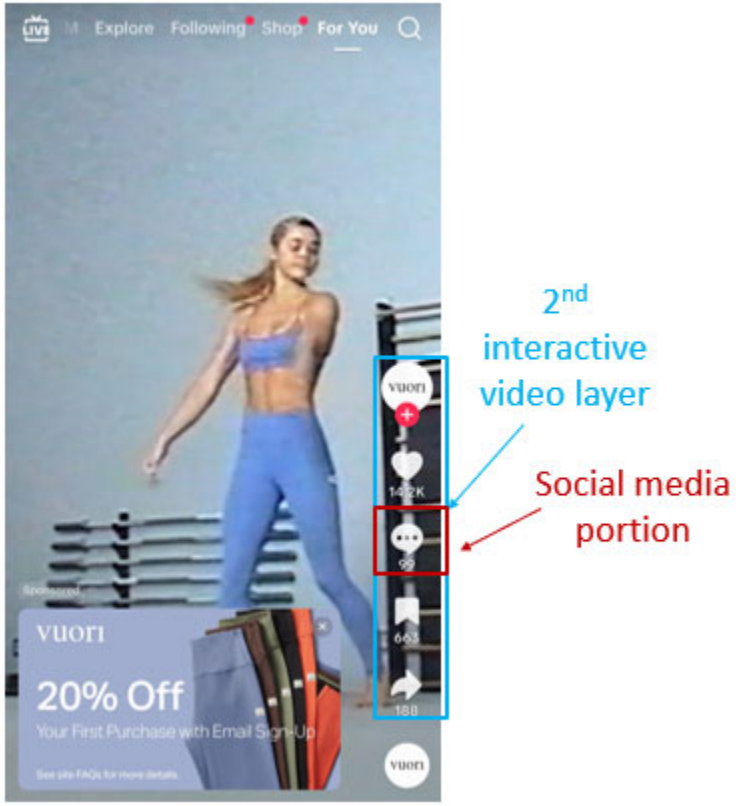
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[18g] wherein the second interactive layer contains a social media	The Accused Products include a second interactive video layer comprising a social media portion controllable by the user via the first processing device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second processing device. For example, the TikTok platform, including the TikTok Shop features and services, generates a second interactive video layer consisting of a comment section, which is displayed in the second layer of a user's mobile

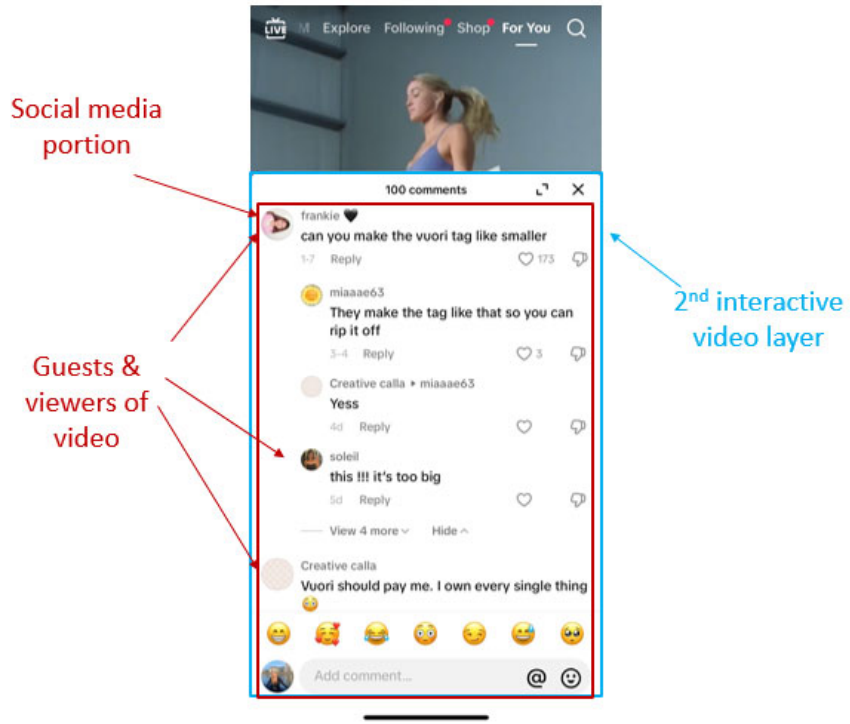
Claim Language	Exemplary Features of TikTok Accused Products
portion controllable by the user via the first processing device, so as to interact with the at least one guest that is also a viewer of the video media through an interface displayed in the second interactive video layer via the second processing device,	device for a user to interact with at least one other viewer of the video that is also viewing the video media and the comments section on their mobile device. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

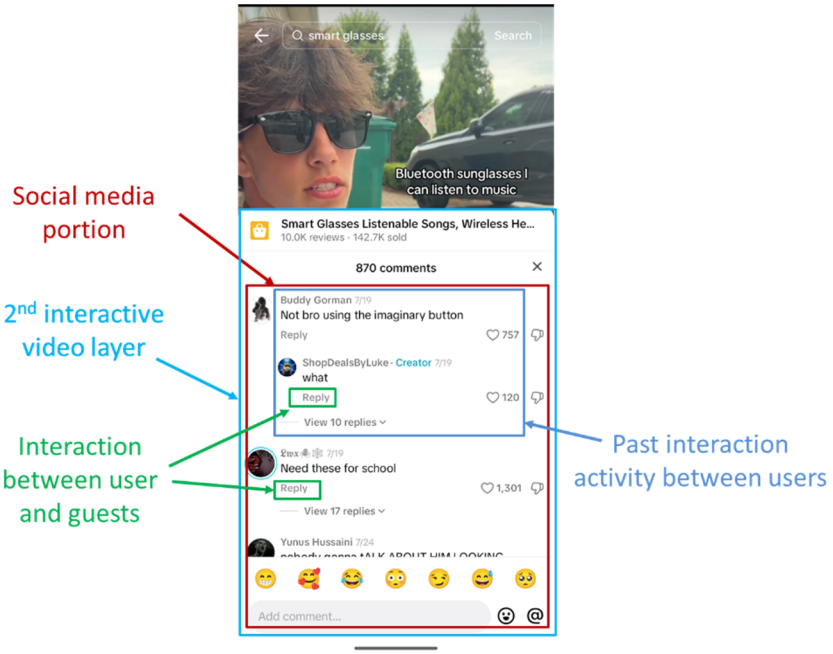
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

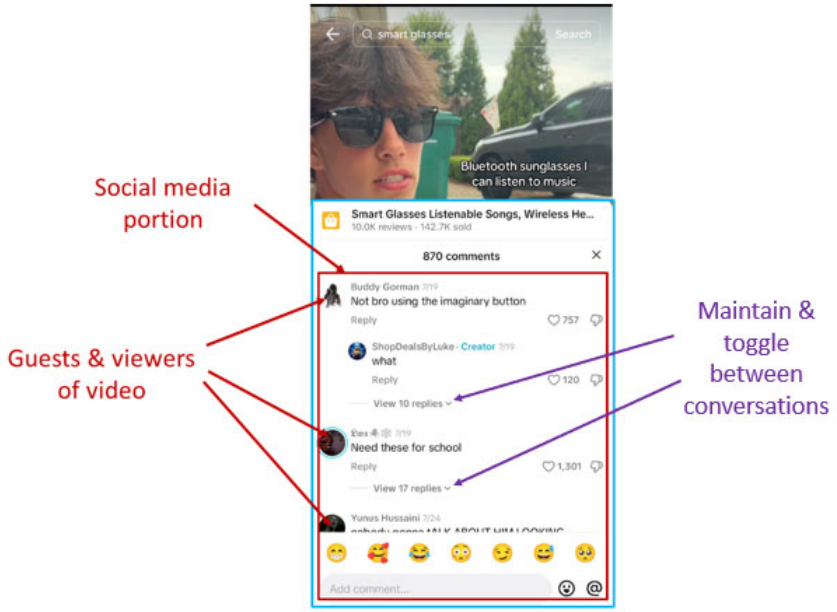
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

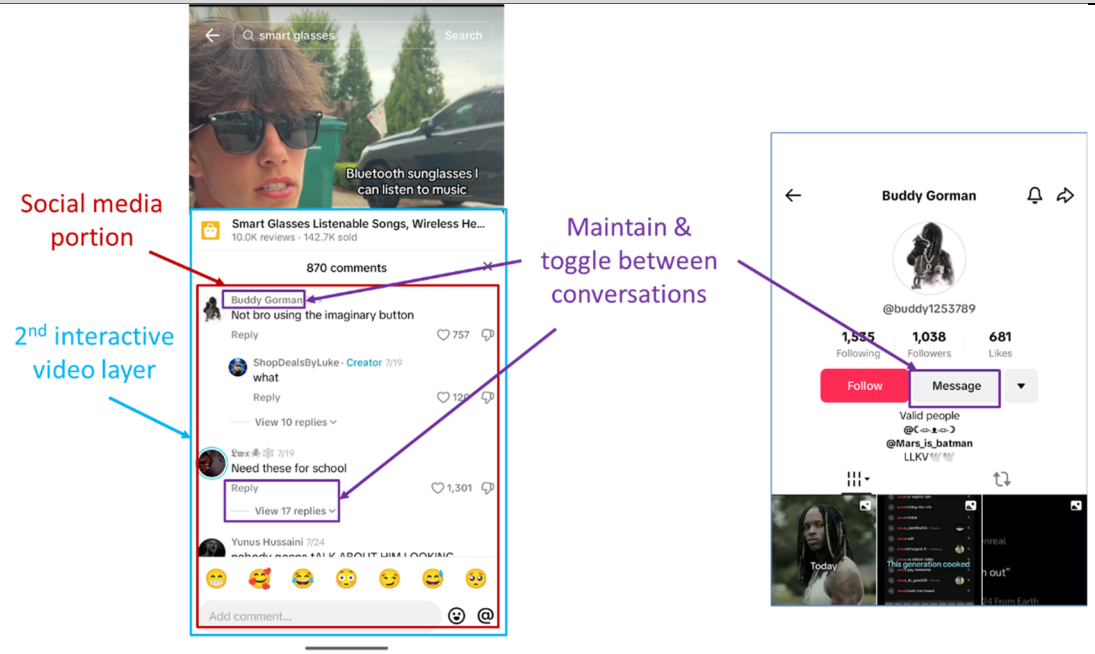
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

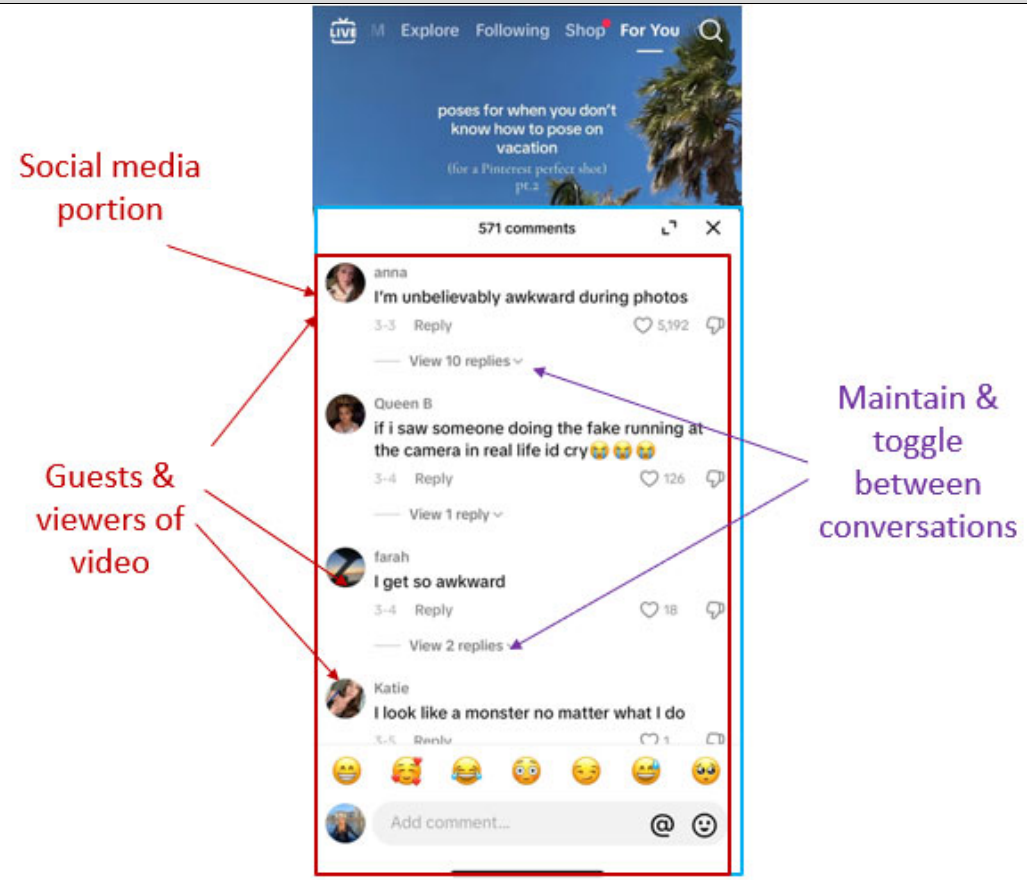
Claim Language	Exemplary Features of TikTok Accused Products
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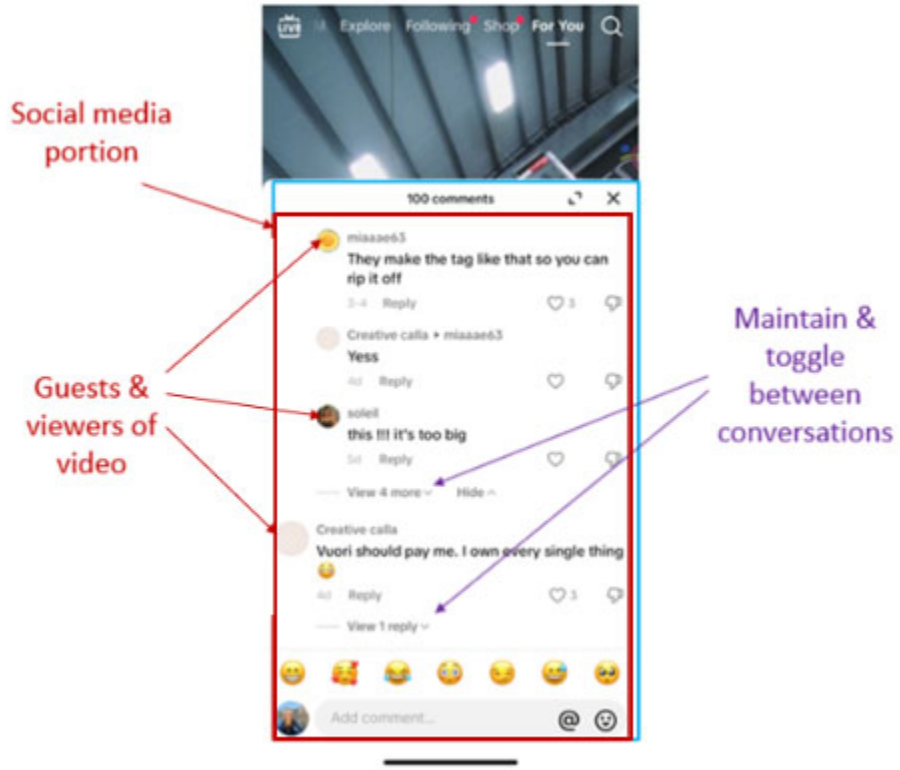
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[18h] wherein an interaction between the user and the at least one guest, and past interaction activity between a	The Accused Products include a second interactive video layer that displays an interaction between the user and the at least one guest, and past interaction activity between a plurality of users in the social media portion. For example, the TikTok platform, including the TikTok Shop features and services, generates a second interactive video layer that displays interactions between a user and at least one other user and also displays past interaction activity between a plurality of users. This feature is shared by all videos on TikTok for which comments are enabled by the creator. In the alternative and to the extent TikTok argues that the Accused Products

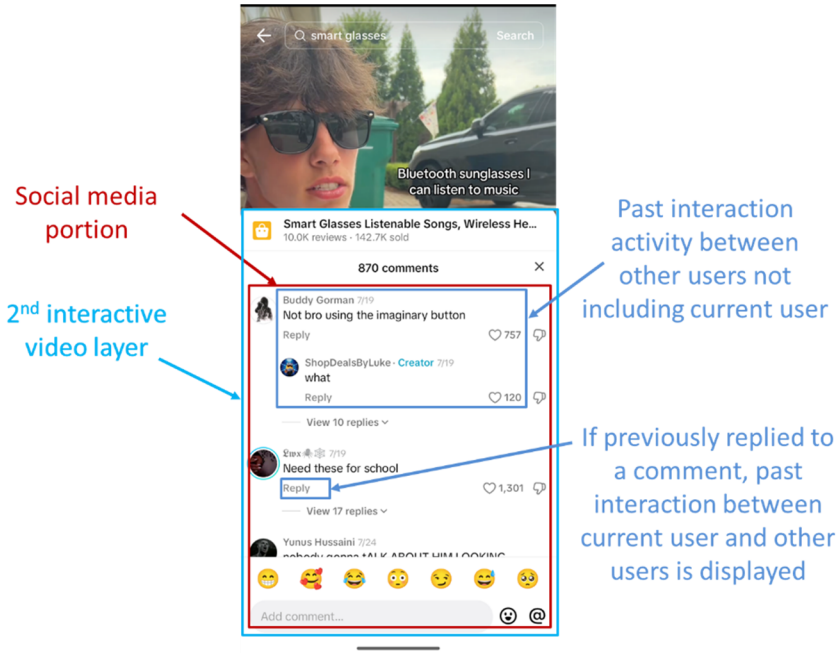
Claim Language	Exemplary Features of TikTok Accused Products
plurality of users in the social media portion, are displayed in the interface in the second interactive video layer, and	do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[18i] wherein the user is capable of maintaining and toggling between a	The Accused Products includes a second interactive video layer wherein the user is capable of maintaining and toggling between a plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first media playback device. For example, the TikTok platform, including the TikTok Shop features and services, provides a video to a user of a TikTok mobile app, where the user can maintain and toggle between at least two conversations in the comment

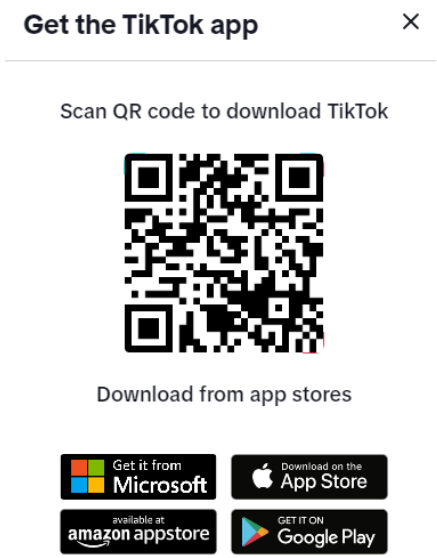
Claim Language	Exemplary Features of TikTok Accused Products
plurality of different conversations displayable in the social media portion in the second interactive video layer as an overlay to the video media displayed by the first processing device,	section. These conversations are displayed as an overlay to the video. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

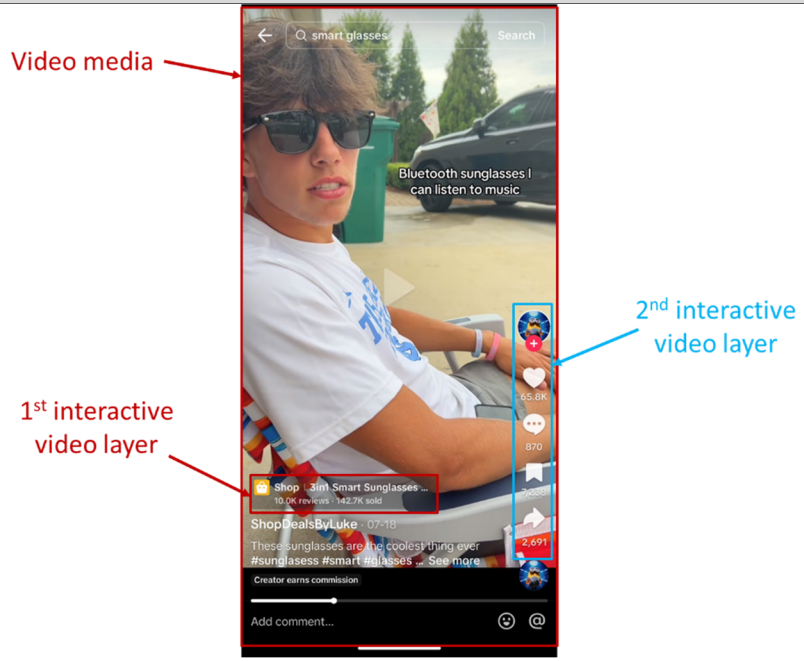
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179

Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82DNASD/

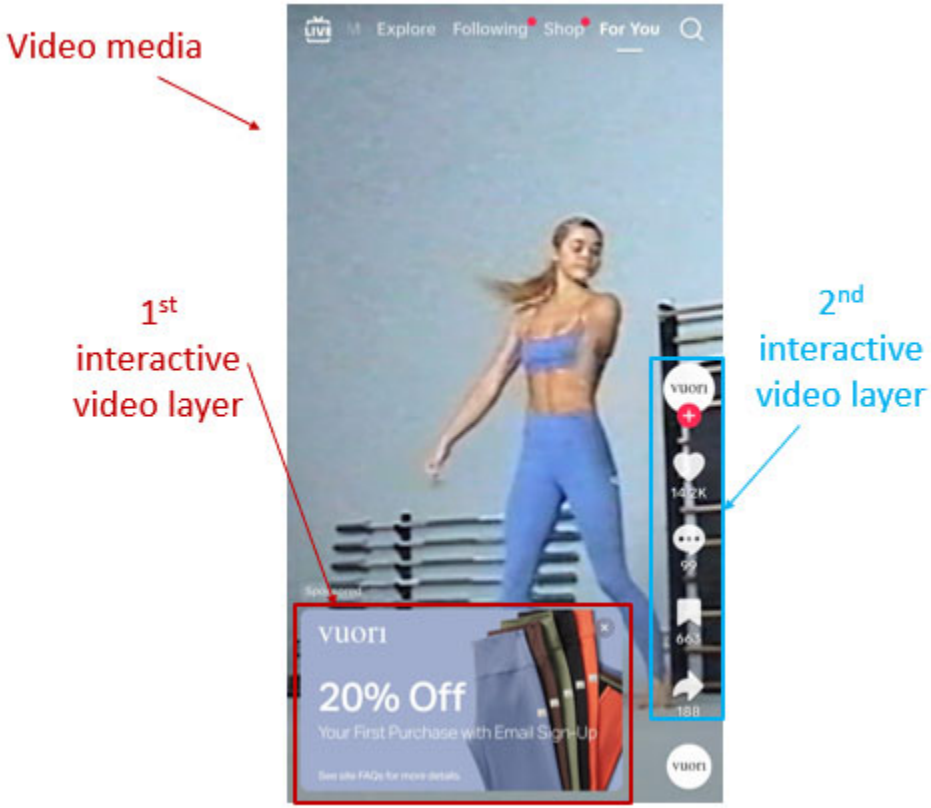
Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[18j] wherein the plurality of users either includes the user or does not include the user; and	The Accused Products include a second interactive video layer that displays past interaction activity between a plurality of users in the social media portion, wherein the plurality of users either includes the user or does not include the user of the first media playback device. For example, the TikTok platform, including the TikTok Shop features and services, generates a video layer that displays a comment section for the video that shows past interaction activity between a plurality of users, wherein the user of the TikTok mobile app can be part of the interaction or not. This feature is shared by all videos on

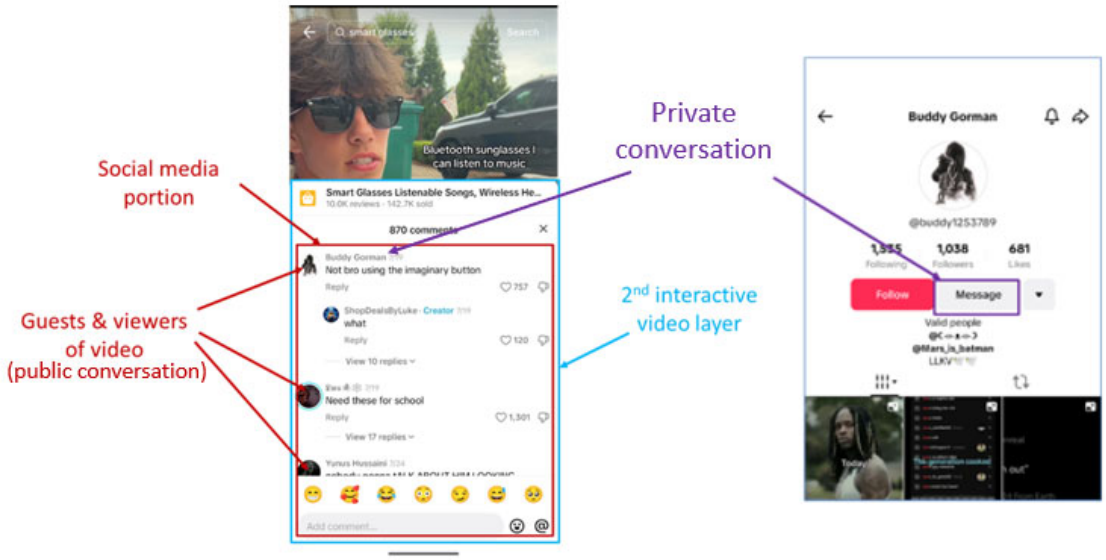
Claim Language	Exemplary Features of TikTok Accused Products
	TikTok for which comments are enabled by the creator. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[18k] e) a software module for transmitting the first and second interactive	The Accused Products includes a software module for transmitting the first and second interactive layers to the first processing device of the user. For example, TikTok's servers and software used to provide functionality for the TikTok platform, including the TikTok Shop features and services, includes a software module for transmitting the first interactive layer containing product information and the interactive layer for the user to socialize with other users to TikTok

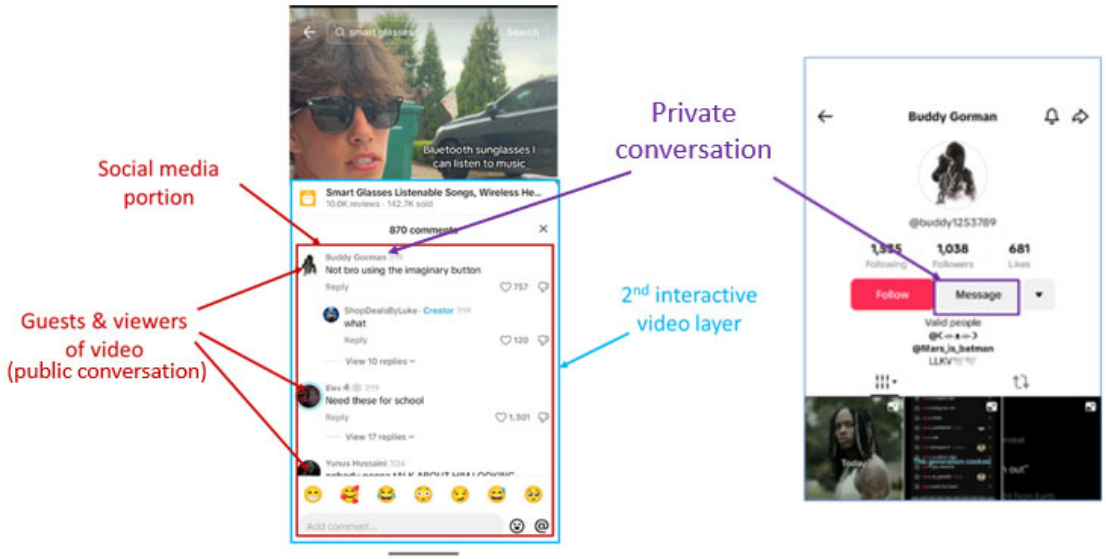
Claim Language	Exemplary Features of TikTok Accused Products
layers to the first processing device of the user.	mobile apps, including the mobile app used by the TikTok content creator that requests the generation of the TikTok Shop product promotion video. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See, e.g.*:  https://www.tiktok.com/

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Claim Language	Exemplary Features of TikTok Accused Products
	 https://www.tiktok.com/t/ZP82AokhP/
[19a] The computer-implemented system of claim 18, wherein the interaction and	The Accused Products' display of interaction and past interaction activity comprises a public or private conversation between the user and the at least one guest. For example, the TikTok platform displays interaction and past interaction activity comprising a public or private conversation between the user and the at least one guest. In the alternative and to the extent TikTok argues that

Claim Language	Exemplary Features of TikTok Accused Products
the past interaction activity comprise a public or private conversation between the user and the at least one guest,	the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179
[19b] wherein the plurality of different conversations comprises at	The Accused Products' display a plurality of different conversations comprising at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.

Claim Language	Exemplary Features of TikTok Accused Products
least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join.	For example, the TikTok platform displays a plurality of different conversations comprising at least a public conversation which enables all viewers of the video media to join and a private conversation which enables a permitted subset of all viewers of the video media to join. In the alternative and to the extent TikTok argues that the Accused Products do not literally satisfy this limitation, ShopSee may contend that the relevant features of the Accused Products satisfy this limitation under the doctrine of equivalents. *See e.g.*:  https://www.tiktok.com/@shopdealsbyluke/video/7393118674615291179