Filed on behalf of Meta Platforms, Inc. Filed: March 18, 2026

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

META PLATFORMS, INC.,
Petitioner

v.

COGMEDIA LLC,
Patent Owner

Case No. IPR2026-00249

Petition for *Inter Partes* Review of
U.S. Patent No. 11,036,371

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1. 1[Preamble]: "A computer-implemented method, in which at least one computer initiates execution of software instructions to perform computer processes, the method being for interacting with at least one data item obtained from at least one source, the at least one source being external to the at least one computer, the computer processes comprising:" 17

2. 1[a]: "responsive to a user selection of the at least one data item:" 22

i. 1[a.i]:"causing configuring of each of the data items into a distinct information object by extracting, from each data item, extracted data including a picture and a heading, and causing storing of data corresponding to each of the information objects, including a link to the at least one data item, in a database system;" 24

ii. 1[a.ii]:"displaying a representation of each of at least two of the information objects in the database system, the representation being in a uniform format, wherein the format includes a card, and, within the card, in uniform locations thereof, the

picture, the heading, a set of indicators, and a set of graphically accessible functions including:”.....27

3. 1[b]: “a comment function, by which users having access to the card comment function can exchange comments relating to the card, such comments being associated with the information object represented by the card;”.....32

4. 1[c]: “a vote function, by which users having access to the card vote function can vote for the card, such votes being associated with the information object represented by the card;” 34

5. 1[d]: “a copy function, by which users having access to the card copy function in a first collection of cards of a first user can cause the card to appear in a second collection of cards of a second user; and” 36

6. 1[e]: “a link function, by which users having access to the card link function can invoke the link to the data item; and” 37

7. 1[f]: “wherein the set of indicators includes: an indicator reflecting commenting activity associated with the card; and” 37

8. 1[g]: “wherein the database system has been configured to allow (i) each user to have at least one user-selected collection of cards representing information objects in the database system and (ii) cards, regardless of the collections in which they may have first appeared, to be made accessible and copyable across card collections of different users.” 39

D. Independent Claim 15 41

E. Dependent Claims 2, 3, 5, 12-14, 16-18, 20, and 27-29 42

1. Claim 2: “A method according to claim 1, the computer processes further comprising: displaying a graphical

button, which, when invoked while content is being displayed, causes the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object and making a representation of the new information object available for display in the uniform format." 42

2. Claim 3: "A method according to claim 1, wherein the format includes within the card an indication of a date of creation." 44

3. Claim 5: "A method according to claim 1, further comprising:" 45

   i. Claim 5[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user; and" 46

   ii. Claim 5[b]: "also displaying in the computing device of the first user, a second view of a second set of cards that constitute a collection of a second user." 47

4. Claim 12: "A method according to claim 1, wherein the set of indicators includes: an indicator reflecting voting activity associated with the card." 47

5. Claim 13: "A method according to claim 12, wherein the indicator reflecting voting activity associated with the card provides a numeric count of the voting activity." 48

6. Claim 14: "A method according to claim 1, wherein the indicator reflecting commenting activity associated with the card provides a numeric count of the commenting activity." 49

7. Claim 16: "A method according to claim 15, wherein the extracted data from each data item includes at least the picture and the heading and wherein the heading is included within the card." 50

8. Claim 17: "A method according to claim 15, the computer processes further comprising: displaying a graphical button, which, when invoked while content is being displayed, causes the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object and making a representation of the new information object available for display in the uniform format." 52

9. Claim 18: "A method according to claim 15, wherein the format includes within the card an indication of a date of creation." 52

10. Claim 20: "A method according to claim 15, further comprising:" 52

i. Claim 20[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user; and" 52

ii. Claim 20[b]: "also displaying in the computing device of the first user, a second view of a second set of cards that constitute a collection of a second user." 52

11. Claim 27: "A method according to claim 15, wherein the set of indicators includes: an indicator reflecting voting activity associated with the card." 53

12. Claim 28: "A method according to claim 27, wherein the indicator reflecting voting activity associated with the card provides a numeric count of the voting activity." 53

13. Claim 29: "A method according to claim 15, wherein the indicator reflecting commenting activity associated with the card provides a numeric count of the commenting activity." 53

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D. Claim 8: "A method according to claim 1, further comprising: on a user-entered command, causing a card to be shared with another user when the card and the other user have been graphically selected." 63

E. Claim 9: "A method according to claim 1, further comprising: on a user-entered command, causing a card to be shared with another user via an instant message sent through an integrated instant messaging system as a result of graphical selection by a first user." 66

F. Claim 19: "A method according to claim 15, wherein the format includes a user-accessible report relating to users who copied the information object." 68

G. Claim 23: "A method according to claim 15, further comprising: on a user-entered command, causing a card to be shared with another user when the card and the other user have been graphically selected" 68

H. Claim 24: "A method according to claim 15, further comprising: on a user-entered command, causing a card to be

shared with another user via an instant message sent through an integrated instant messaging system as a result of graphical selection by a first user." 68

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C. Claim 6: "A method according to claim 5, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the second view and (ii) a copy command that has been graphically entered by the first user, causing the selected card to be copied from the second view to the first view, so that the selected card in the collection of the second user appears in the first collection of the first user." 71

D. Claim 7: "A method according to claim 5, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the first view and (ii) a send command that has been graphically entered by the first user, causing the selected card to be sent to the second user, so that the selected card in the collection of the first user is made available to the second user to be included in the collection of the second user" 76

E. Claim 10: "A method according to claim 1, further comprising:" 80

1. Claim 10[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user;" 80

2. Claim 10[b]: "also displaying in the computing device of the first user, a second view of a second set of cards, outside of the first collection, wherein any given member of the second set of cards is both included in a collection of another user and the other user has been selected by the first user; and wherein each of the cards in the second

view can, on a user-entered command, be caused to be copied to the first view." 81

F. Claim 11: "A method according to claim 10, wherein each of the cards in the second view is displayed in an order determined by a criterion selected from the group consisting of the information object's creation time, its access time, and combinations thereof." 83

G. Claim 21: "A method according to claim 20, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the second view and (ii) a copy command that has been graphically entered by the first user, causing the selected card to be copied from the second view to the first view, so that the selected card in the collection of the second user appears in the first collection of the first user." 84

H. Claim 22: "A method according to claim 20, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the first view and (ii) a send command that has been graphically entered by the first user, causing the selected card to be sent to the second user, so that the selected card in the collection of the first user is made available to the second user to be included in the collection of the second user." 84

I. Claim 25: "A method according to claim 15, further comprising:" 85

1. Claim 25[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user;" 85

2. Claim 25[b]: "also displaying in the computing device of the first user, a second view of a second set of cards, outside of the first collection, wherein any given member of the second set of cards is both included in a collection of another user and the other user has been selected by the first user; and wherein each of the cards in the second view can, on a user-entered command, be caused to be copied to the first view." 85

J. Claim 26: "A method according to claim 25, wherein each of the cards in the second view is displayed in an order determined by a criterion selected from the group consisting of the information object's creation time, its access time, and combinations thereof." 85

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37 C.F.R. § 42.10(b) 3

37 C.F.R. § 42.15(a) 3

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TABLE OF EXHIBITS

Exhibit No.	Description
1001	U.S. Patent No. 11,036,371 to Keel, et al. ("the '371 Patent")
1002	File History of U.S. Patent No. 11,036,371
1003	Declaration of Andrew Cockburn, Ph.D ("Cockburn")
1004	Curriculum Vitae of Andrew Cockburn, Ph.D ("Cockburn")
1005	U.S. Patent No. 7,310,612 to McQueen, III et al. ("McQueen")
1006	U.S. Patent No. 7,047,030 to Forsyth ("Forsyth")
1007	U.S. Pre-grant Publication No. 2002/0069105 to do Rosario Botelho et al. ("do Rosario Botelho")
1008	RESERVED
1009	U.S. Pre-grant Publication No. 2003/0189592 to Boresjo ("Boresjo")
1010	File History of U.S. Patent No. 9,524,090
1011	U.S. Patent No. 7,293,074 to Jellinek et al. ("Jellinek")
1012	U.S. Pre-grant Publication No. 2004/0136510 to Vander Veen ("Vander Veen")
1013	U.S. Pre-grant Publication No. 2002/0091775 to Morehead et al. ("Morehead")
1014	U.S. Pre-grant Publication No. 2003/0233422 to Csaszar et al. ("Csaszar")
1015	U.S. Patent No. 7,080,139 to Briggs et al. ("Briggs")

Exhibit No.	Description
1016	RESERVED
1017	U.S. Patent No. 6,769,010 to Knapp et al. ("Knapp")
1018	U.S. Pre-grant Publication No. 2003/0103603 to Kurita et al. ("Kurita")
1019	Cockburn, A. and Greenberg, S. Making contact: getting the group communicating with groupware. In Proceedings of the conference on Organizational computing systems (COCS '93) (1993)
1020	Cockburn, A., et. al. WebView: A Graphical Aid for Revisiting Web Pages OzCHI'99: Australian Conference on Computer-Human Interaction (1999)
1021	Schatz, Bruce R. Building an electronic community system (1991)
1022	Engelbart, Douglas C. and English, William K. A research center for augmenting human intellect (1968)
1023	Borenstein, Nathaniel S. and Thyberg, Chris A. Cooperative work in the Andrew message system (1988)
1024	Greenberg, Saul and Rounding, Michael. The notification collage: posting information to public and personal displays. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '01) (2001)
1025	U.S. Patent No. 5,854,893 to Ludwig ("Ludwig")
1026	RESERVED
1027	Cogmedia's Preliminary Infringement Contentions for U.S. Patent No. 11,036,371, Cogmedia, LLC v. Meta Platforms, Inc., 1:25-cv-12127 (D. Mass. Feb. 4, 2026)

Exhibit No.	Description
1028	U.S. Pre-grant Publication No. 2005/0198128 to Anderson et al. ("Anderson")
1029	U.S. Patent No. 5,898,431 to Webster et al. ("Webster")
1030	U.S. Patent No. 8,255,835 to Bocking ("Bocking")
1031	U.S. Pre-grant Publication No. 2005/0261987 to Bezos et al. ("Bezos")
1032	U.S. Pre-grant Publication No. 2005/0091316 to Ponce et al. ("Ponce")

I. INTRODUCTION

Meta Platforms, Inc. ("Petitioner") respectfully requests *inter partes* review of claims 1-29 of U.S. Patent No. 11,036,371 (EX1001, "'371 Patent"). Among other nominal features, the challenged claims specify various methods for collaborating and interacting with networked content by voting, commenting, etc. But the '371 Patent was filed too late, as such interface and collaboration features were already well-known before the alleged time of invention.

Amazon, for instance, filed for a patent (McQueen; EX1005) about a year earlier in 2003, and that patent serves as the primary reference in this petition. McQueen describes a system for publishing user-generated "blurbs" in a blog format that others could view, share, discuss, vote on, etc. It also describes publishing blurb posts in rectangular, uniform units that contain titles, graphics, and interactive links, just like that claimed by the '371 Patent. Numerous other patents and publications disclose similar and complementary systems for group messaging and other networked interaction features, as explained in this petition.

For these reasons and those explained below, Petitioner respectfully requests that the Board find all challenged claims of the '371 Patent unpatentable.

II. MANDATORY NOTICES

A. Real Parties-in-Interest

The real party-in-interest is Meta Platforms, Inc.

B. Related Matters

U.S. Patent Office records indicate that the ’371 Patent is assigned to Cogmedia LLC (“PO”), which is currently asserting the ’371 Patent in the following litigation filed on July 30, 2025: *Cogmedia, LLC v. Meta Platforms, Inc.*, 1:25-cv-12127 (D. Mass.).

Petitioner has filed or plans to file petitions for *inter partes* review against U.S. Patent Nos. 9,817,562 and 10,664,141, which are in the same family as the ’371 Patent and are asserted in the same parallel litigation.

C. Notice of Counsel and Service Information

Lead Counsel	Lisa K. Nguyen (Reg. No. 58,018) Paul Hastings LLP 1117 S. California Avenue Palo Alto, CA 94303 Telephone: 650.320.1800 Fax: 650.320.1900 Email: PH-META-Cogmedia@paulhastings.com
Back-Up Counsel	David M. Tennant (Reg. No. 48,362) Paul Hastings LLP 2050 M St., N.W. Washington, DC, 20036 Telephone: 202.551.1700 Fax: 202.551.1705 Email: PH-META-Cogmedia@paulhastings.com
Back-Up Counsel	Diane Ghrist (*pro hac vice* to be filed) Paul Hastings LLP 2050 M St., N.W. Washington, DC, 20036 Telephone: 202.551.1700 Fax: 202.551.1705

	Email: PH-META-Cogmedia@paulhastings.com
Back-Up Counsel	Michelle Zhang (*pro hac vice* to be filed) Paul Hastings LLP 1117 S. California Avenue Palo Alto, CA 94303 Telephone: 650.320.1800 Fax: 650.320.1900 Email: PH-META-Cogmedia@paulhastings.com

Pursuant to 37 C.F.R. § 42.10(b), a Power of Attorney accompanies this petition. Petitioner consents to electronic service by e-mail.

D. Fee for *Inter Partes* Review

The Director is authorized to charge the fee specified by 37 C.F.R. § 42.15(a) to Deposit Account 50-2613.

E. Grounds for Standing

Petitioner certifies pursuant to 37 C.F.R. § 42.104(a) that the '371 Patent is available for *inter partes* review and that Petitioner is not barred or estopped from requesting an *inter partes* review challenging the patent claims on the grounds identified in this Petition.

III. IDENTIFICATION OF CHALLENGES[1]

Ground	Claims	Basis	References
1	1-3, 5, 12-18, 20, and 27-29	§103	McQueen (EX1005) and Forsyth (EX1006)
2	2 and 17	§103	McQueen, Forsyth, and Csaszar (EX1014)
3	4, 8, 9, 19, 23, and 24	§103	McQueen, Forsyth, and Briggs (EX1015)
4	6, 7, 10, 11, 21, 22, 25, and 26	§103	McQueen, Forsyth, and Knapp (EX1017)
5	7 and 22	§103	McQueen, Forsyth, Briggs, and Knapp

IV. BACKGROUND

A. '371 Patent and Alleged Priority Date

The challenged '371 Patent claims priority to a provisional application filed on April 29, 2004. EX1001, 2. Petitioner assumes for this proceeding that the '371 Patent claims are entitled to the April 29, 2004 priority date; Petitioner does not concede this date and reserves its right to challenge it.

The '371 Patent has 29 claims. Claims 1 and 15 are independent; claims 2-14 depend on claim 1; claims 16-29 depend on claim 15.

[1] The references cited in this petition qualify as prior art at least under 35 U.S.C. § 102(e).

B. Challenged Claims

This Petition challenges all 29 claims of the ’371 Patent.

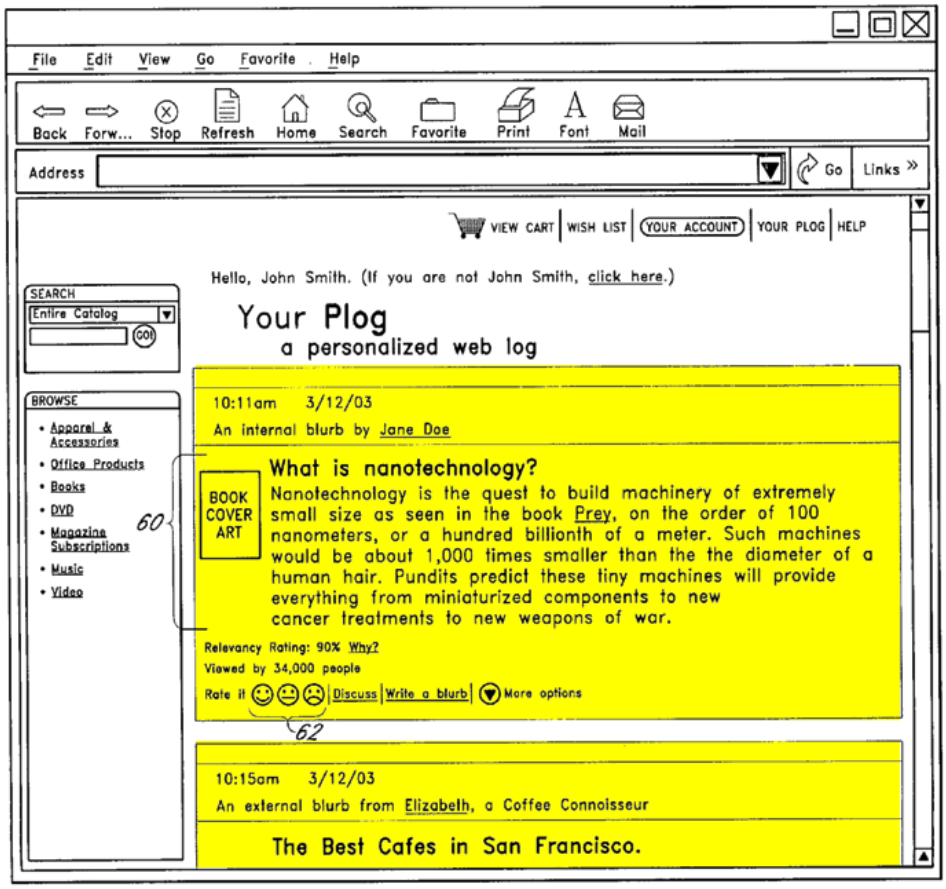
C. Prosecution History

The PTO never made a prior art rejection for the ’371 Patent during prosecution. EX1002. Astoundingly, while the examiner had considered McQueen, the examiner failed to apply its disclosures. *Id.*, 560. And McQueen discloses the exact features the examiner suggested were missing from the prior art. *See id.*, 549; §VIII.C.

V. THE PRIOR ART

A. McQueen (EX1005)

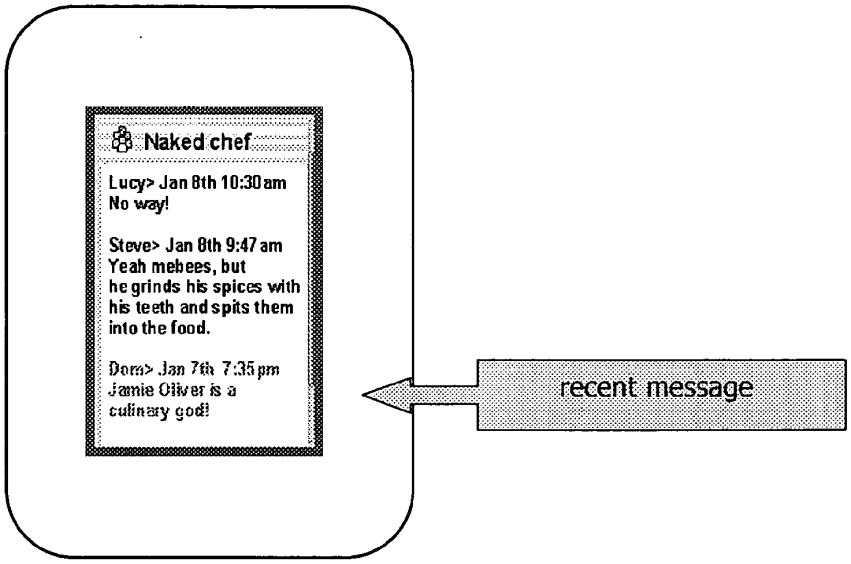
McQueen ingests content from various “external sources”—such as newsletters, blogs, or RSS feeds—and saves corresponding “blurbs” within a database 44. EX1005, 4:53-5:3, 1:54-63, FIG. 1. Blurbs can be browsed and may include a title, relevant graphics, and a hyperlink, as well as a variety of interactive features (e.g., voting icons 62, a “Discuss” link). *Id.*, 5:52-6:3, 7:55-64, 8:4-16, FIG. 4.



Id., FIG. 4.

B. Forsyth (EX1006)

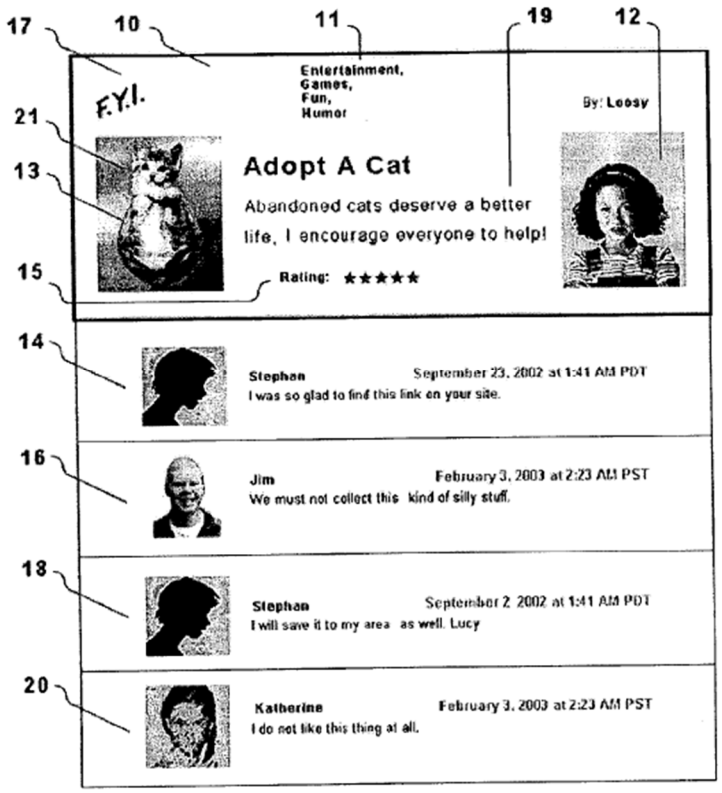
Forsyth discloses systems and methods for facilitating group communications. *See, e.g.*, EX1006, 1:15-23, 3:2-18, 6:27-52. "Forums" structure user interactions about social events, topics, pictures, common interests, book/music recommendations, etc. *Id.*, 5:27-30, 7:19-43, 9:36-45, 10:14-19. Like McQueen's "Discuss" link for a blurb, EX1005, FIG. 4, Forsyth discloses that users can access a discussion Forum by clicking on a link. EX1006, 6:27-52.



Id., FIG. 7.

C. Csaszar (EX1014)

Like McQueen's blurb posts, Csaszar discloses "Flyers," such as the one illustrated below in Figure 7. EX1014, [0211-0212], claim 1. A user is shown the option to "MAKE FLYER" when moving a cursor over a web page. *Id.*, [0243]-[0247].



EX1014, Fig. 7.

D. Briggs (EX1015)

Briggs teaches tracking a user's online activity. EX1015, 2:50-55. Collected data may also be annotated and reported "with a history of users who forwarded the information." EX1015, 19:25-36. Briggs further teaches selectively sharing data via graphical selections and corresponding user interfaces. *Id.*, 9:55-57, FIG. 6.

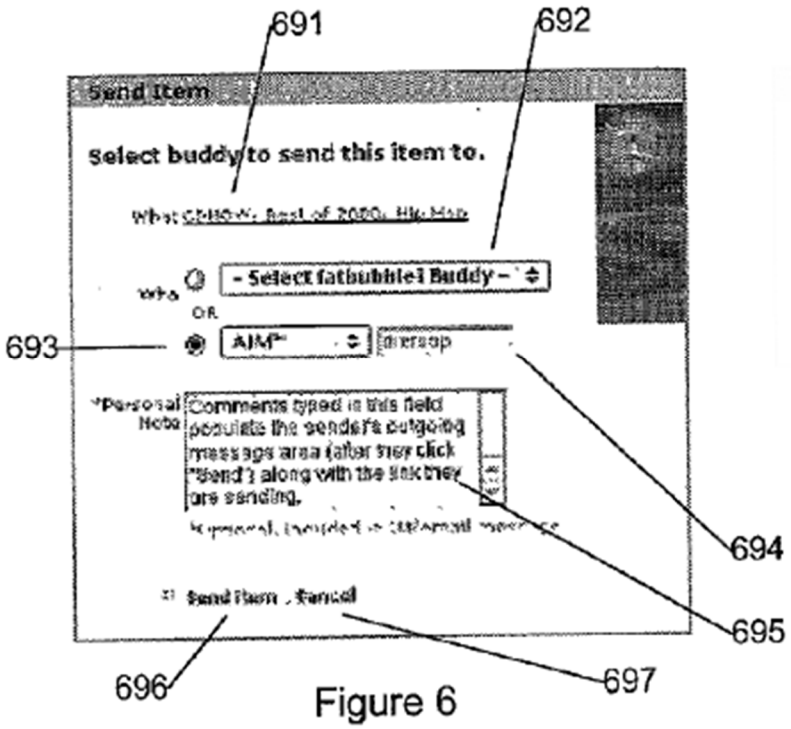
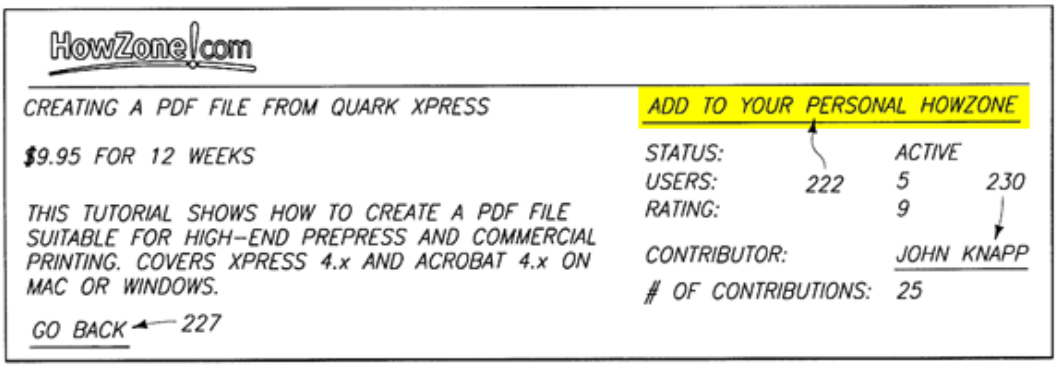


Figure 6

EX1015, Fig. 6.

E. Knapp (EX1017)

Knapp teaches copying a GUI object to a user's personal page via a graphically entered copy command. EX1017, 23:36-24:3, 25:31-56, 28:31-44. A user may click an "add to personal HowZone" link to duplicate a third-party content object into their own personalized digital space. *Id.*, 23:36-24:3, 25:31-56, 28:31-44, 6:53-7:2, FIGs. 9, 12, 17.



EX1017, FIG. 17 (annotated).

VI. LEVEL OF ORDINARY SKILL

A person of ordinary skill in the art ("POSITA") in 2004 would have had a bachelor's degree in electrical engineering, computer science, or a similar technical field, with two years of relevant experience working with graphical interfaces and/or networked data systems. Additional experience could substitute for less education, and additional education could likewise substitute for less experience. Cockburn, ¶21.[2]

This Petition does not turn on this precise definition, and the challenged claims would be unpatentable from the perspective of any reasonable person of ordinary skill in the art at the relevant time. *Id.* ¶22.

[2] Petitioner submits the declaration of Andrew Cockburn, Ph.D (EX1003), an expert in the '371 Patent field(s). EX1003; EX1004.

VII. CLAIM CONSTRUCTION

The Board construes the claims "using the same claim construction standard that would be used" in district courts. 37 C.F.R. §42.100(b). This Petition establishes the prior art meets each of the claim limitations under any reasonable plain meaning.[3] Thus, no express construction is required.

VIII. GROUND 1: CLAIMS 1-3, 5, 12-18, 20, 27-29 OBVIOUS IN VIEW OF MCQUEEN AND FORSYTH

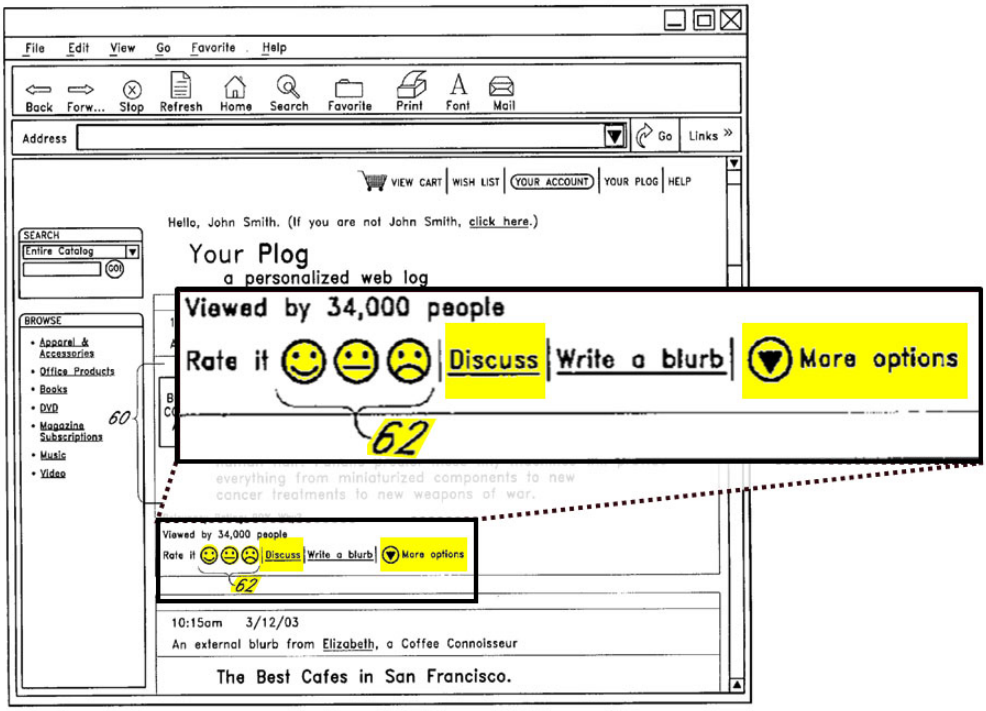
A. Motivation to Combine

It would have been obvious to a POSITA to modify McQueen to incorporate Forsyth's threaded comment, new comment count, and related features. Cockburn, ¶¶72-81. It also would have been obvious for McQueen's blurbs to display a "current tally of the votes submitted on a particular review," as disclosed by McQueen and a "typical" configuration at the relevant time. *See* EX1005, 1:34-53. Detailed below, the combination would have resulted in McQueen's blurb posts including a comment function and a corresponding blurb discussion forum, as well as indicators for the number of new comments and votes.

[3] Petitioner reserves all rights to raise claim construction and other arguments in other proceedings consistently with this proceeding. *See, e.g.*, *Target Corp. v. Proxicom Wireless, LLC*, IPR2020-00904, Paper 11 at 11-13 (PTAB Nov. 10, 2020).

1. Blurb posts with comment forums and a related new comment count indicator (Claims 1, 14, 15, 29)

A POSITA would have had ample reason to combine McQueen and Forsyth. Cockburn, ¶¶73-81. McQueen already seeks to facilitate user interaction with each blurb by including voting icons 62, a "More options" drop-down menu, and a "Discuss" element. *Id.;* EX1005, FIG. 4, 8:24-33.



EX1005, FIG. 4 (annotated). And incorporating Forsyth's "chat/instant messaging" and corresponding comment features, which were a "current and very popular internet type service," for McQueen's "Discuss" feature or as an additional aspect of McQueen's "More options" drop-down menu (§VIII.C.3) would have been an obvious and predictable combination of known elements for known improvements

and/or benefits. *See* EX1006, 4:18-34 ("All linked (e.g. threaded) communications, such as replies and comments, then become part of the same communication object…."), 5:3-14; 5:27-43, 7:19-43 ("They can make comments …."), FIG. 7; Cockburn, ¶74; *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398, 415-421 (2007).

For instance, a POSITA would have recognized that implementing the discussion feature as a comment function would have enhanced user experience with the blurbs by allowing for real-time, dynamic interaction between mobile devices. EX1006, FIGs. 1, 6-7, 2:40-53, 5:8-26, 6:27-57; Cockburn, ¶75. The modification would have "handle[d] effectively" the communications McQueen itself suggests. EX1006, 2:40-47. It also would have offered group, push, and threaded conversation benefits over state-of-the-art technology like web bulletins and group e-mail. *Id.*, FIG. 1 (below).

Capability:	**Can you create a discussion between group members on your own device?** (Important since it facilitates setting up a group discussion)	**Push delivery?** (Push is more convenient to mobile users)	**Is it possible to retain a long term record of exchanges between group members?** (An important attribute for many new kinds of services)	**Can you deliver messages to all members of a group, or is it restricted to one to one?** (Clearly critical to group based messaging)	**Do all group members see the same, unitary message thread, or are there instead many separate individual messages?** (A single, unitary message entity (e.g. a thread) makes message organisation and navigation far easier.)	**If a recipient is off-line (e.g messaging app not open), are they alerted anyway?** Potentially very important for mobile useage because of the high proportion of time users may not be on-line (i.e. actively using their messaging application).
Web bulletin board	No	No	Yes	Yes	Yes	No
Chat/instant messaging	Yes	Yes	No	Yes	Awkward	No
Group e-mail	Yes	No	Awkward	Yes	No	No
SMS	Awkward	Yes	No	Awkward	No	Yes
Forums	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**

The communications further would have made it "far easier for people to reach similar individuals than ever before" and provided a "foundation stone for building applications which enable a huge range of new group based communication/interaction functions," thereby increasing user social engagement and collaboration. *Id.*, 3:3-18, 5:27-30 ("easy to understand messaging tool that facilitates open discussion"); Cockburn, ¶76.

Displaying a number of new comments associated with a discussion moreover would have helped the user understand if new comments existed for increased convenience and usability. Cockburn, ¶77; EX1006, 4:18-34, 6:28-36, 7:19-43, FIG. 7. Indeed, such new comment indicators were helpful and ubiquitous before

the alleged time of invention. Cockburn, ¶78; *see, e.g.*, EX1029, 6:14-21 ("[I]ndicia 240 indicating the number of responses to the topic 201….display unread responses only.") 8:11-24, FIG. 6; EX1028, [0040] ("[A] field 337 that indicates how many posts are listed within each thread."); EX1030, 1:13-20; EX1011, 14:11-13; EX1012, [0058], FIG. 8; EX1013, [0033].

2. Blurb posts with a vote count indicator (Claims 12-13, 27-28)

A POSITA also would have had good reason to modify McQueen to display the number of votes for a given blurb. Cockburn, ¶¶79-81. For instance, McQueen discloses that a set of "icons 62 for voting on [a] blurb," with the system tracking "the total number of votes cast on such blurbs," and that "[a] current tally of the votes submitted on a particular review is typically displayed to assist readers in assessing the review." EX1005, 1:32-43, 6:42-45, 8:17-24, FIG. 4. Displaying the number of votes for user-generated content, such as McQueen's blurb posts, likewise would have assisted readers in assessing the blurb and any corresponding review. *Id.*; Cockburn, ¶79. The vote display also would have allowed a user to "take into consideration the reputation of the associated reviewer." EX1005, 1:32-43; Cockburn, ¶79. In all, it would have been an obvious and predictable combination of known elements for known improvements and/or benefits. *See KSR*, 550 U.S. at 415-421.

Moreover, users faced a high volume of information in such a system designed to aggregate large amounts of content via RSS feeds, etc. EX1005, 4:53-58; Cockburn, ¶80. Displaying a vote indicator would have also provided an immediate visual metric of quality or popularity, enabling users to quickly distinguish between "good" and "poor" content without needing to open or read every individual blurb. EX1005, 6:14-30; Cockburn, ¶80.

Indeed, by the early 2000s, such total vote displays boosted user engagement and simplified content navigation as a standard feature. Cockburn, ¶81. A POSITA would have appreciated that showing a "total vote tally," EX1007, [0050], for instance, would have provided immediate social information, allowing users to instantly gauge the popularity of a post. Cockburn, ¶81. Crucially, such an indicator also would have helped users filter through noise; by highlighting "more popular proposals," such systems "increase the likelihood" that the most relevant and helpful content is prioritized and considered. *See, e.g.*, EX1009, [0055]; Cockburn, ¶81.

B. Reasonable Expectation of Success

A POSITA would have had a reasonable expectation of success modifying McQueen. Cockburn, ¶¶82-83. For instance, Forsyth details that its communication features allowed "access[] by different applications … for a wide variety of purposes—whenever an application designer wishes to include" such communication features. EX1006, 5:55-60. Forsyth's communication features thus

would have been readily applicable to McQueen, which can operate with any "web site, an online services network, or any other type of multi-user system," EX1005, 7:38-45; integration would have been a routine exercise in database and/or GUI schema design and/or software integration. Cockburn, ¶82.

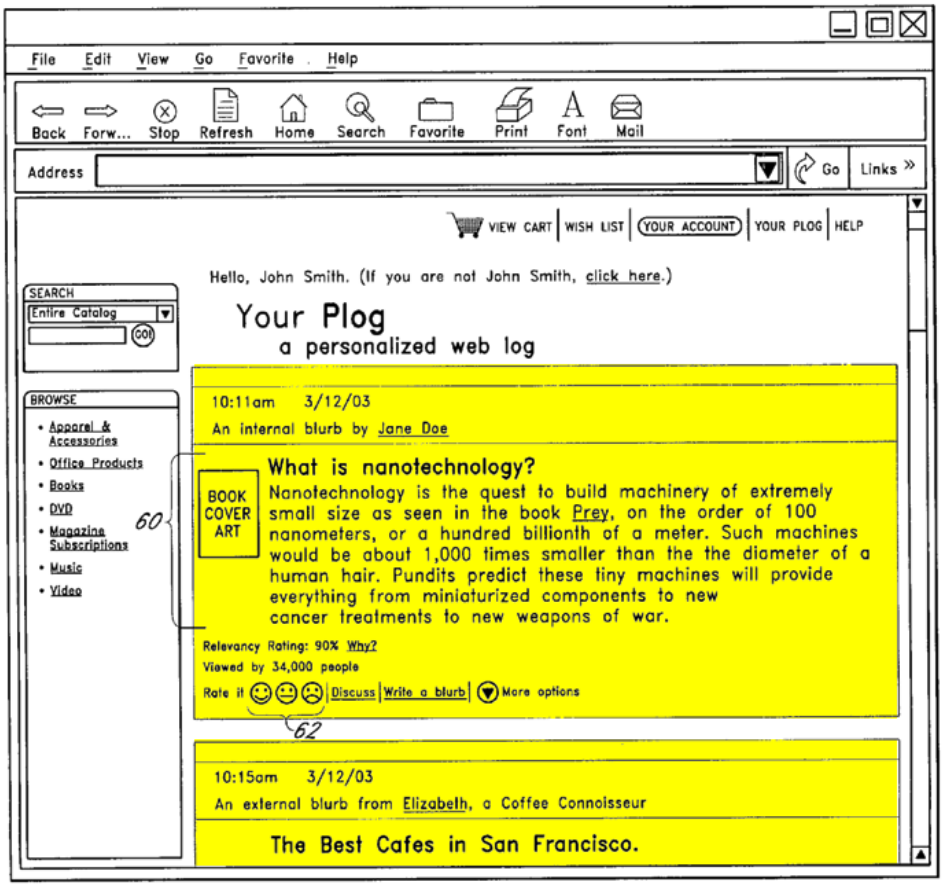
Moreover, group commenting was a "current and very popular" service at the time. EX1006, 5:7-14. Vote tally display features were conventional and "typical." EX1005, 1:32-43. Thus, the McQueen-Forsyth system would have been a predictable combination of known components according to known methods (*e.g.*, communication and GUI methods), and would have produced predictable display and communication results. Cockburn, ¶83; *KSR*, 550 U.S. at 416.

C. Independent Claim 1

1. 1[Preamble]: "A computer-implemented method, in which at least one computer initiates execution of software instructions to perform computer processes, the method being for interacting with at least one data item obtained from at least one source, the at least one source being external to the at least one computer, the computer processes comprising:"

McQueen discloses this limitation to the extent the preamble is limiting. Cockburn, ¶¶84-90. McQueen discloses a system for managing and interacting with digital content. EX1005; §V.A. The system ingests data from various sources—such as blogs and RSS feeds—into a central database 44 comprising formatted "blurbs." *See, e.g.*, EX1005, Abstract, 4:53-58. These blurbs comprise titles,

graphics, hyperlinks, etc. that appear within personalized "plogs" or author-specific blogs. *Id.*, 1:54-63, 7:55-64. McQueen's interface enables user engagement through "Discuss" links, navigation to originating sites, and a rating mechanism for casting votes on content quality. *Id.*, 6:61-7:2, 6:14-23, FIG. 4.

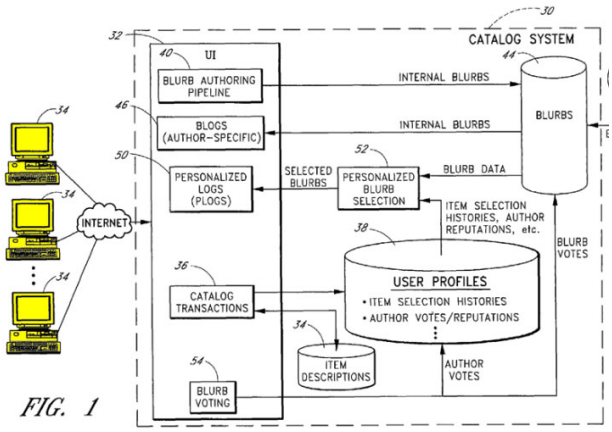


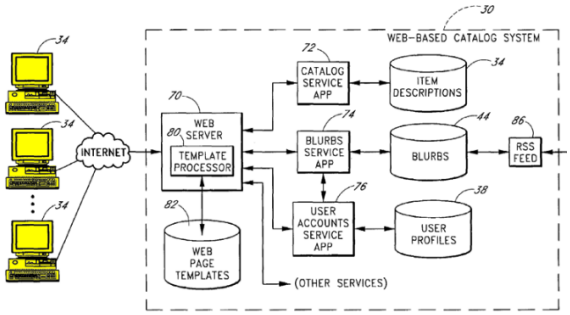
Id., FIG. 4 (annotated).

As to the ***computer-implemented method…software instructions*** and ***software…processes*** claim limitations, McQueen details that its functionality "may be implemented within executable software that runs on one or more general purpose

computers." EX1005, 7:37-45.[4] A POSITA would have understood that such a computer would execute the software to ***initiate[] execution of software instructions*** to perform the ***computer processes*** and methods disclosed by McQueen and discussed in this Petition as claimed. *Id.*; Cockburn, ¶86.

McQueen moreover discloses that its method and processes may run on general purpose computers, as claimed, with respect to Figures 1 and 8. Cockburn, ¶87. McQueen's catalog system 30 stores blurbs and related information, and targets users with blurbs. §V.A; EX1005, FIGs. 1, 4. Figures 1 and 8 additionally describe an architecture used to implement such a system, which "run[s] on general purpose computers" like computers 34. EX1005, 3:17-27, 7:37-45, 12:11-13, FIGs. 1, 8.



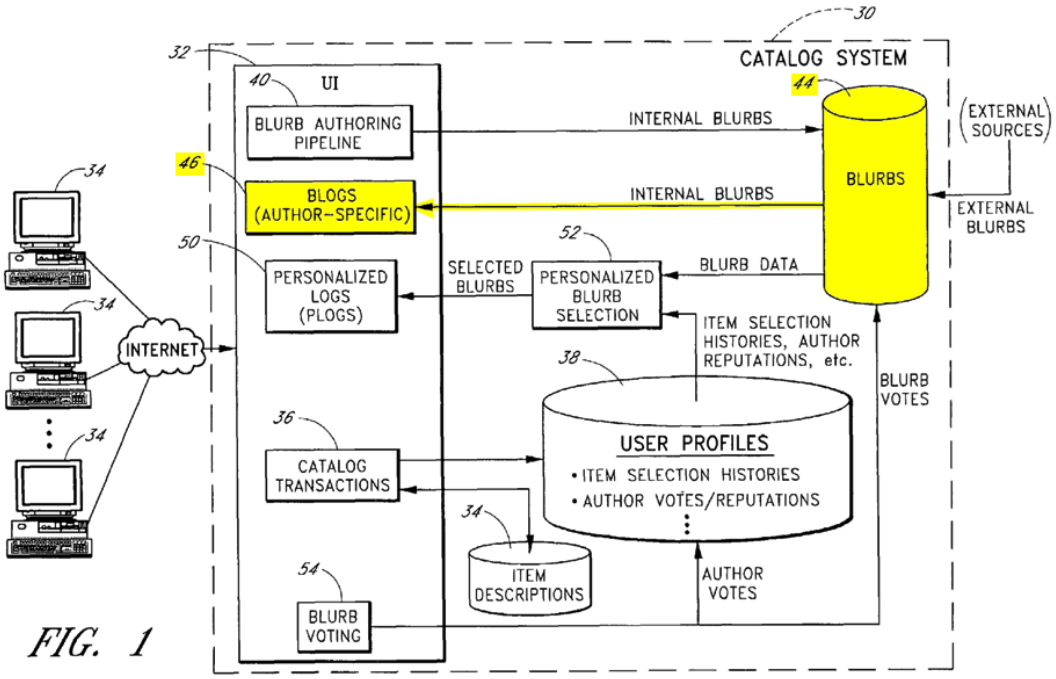


EX1005, FIGs. 1 (annotated), 8 (annotated).

[4] All emphasis is added unless otherwise noted in this petition. ***Bold-italicized language*** is intended to denote claim language.

In McQueen's computer-implemented system and method, ***at least one data item*** broadly encompasses blogs, blog entries, news, hyperlinks, and other custom online content, etc. *See, e.g.*, EX1010, 201 (explaining "data items" include "feeds" and "custom content"); Cockburn, ¶88. McQueen discloses that users and their corresponding computers can view and edit various "blogs" and blog entries, which are both ***data items***, thereby ***interacting with data item[s]***. EX1005, Abstract, 4:28-43, 5:4-18, 7:26-36, 7:37-45. Likewise, users ***interact[] with data item[s]*** by voting on the content, commenting, etc. when the data items are configured into information objects. *Id.*; §§VIII.C.2-4.

The blog and blog entry ***data items*** are ***obtained from at least one source*** such as an "external source." EX1005, Abstract, FIG. 1, 1:61-63, 4:53-5:8 ("external sources"), 11:35-52. Figure 1 illustrates that the "blogs" and corresponding entries can be accessed via database 44. *Id.*, FIG. 1; Cockburn, ¶89.



EX1005, FIG. 1 (annotated).

McQueen further teaches that the ***at least one source*** is ***external to the at least one computer***. Cockburn, ¶90. For instance, the RSS feeds taught by McQueen constitute web site sources that are ***"external" to the at least one computer***. EX1005, FIGs. 1, 8, 1:61-63 ("Blurbs may also be obtained from other, independent sources, such as through <u>RSS feeds from external web sites</u> that host blogs"), 4:52-5:3, 7:37-45, 12:11-13, FIGs. 1, 8. Indeed, and consistent with that illustrated in and discussed with respect to Figs. 1 and 8, McQueen's system and method execute using a computer (e.g., 34) and RSS feeds "from various <u>external</u> websites." *Id*.

2. 1[a]: "responsive to a user selection of the at least one data item:"

McQueen discloses this limitation. Cockburn, ¶¶91-96. As discussed previously, McQueen discloses a blogging system comprising "blogs" and blog entries, which are both ***data items***. *Id.,* ¶92; §§V.A, VIII.C.1. McQueen discloses that a user selects blogs and blog entries (***a user selection of the at least one data item***) to upload to the system by specifying the RSS location of the blogs and blog entries. EX1005, 4:53-5:3 ("[B]lurbs are periodically uploaded to the database 44 via RSS feeds ….a form for enabling users to specify the locations of RSS feeds."). From there, the system serves users with targeted blurb posts and corresponding information objects generated based on the users' selection of blogs and blog entries. EX1005, FIGs. 1, 4, 6-7, 4:53-5:3, 5:47-61, 8:61-10:47, 10:48-11:35; *infra* §VIII.C.2.ii.

McQueen's selection of data items parallels the disclosure of the '371 Patent, which similarly discloses that a selection of a data item via an RSS URL or location causes the system to generate multiple information objects. EX1001, 16:33-48 ("Users can add RSS files by simply dropping an IO or an RSS URL onto a row."), 12:60-65, 25:35-40 ("[E]ntire databases or file systems or all documents below or within a certain URL or domain on the Internet can automatically be converted into IOs…."), 26:6-17 ("The user can drag one or more RSS URLs onto a News View

row which will add and displays the content of RSS URLs on the News View row as a sequence of IOs."); Cockburn, ¶93; *see also* EX1027, 4-5.

McQueen also discloses user-selectable links that can be used to view the personal log or "plog," where the plog contains a "personalized log[s] of selected blurbs," or set of data items. Ex. 1005, 6:4-5, 5:47-61. Cockburn, ¶94. McQueen's Fig. 4 displays the user's plog page, containing a set of data items, and Fig. 5 contains user-selectable links (highlighted) for displaying the plog page. Ex. 1005, 6:4-5, 5:47-61, FIGs. 4-5; Cockburn, ¶95.

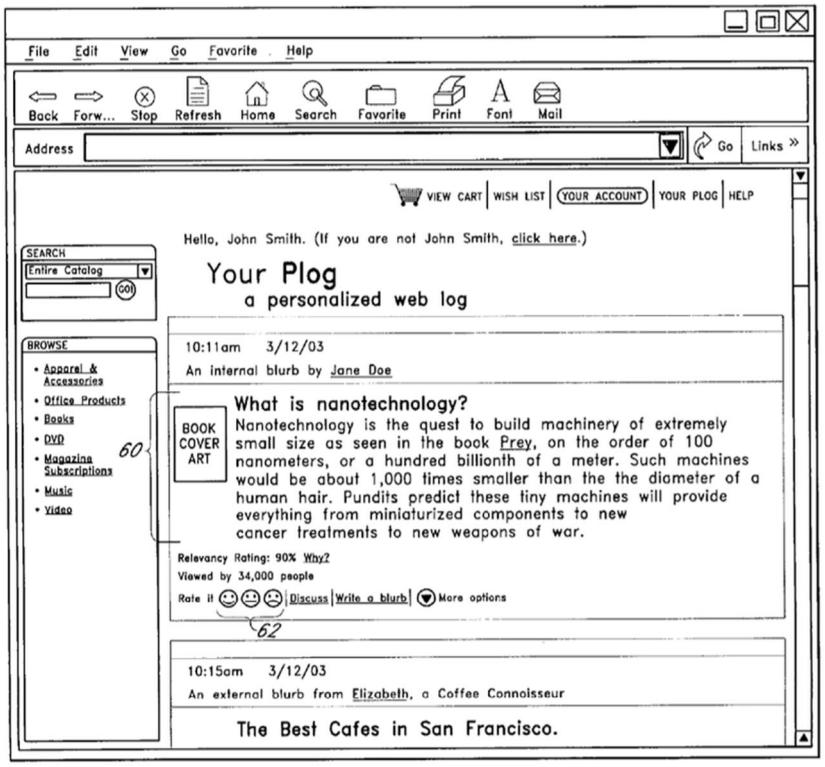


FIG. 4

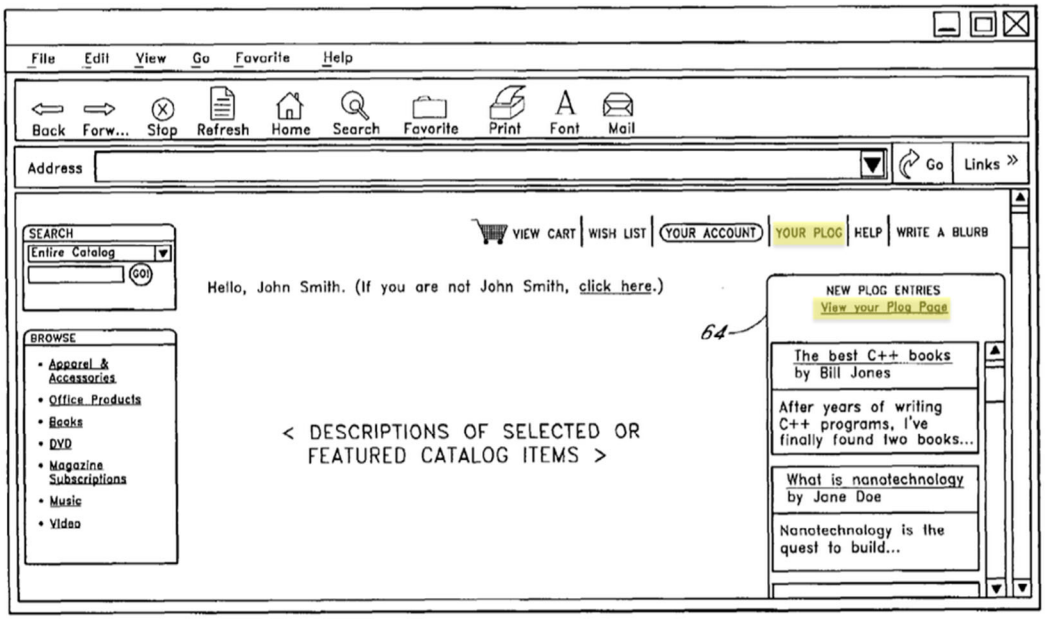


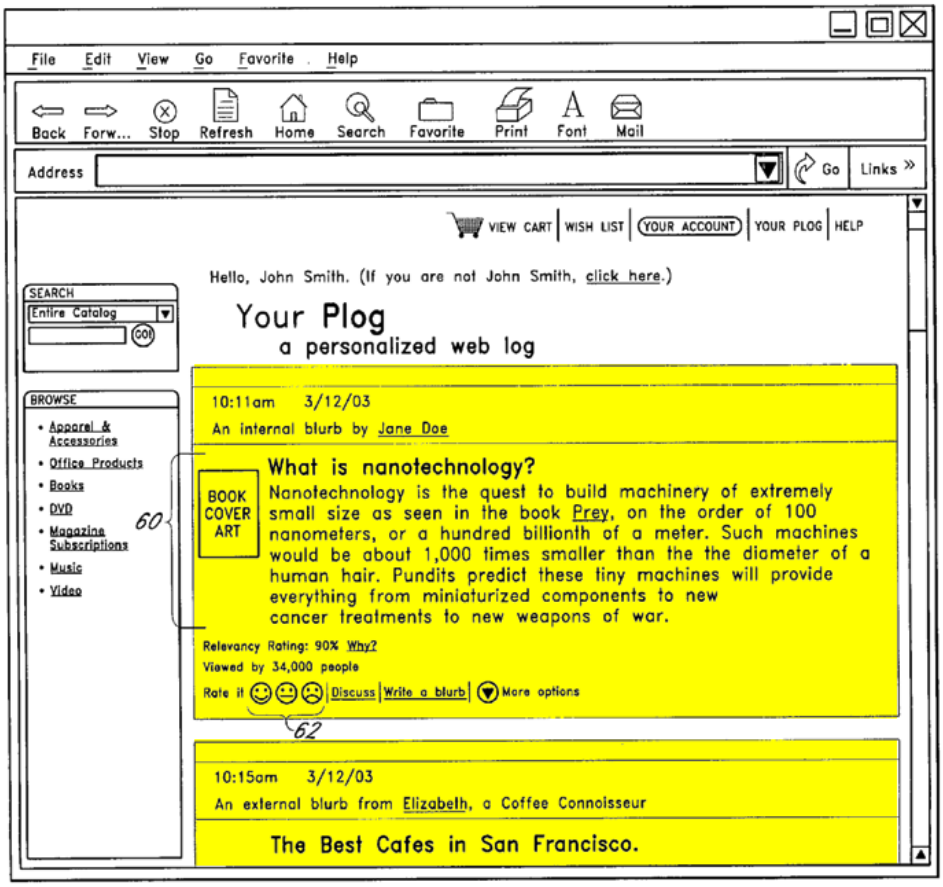
FIG. 5

Based on McQueen's selection of data items, the method and system configures the data items into information objects and stores corresponding data as explained in the following section. §VIII.C.2.i; Cockburn, ¶96. The method and system also displays representations of the information objects responsive to the selection. §VIII.C.2.ii; Cockburn, ¶96.

i. 1[a.i]:"causing configuring of each of the data items into a distinct information object by extracting, from each data item, extracted data including a picture and a heading, and causing storing of data corresponding to each of the information objects, including a link to the at least one data item, in a database system;"

McQueen discloses this limitation. Cockburn, ¶¶97-102; §VIII.C.2.

McQueen discloses ***causing configuring of each of*** its blog ***data items*** (§VIII.C.1) ***into a distinct information object*** because its system converts or saves each "blog," which may be in a different "RSS" format, as one or more "blurbs" or blurb posts. EX1005, 4:44-5:3, FIG. 4; Cockburn, ¶98. Blog entry ***data items*** (§VIII.C.1) are similarly converted or saved to blurbs or blurb posts, and thereby ***configur[ed] … into a distinct information object***. EX1005, 4:44-5:3; Cockburn, ¶98. Additionally, the blog and blog entries are "new items" that "are added to the blurbs database 44 as blurbs." EX1005, Figure 4 (below) exemplifies first and second (partial) blurb posts (***distinct information object***).



Id., FIG. 4; Cockburn, ¶98.

McQueen discloses that its blogs and blog entries (***data items***) are configured into one or more blurbs or associated posts (***information object***) ***by extracting, from each data item, extracted data including a picture and a heading***. Cockburn, ¶99.

For instance, blurbs include "images" or a "graphic" (***picture***) and "other types of content." EX1005, 4:13-27, 7:55-64, 8:4-16. They also include a title (***heading***). *Id.*, 5:52-6:3, 8:4-16; *see also* FIG. 2 ("Headline"). Figure 4 above, for example, likewise illustrates one such blurb post including a "BOOK COVER ART" ***picture*** and a "What is nanotechnology?" ***heading.*** *Id.*, FIG. 4; Cockburn, ¶100.

The picture, heading, and link elements are ***extract[ed] from each*** blog and blog entry ***data items*** because, as discussed previously (§§VIII.C.1-2), the system converts or saves each blog and blog entry, which may be in an RSS format, from an external source as one or more "blurbs," EX1005, 4:44-5:3; the information is sourced from the "blogs" and blog entry ***data items***, and thus ***extract[ed]*** therefrom. EX1005, 4:13-5:3, 5:52-6:3, 7:55-64, 8:4-16, FIG. 1; Cockburn, ¶101.

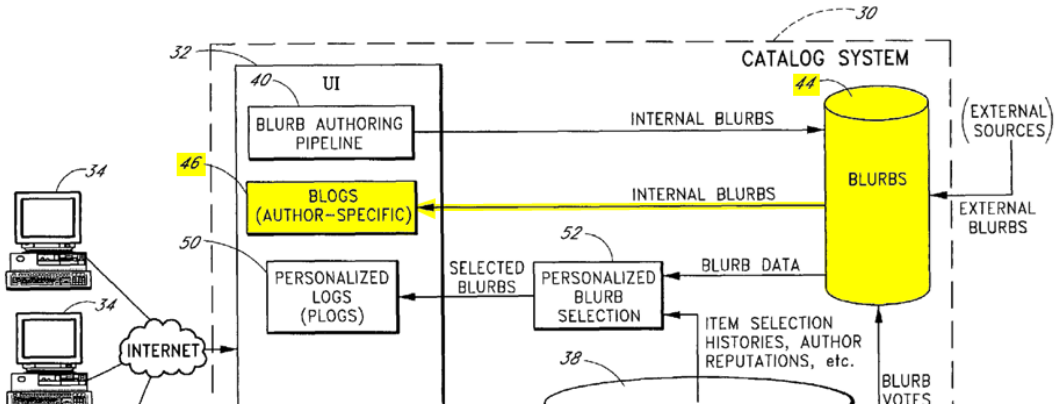
McQueen further discloses ***causing storing of data*** for each blurb (including with related post data) and ***corresponding to each of the information objects*** is "stored in" or "added to" database 44 with "associated data," thereby ***causing storing data…in the database system*** as claimed. EX1005, 4:29-5:3, 7:3-17, FIG. 1. Furthermore, McQueen also ***includ[es] a link to the at least one data item*** by

extracting and storing specific pointers for each information object, such as a "***link*** to the originating site" and/or "a ***link*** to the author's blog page," thereby linking to each ***data item***. *Id.*, 5:52-6:3, 7:3-17, 8:4-16, FIGs. 1, 4. In sending the information to database 44, McQueen teaches the storing of data for each information object, ***including a link to the at least one data item*** in a database system. *Id.*; *id.*, 4:54-5:3; §VIII.C.1; Cockburn, ¶102.

ii. 1[a.ii]:"displaying a representation of each of at least two of the information objects in the database system, the representation being in a uniform format, wherein the format includes a card, and, within the card, in uniform locations thereof, the picture, the heading, a set of indicators, and a set of graphically accessible functions including:"

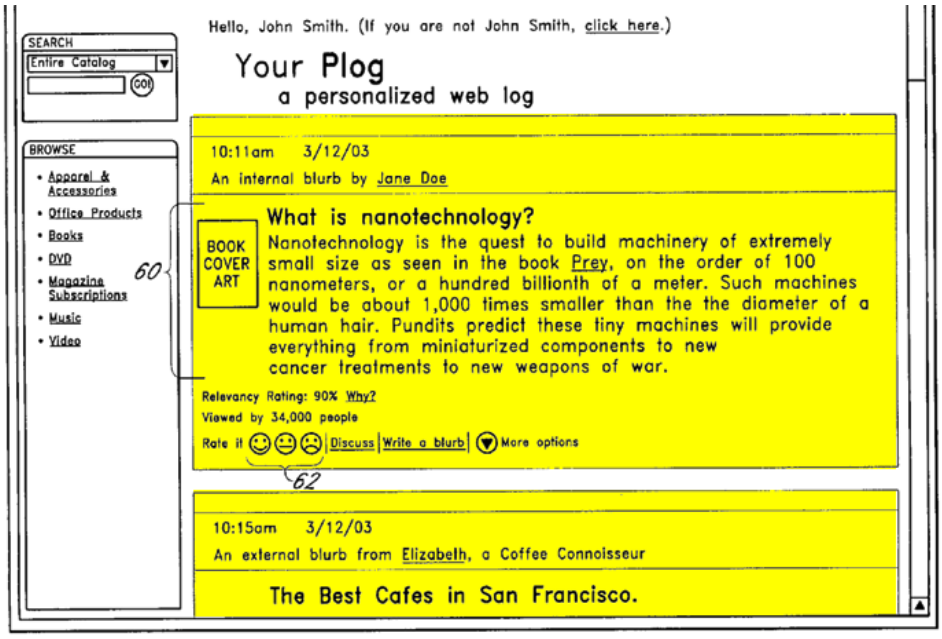
McQueen discloses this limitation. Cockburn, ¶¶103-110; §VIII.C.2.

McQueen ***display[s] a representation of each of at least two of the information objects in the database system*** by pulling blurbs from database 44 and the corresponding extracted data (§§VIII.C.1-2) to display blurbs and corresponding data to a user. EX1005, FIG. 4, 4:28-43, 5:19-33. The display may be organized in "chronological order," *id.*, 8:4-16, FIG. 4, thereby displaying ***at least two*** such blurbs. Cockburn, ¶104.



Id., FIG. 1 (annotated).

First and second example blurbs with related information are highlighted below in yellow, which a user can browse using the scroll bar/function. Cockburn, ¶106.



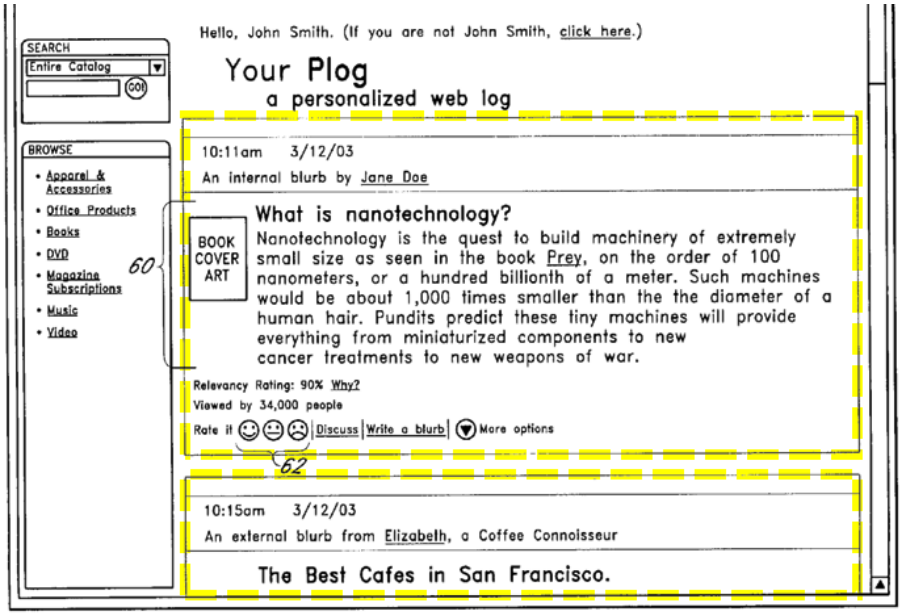
EX1005, FIG. 4 (annotated).

McQueen's blurbs displayed in consistent rectangular fashion are in a ***representation being in a uniform format, wherein the format includes a card*** as

claimed. Cockburn, ¶107. Blurbs are presented in a ***uniform format*** including, among other features, a blurb portion 60 in a rectangular structure with the "time of creation, the name of the author …, a graphic," etc. EX1005, 8:4-33, FIG. 4. The consistent layout illustrated above in Figure 4 allows users to scan posts efficiently. *Id.*; Cockburn, ¶107.

The "blurb" representation described by McQueen constitutes the "***card***." Cockburn, ¶108. For instance, it is a distinct, rectangular container of information as highlighted below in yellow, like the layout of "index cards, credit cards. … and postcards" as disclosed by the '371 Patent. *Id.;* EX1005, 8:4-33, FIG. 4; EX1001, 11:14-20. The ***card*** also includes McQueen's "drop down menu" for the blog post, which can be shown when a user selects the "More options" menu of the post.

EX1005, 8:24-33, FIG. 4; Cockburn, ¶108; EX1031, FIGs. 1-2, [0043], [0051]; EX1032, FIGs. 3-4, [0079], [0086].

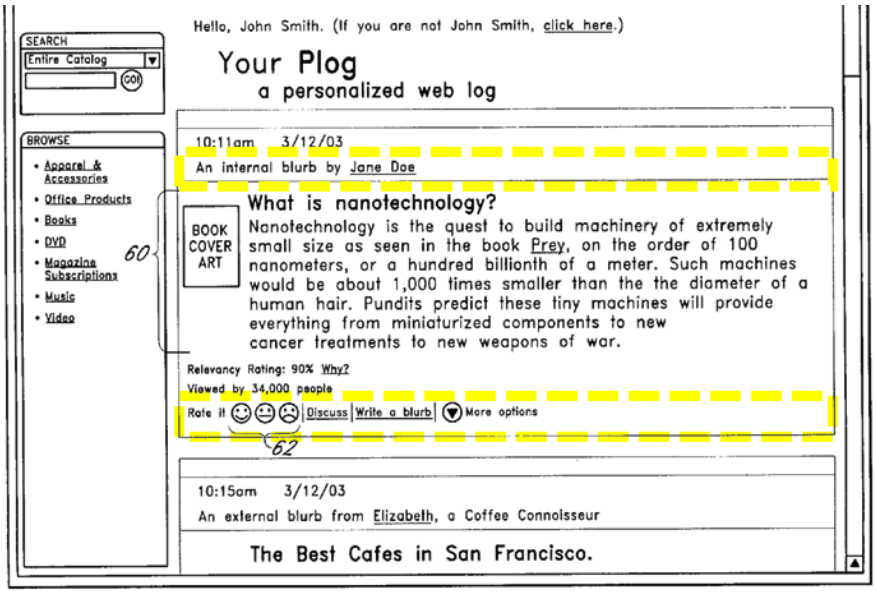


EX1005, FIG. 4 (annotated) (highlighting example ***card*** format).

McQueen displays ***within the card, in uniform locations thereof, the picture, the heading, a set of indicators***. Cockburn, ¶109. Within McQueen's ***card*** highlighted above, McQueen displays in consistent and structured fashion: "a graphic" (***picture***) (e.g., "BOOK COVER ART"); the ***heading*** of the entry (e.g., "Best Cafes in San Francisco," the banner including date, time, and author information); and a ***set of indicators*** in uniform locations, including "the date and time of creation" banner (including the text who authored the blurb), "an indication of the number of users who have viewed the blurb 60," any location data in the title field (e.g., "San Francisco"), and "a relevancy rating." EX1005, FIGs. 2, 4, 4:13-27, 5:52-6:3, 7:55-64, 8:4-16; Cockburn, ¶109. Users can create the blurbs of the

cards and populate heading fields. EX1005, 4:45-64, FIGs. 2-3. And the system "automatically" adds the graphic and organizes the heading and related indicators for display consistently. *Id.*; *id.*, 8:4-33, FIG. 4.

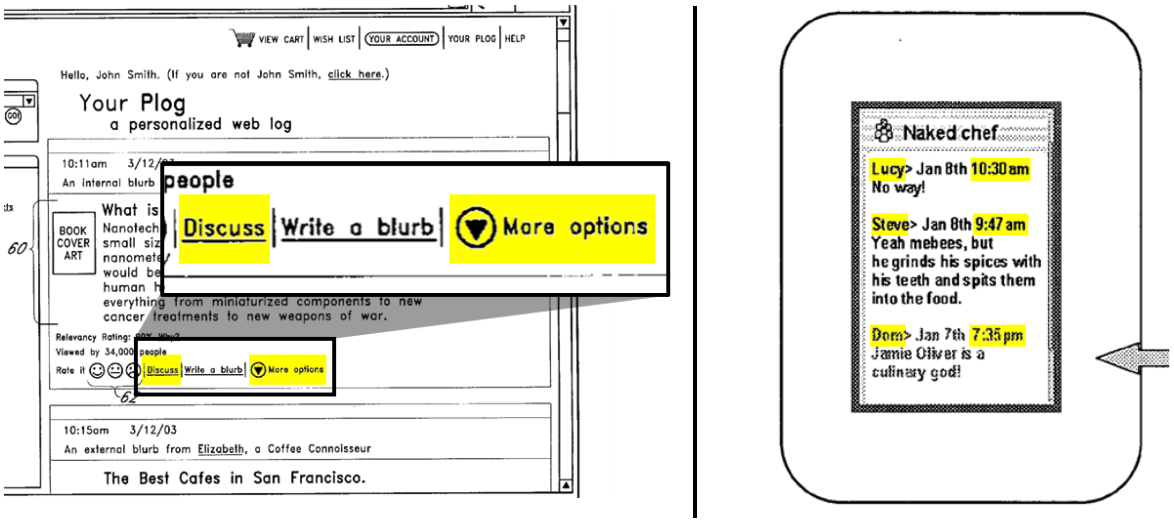
McQueen also displays ***within the card, in uniform locations thereof, … a set of graphically accessible functions***. Cockburn, ¶110. For instance, McQueen's cards include a portion that consistently and uniformly includes voting icons 62, "Discuss," "link," and "More options" items that themselves or their corresponding actions constitute ***a set of graphically accessible functions*** … ***within the card***. EX1005, 8:4-33, FIG. 4. The options inside the "More options" drop down menu are likewise consistently and uniformly ***within the card*** and provide additional ***graphically accessible functions*** of the set, including a "send" function. *Id.* McQueen moreover tracks when blurb posts are sent to a friend for implicit vote tracking, such that the send function is invoked and displayed repeatedly. EX1005, 6:14-29, 8:4-33, 10:36-55, FIG. 1, 4; Cockburn, ¶110.



EX1005, FIG. 4 (annotated).

3. 1[b]: "a comment function, by which users having access to the card comment function can exchange comments relating to the card, such comments being associated with the information object represented by the card;"

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶111-115. McQueen's ***graphically accessible functions*** include a "Discuss" function. §VIII.C.2.ii; Cockburn, ¶112. And as explained previously, it would have been obvious to modify McQueen to incorporate Forsyth's ***comment function*** and related features for McQueen's "Discuss" function link or as an additional aspect in the "More options" drop-down menu. §§VIII.A-B.



EX1005, FIG. 4 (left) (annotated); EX1006, FIG. 7 (right) (annotated).

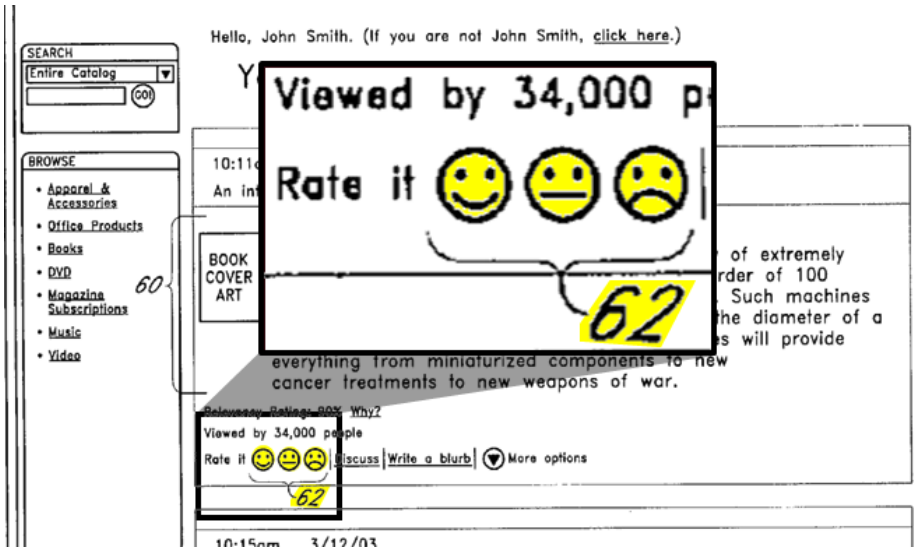
The combination would result in McQueen's system and operation method including a link to a ***comment function*** for a blurb post, such as the one illustrated in Forsyth's Figure 7. Cockburn, ¶113; EX1006, FIG. 7, 2:40-53, 4:18-34 ("comments, then become part of the same communication object"), 5:3-43, 6:27-57, 7:19-43. For example, Forsyth's time-stamped comments are threaded together as one communication object to avoid multiple "dozens" of individual messages. EX1006, 4:17-34, 7:25-42.

Users having access to the card comment function (for instance, because the underlying content was "made available" or "license[d]" (EX1005, 4:44-52, 5:62-6:3)) would click the discuss link or option and would ***exchange comments*** like those also highlighted above (e.g., "Lucy," "9:47 am"). EX1006, FIG. 7, 2:40-53, 5:8-24, 6:27-57; Cockburn, ¶114.

The linked thread of the McQueen-Forsyth system (and method) and corresponding comments would ***relat[e] to the card***, consistent with McQueen's disclosure that individual posts and each corresponding card include a "Discuss" link and Forsyth's disclosure that custom forums are for individual topics, postings, etc. EX1005, FIG. 4; EX1006, FIGs. 6-7, 4:9-15, 4:18-34, 6:28-57, 7:19-43, 9:5-10:19. Likewise, ***such comments*** would ***be[] associated with the information object represented by the card*** given the linked structure for a specific post that a user with access can access and click upon viewing. EX1005, FIG. 4; EX1006, FIGs. 6-7, 4:9-15, 4:18-34, 6:28-57, 7:19-43, 9:5-10:19; Cockburn, ¶115.

4. 1[c]: "a vote function, by which users having access to the card vote function can vote for the card, such votes being associated with the information object represented by the card;"

McQueen discloses this limitation. Cockburn, ¶116-117. Specifically, McQueen's ***graphically accessible functions*** include a set of "icons 62 for voting" on a blurb that allows the user to select a rating level for a specific blurb (***a vote function***). EX1005, 8:17-23, FIG. 4; §VIII.C.2.ii; Cockburn, ¶116.



EX1005, FIG. 4 (annotated).

A vote option is made available for the displayed card to users viewing the blurb and the corresponding card (***by which users having access to the card vote function can vote for the card***). EX1005, 6:14-29, 8:17-23, FIG. 4; §VIII.C.2.ii. McQueen also discloses that access to blurbs and their corresponding vote functions can be "made available" or "license[d]," wherein ***each user having access to the card*** can cast a vote. EX1005, 4:44-52, 5:62-6:3, 8:17-23, 6:14-29. McQueen's ***such votes*** are ***being associated with the information object represented by the card*** because they are for the content of the blurb and its corresponding information object that is packaged and displayed to a user as a ***card***. EX1005, FIG. 4, 6:14-29, 8:17-23; §VIII.C.2.ii; Cockburn, ¶117.

5. 1[d]: "a copy function, by which users having access to the card copy function in a first collection of cards of a first user can cause the card to appear in a second collection of cards of a second user; and"

McQueen discloses this limitation. Cockburn, ¶¶118-120. As discussed previously, McQueen's ***graphically accessible functions*** include a "More options" menu and its corresponding features and functions. §VIII.C.2.ii. McQueen's drop-down More options menu of the ***card*** provides or gives access to a "***copy function***" that allows a user (***first user***) who has access to an information object (blurb/card) to copy it by "forward[ing]" or "send[ing]" it to a second collection of another user or friend (***second user***), as claimed. EX1005, 8:24-33 ("[A] 'more options' drop-down menu allows the plog's owner … <u>to send the blurb to a friend</u>…"), 10:36-47, FIG. 4, 2:7-12. When this function is invoked ***by which users having access to the card copy function*** because the blurb and its corresponding card is made available or "license[d]," EX1005, 4:44-52, 5:62-6:3, the card from ***a first collection*** (the first user's view and/or plog) ***appear[s] in a second collection of cards*** (the friend's view, otherwise the ***second user***, plog, shared, and/or cards the second user can view and access), as claimed. EX1005, 8:24-33, 10:36-47, FIG. 4, 2:7-12; Cockburn, ¶119.

The system and method also ***can cause the card to appear in a second collection of cards*** of another user (or users), the ***second user,*** because the send function from ***a first collection*** (the ***first user***'s view and/or plog) "implicitly" votes for the blurb post. EX1005, 6:22-48, 8:25-31, 10:48-11:35, FIG. 7; Cockburn, ¶120.

Consequently, the system copies the voted-on blurb post to the plog of one or more users. EX1005, 6:22-48 ("Each vote … preferably affects the frequency with which the corresponding blurb is subsequently selected to present to other users…."), 8:25-31, 10:48-11:35, FIG. 7; Cockburn, ¶120.

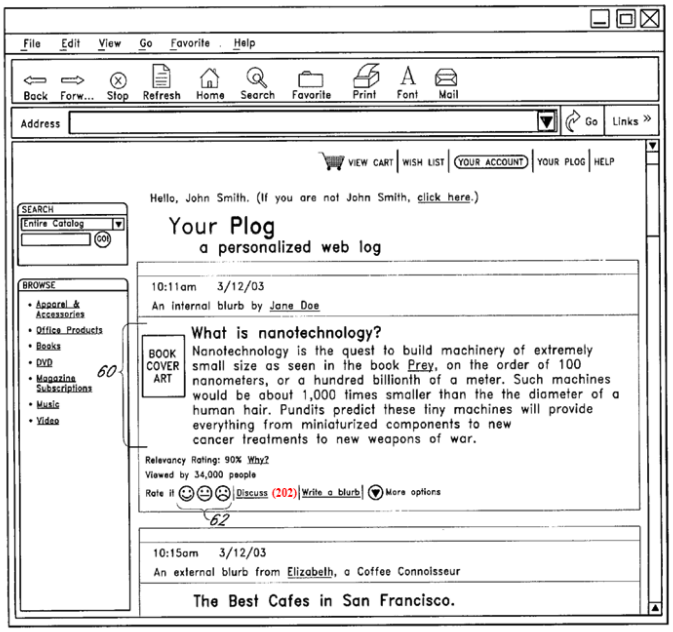
6. 1[e]: "a link function, by which users having access to the card link function can invoke the link to the data item; and"

McQueen discloses this limitation. Cockburn, ¶121. As discussed previously, McQueen's interface gives graphical access to a "link" function. §§VIII.C.2.i-ii. Such a ***link function*** may allow access to "the originating site" or the "author's blog page" and corresponding blog and blog entries ***data item[s]***. EX1005, 5:62-6:3, 8:4-16, FIG. 4; §VIII.C.1. By displaying these elements as active links, McQueen's ***users having access to the card link function can invoke the link to the data item***. EX1005, 4:44-52, 5:62-6:3, 8:4-16, FIG. 4.

7. 1[f]: "wherein the set of indicators includes: an indicator reflecting commenting activity associated with the card; and"

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶122-123. Each of McQueen's cards includes a ***set of indicators*** such as "the date and time of creation." §VIII.C.2.ii. But McQueen does not limit its indicators to just time and date information. Cockburn, ¶123. And, as explained previously, it would have been obvious to modify McQueen to incorporate Forsyth's "graphical

indication of the number of unread (new) messages" for the system's discussion and corresponding messaging features. EX1006, 6:28-36; §§VIII.A-B, C.2.ii-C.3. The display of the "number of unread" or "new" messages for a given blurb discussion shows commenting activity (e.g., that users have commented, new comments) for a blurb's discussion, and accordingly is ***an indicator …*** of ***the set of indicators … reflecting commenting activity associated with the card***. EX1006, 6:28-36; §§VIII.A-B, C.2.ii. An example of such an implementation follows with the added number of comments in red. Cockburn, ¶123.



EX1005, FIG. 4 (annotated); EX1006, 6:28-36, FIGs. 6-7; *see also* EX1027, 16, 31.

8. 1[g]: "wherein the database system has been configured to allow (i) each user to have at least one user-selected collection of cards representing information objects in the database system and (ii) cards, regardless of the collections in which they may have first appeared, to be made accessible and copyable across card collections of different users."

McQueen discloses this limitation. Cockburn, ¶¶124-129. Blogs generated by each user and stored in McQueen's database 44 (§§VIII.C.1-2) ***allow*** the ***database system*** which ***has been configured*** with corresponding control and software (*id.*) to perform the following actions. Cockburn, ¶125.

(i) User-Selected Collection[s]*:** As described in McQueen, users submit/generate blurbs via an interface (FIGs. 2-3), which are then aggregated into a personal collection referred to as the user's "blog." EX1005, FIGs. 2-3, Abstract, 4:28-43, 7:46-8:3. Specifically, each user has a "chronological log of the blurbs submitted by that author," and "each submitted blurb... preferably becomes an entry within the corresponding author's publicly-accessible blog." *Id.* Such an "author-specific blog" generated by each user and stored in database 44 corresponds to ***each user having ***at least one user-selected collection of cards representing information objects in the database system*** as claimed. EX1005, 4:29-5:3, 7:3-17, FIG. 1; §VIII.C.2.i; Cockburn, ¶126.

(ii) Accessible and Copyable Across Card Collections*:** McQueen further discloses that its blurbs and corresponding information formatted as a ***card with

cards, regardless of the collections in which they may have first appeared, to be made accessible and copyable across card collections of different users as claimed. §§VIII.C.2.ii, C.5; Cockburn, ¶127.

Regarding ***accessib[ility]***, McQueen configures the database system such that users can access card collections belonging to others. Cockburn, ¶128. McQueen explains that "users may visit a page associated with a particular author to view... that author's blog." EX1005, 4:28-43, Abstract, 8:10-16, FIGs. 1, 4. Because the blurbs are part of a "publicly-accessible blog," they are accessible to users, with ***cards, regardless of the collections in which they may have first appeared***, other than the creator with all card elements, allowing cross-collection viewing regardless of the origin it first appeared as claimed. *Id.*; §VIII.C.2.ii; Cockburn, ¶128.

The card content is also ***copyable*** as claimed. Cockburn, ¶129. As detailed in §VIII.C.5 (Copy Function), McQueen allows users to copy cards into other collections. *Id.* For example, a user can "send the blurb to a friend" via the "more options" menu, or "forward[] a particular blurb." EX1005, 8:24-33; 10:36-47, FIG. 4. This action copies the ***card***—originally appearing in the author's collection—with all card elements (***cards, regardless of the collections in which they may have first appeared***) into the recipient's collection (e.g., the friend's view or shared card). *Id.*; §VIII.C.5. It also causes the card and its content (***cards, regardless of the collections in which they may have first appeared***) to be copied to different user

collections given an implicit vote for the card. EX1005, 8:24-33; 10:36-47, FIG. 4; §VIII.C.5. Thus, the card is also copyable across different collections regardless of its origin, as claimed. Cockburn, ¶129.

D. Independent Claim 15

McQueen in view of Forsyth renders Claim 15 obvious for substantially the same reasons explained for Claim 1. Cockburn, ¶¶130-131; §§VIII.A-C. The only difference between Claim 1 and Claim 15 is that Claim 1 includes additional "***link***" limitations; Claim 15 repeats all of Claim 1 without ", ***including a link to the at least one data item,***" and "***a link function, by which users having access to the card link function can invoke the link to the data item; and***" as specified in Claim 1. *See* §§VIII.C.2.i, 6; Cockburn, ¶131. The combination of McQueen and Forsyth renders Claim 15 obvious without the additional Claim 1 link limitations, consistent with the Claim 1 analysis. Cockburn, ¶131; §§VIII.A-C.

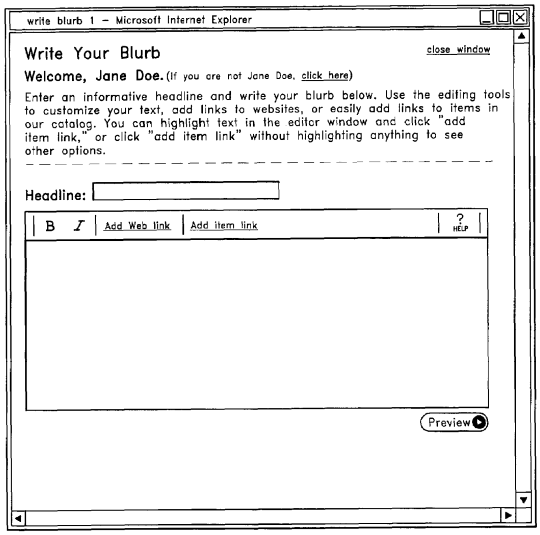
E. Dependent Claims 2, 3, 5, 12-14, 16-18, 20, and 27-29

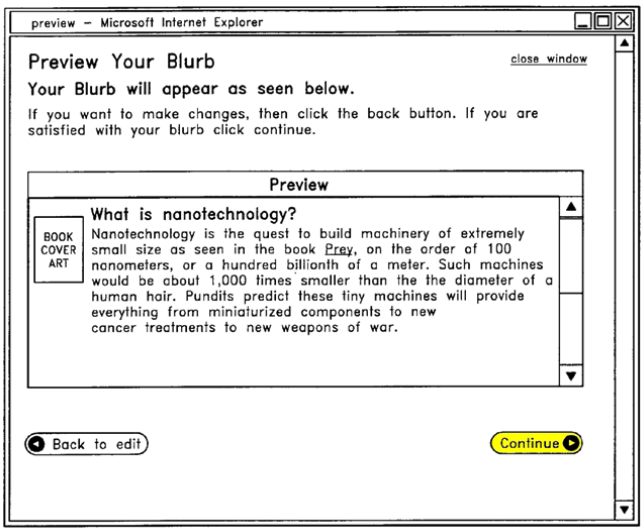
1. Claim 2: "A method according to claim 1, the computer processes further comprising: displaying a graphical button, which, when invoked while content is being displayed, causes the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object and making a representation of the new information object available for display in the uniform format."

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶132-136. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1, including methods for presenting users with various blurbs (including ***information object[s]***) and performing corresponding ***computer processes***. *See* §VIII.C. The McQueen-Forsyth system and method also performs the following ***computer processes*** (*see* §VIII.C.1) that allow a user to click a button to save and post displayed content as a new blurb. EX1005, FIGs. 2-4, 7:45-8:32; Cockburn, ¶133.

With respect to Figures 2-3, McQueen discloses ***displaying a graphical button*** that can be ***invoked while content is being displayed***, as claimed. EX1005, FIGs. 2-3, 7:45-8:32; Cockburn, ¶134. The screen illustrated in Figure 2 allows a user to create a blurb by entering the "headline and body of the blurb," etc. EX1005, FIG. 2, 7:46-54. After the user presses a "Preview" button, the ***display[ed]*** "Continue" ***graphical button*** can be pressed (***invoked***) as illustrated in Figure 3

while a screen ***display[s]*** the ***content*** of the blurb (e.g., headline, body, picture). EX1005, FIGs. 2-3, 7:46-8:3.





Id., FIG. 2 (left), FIG. 3 (right) (annotated).

Pressing the "Continue" button, and thereby ***invoking*** it, directly or indirectly ***causes the displayed content to be handled as one of the*** blog entry ***data items*** because thereafter the system saves the new post as a blurb in blurb database 44. EX1005, FIGs. 1, 3, 2:64-67, 4:13-43, 7:46-8:3; §§VIII.C.1-2.ii. This is done ***namely, by*** the system ***configuring the displayed content as a new information object***, as previewed data displayed in Figure 3 is saved as a new blurb and a corresponding ***new information object***. EX1005, FIGs. 1, 3, 2:64-67, 4:13-43, 7:46-8:3; §§VIII.C.1-2.ii. Indeed, McQueen's Figure 4 discloses the blurb post that is authored and previewed in Figure 3. EX1005, FIGs. 3-4, 7:46-8:32. And the Continue button causes this configuring to occur regardless of whether the system

includes additional optional menus; without the Continue button press, the system configuring would not occur. EX1005, FIGs. 2-4, 7:46-8:32; Cockburn, ¶135.

Likewise, pressing McQueen's "Continue" button illustrated in Figure 3 directly or indirectly ***causes the displayed content to be handled as one of the data items, namely, by*** the system ***making a representation of the new information object available for display in the uniform format.*** EX1005, FIGs. 1, 3-4, 2:64-67, 4:13-43, 7:46-8:32; §§VIII.C.1-2.ii; Cockburn, ¶136. For instance, pressing the Continue button causes the system to display the formatted blurb to a user as illustrated in Figure 4. EX1005, FIGs. 3-4, 2:64-67, 4:13-43, 7:46-8:32; Cockburn, ¶136. A user can also see the blurb post by going to an author-specific blog page. EX1005, FIGs. 1, 3-4, 2:64-67, 4:13-43, 7:46-8:32. Indeed, the blurb accordingly "becomes available" for such displays. EX1005, 7:46-8:32.

2. Claim 3: "A method according to claim 1, wherein the format includes within the card an indication of a date of creation."

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶137-138. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1, including methods for presenting users with various blurbs (including ***information object[s]***) and performing corresponding ***computer processes***. *See* §VIII.C.1. McQueen's ***card*** is ***formatted*** such that it is "displayed

together with … the date and time of creation" ***within the card*** as claimed. EX1005, 8:4-16, FIG. 4 (circled below).

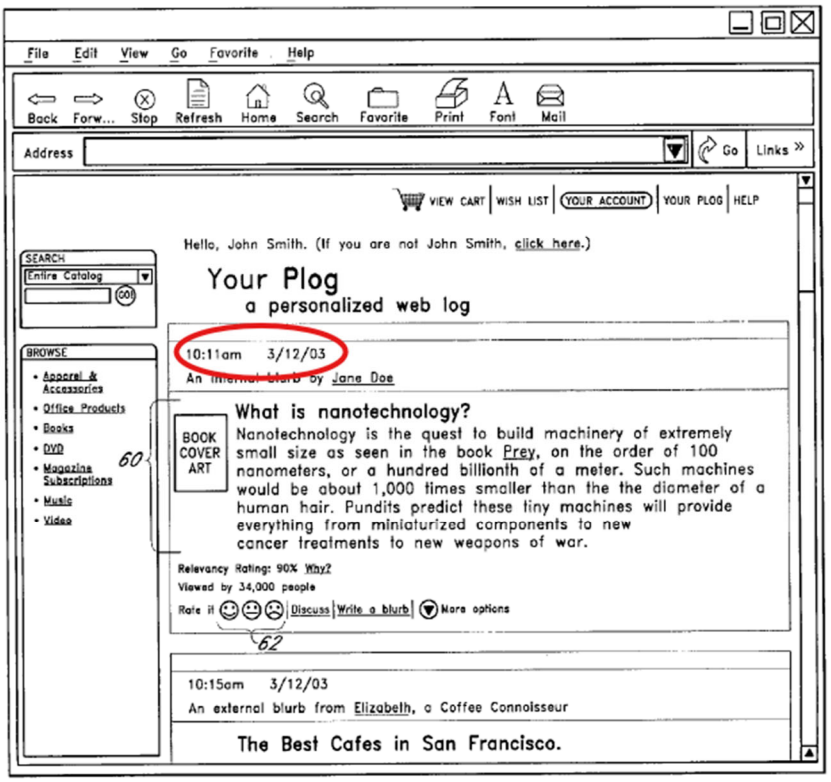


FIG. 4

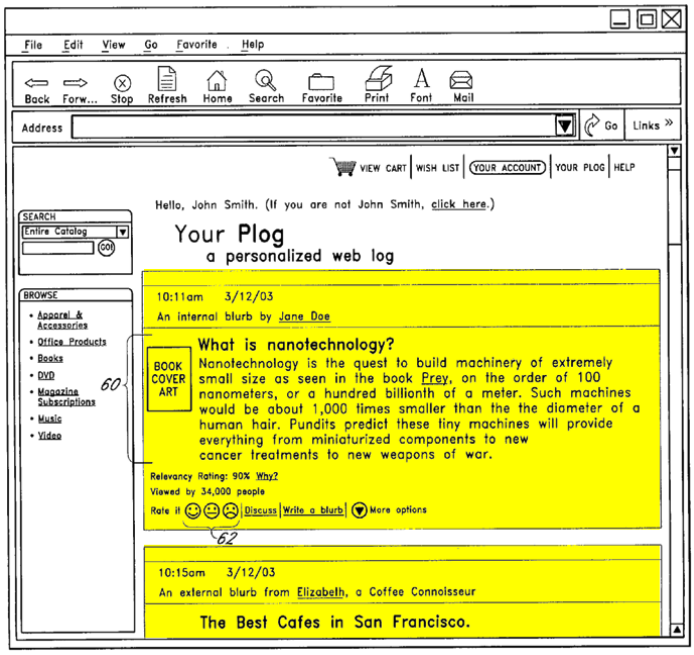
Id., FIG. 4 (annotated), 8:4-16 ("[t]he plog is presented in reverse chronological order"). Cockburn, ¶138.

3. Claim 5: "A method according to claim 1, further comprising:"

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶139-142.

i. Claim 5[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user; and"

McQueen describes presenting blurbs to a user on their device (***displaying in a computing device of a first user***) in the form of a "personalized log or 'plog,'" which is a customized collection for that user (***a first view of a first set of cards constitut[ing] a first collection of the first user***). EX1005, 5:47-61; Cockburn, ¶141. Figure 4 of McQueen illustrates this first view, showing "a portion of an example plog page, with a single plog entry (blurb) 60 shown in its entirety." EX1005, 8:4-16.



Id., FIG. 4 (annotated).

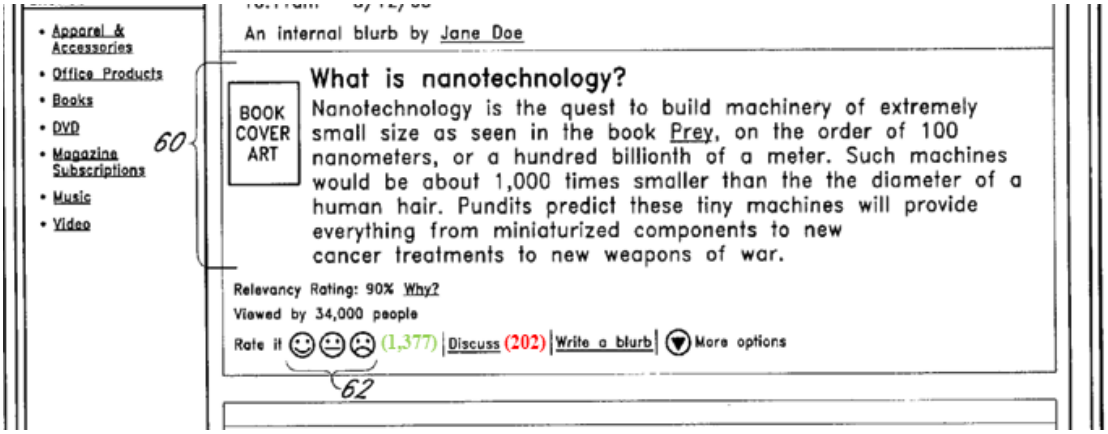
ii. Claim 5[b]: "also displaying in the computing device of the first user, a second view of a second set of cards that constitute a collection of a second user."

McQueen also discloses ***displaying in the*** same ***computing device of the first user, a second view of a second set of cards constitut[ing] a collection of a second user***. Cockburn, ¶142. McQueen discloses that users can view blurb collections created by other authors on their device. EX1005, 4:28-43, 8:10-16 ("link to the author's blog page"), 7:65-8:3. The system thus ***serv[es]*** an author-specific blog, which constitutes a ***collection of a second user*** as claimed, when the first user views the blog on their device. *Id.*; Cockburn, ¶142.

4. Claim 12: "A method according to claim 1, wherein the set of indicators includes: an indicator reflecting voting activity associated with the card."

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶143-145. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1. *See* §VIII.C. Each of McQueen's cards includes a set of indicators such as "the date and time of creation." §VIII.C.2.ii. But McQueen does not limit its indicators to just time and date information. EX1005; Cockburn, ¶144. And consistent with that explained previously, it would have been obvious to display a "current tally of the votes" as disclosed by McQueen with voting icons 62 for each card, i.e., ***an indicator reflecting voting activity associated with the card*** (e.g., that users have voted, new votes). EX1005, 1:32-43, 6:42-46, 8:17-24, FIG. 4;

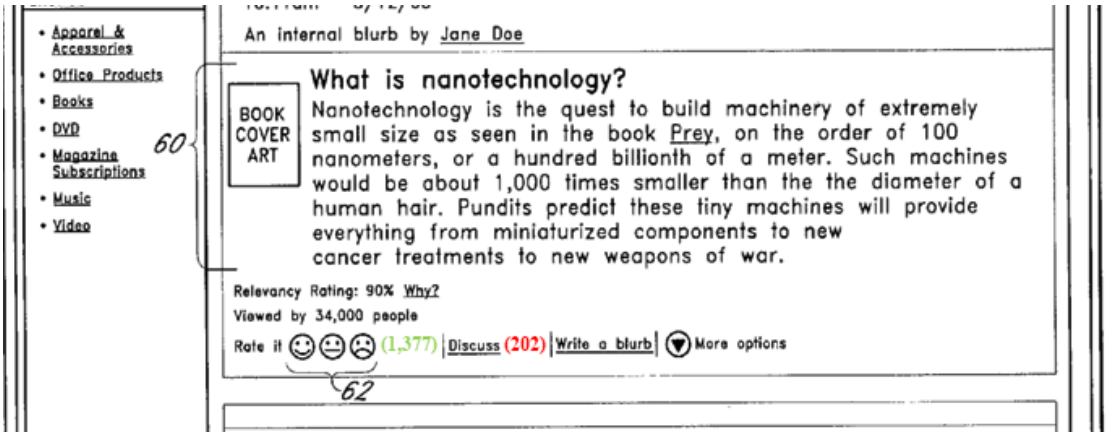
§§VIII.A.2-B. An example of such an implementation follows with the added vote tally in green. Cockburn, ¶145.



EX1005, FIG. 4 (annotated).

5. Claim 13: "A method according to claim 12, wherein the indicator reflecting voting activity associated with the card provides a numeric count of the voting activity."

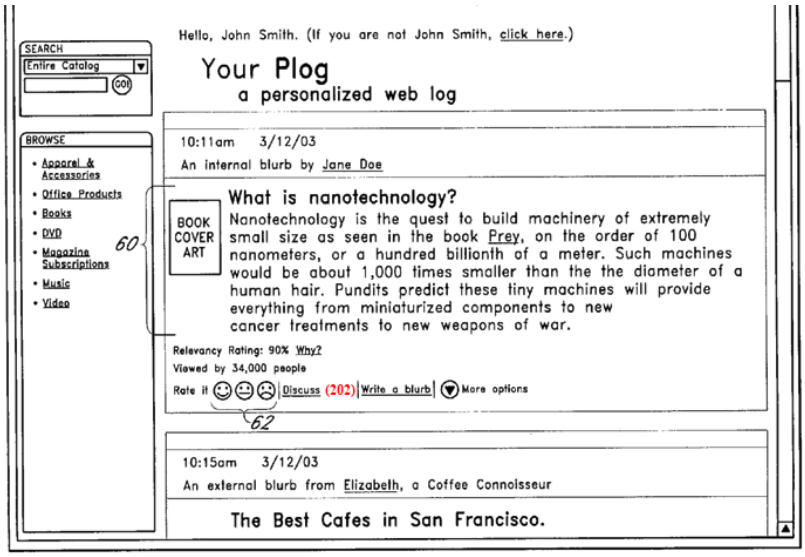
McQueen in view of Forsyth renders this limitation obvious for substantially the same reasons explained above for Claim 12. Cockburn, ¶¶146-147; §VIII.E.4. Consistent with that explained for Claim 12, the display of the "current tally of the votes" for a given blurb discussion is the ***indicator*** that ***reflect[s] voting activity associated with the card*** and likewise ***provides a numeric count of the voting activity.*** EX1005, 1:32-43, 6:42-46, 8:17-24, FIG. 4; §§VIII.A.2, E.4. Below, in green ("1,377"), is an example ***numeric count*** of the ***voting activity*** as disclosed or suggested by McQueen. Cockburn, ¶147.



EX1005, FIG. 4 (annotated).

6. Claim 14: "A method according to claim 1, wherein the indicator reflecting commenting activity associated with the card provides a numeric count of the commenting activity."

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶148-151. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1. *See* §VIII.C. Also as explained previously, it would have been obvious to modify McQueen to incorporate Forsyth's "graphical indication of the number of unread (new) messages" for the system's discussion and corresponding features, thereby including ***the indicator reflecting commenting activity associated with the card***. EX1006, 6:28-36; §§VIII.A-B, C.2.ii, C.7. In combination, the displayed "number of unread" or "new" messages ***indicator*** that displays ***provides a numeric count of the commenting activity***. Cockburn, ¶151; EX1006, 6:28-36; §§VIII.A, C.2.ii, C.7. An example implementation follows with the added number of comments in red.



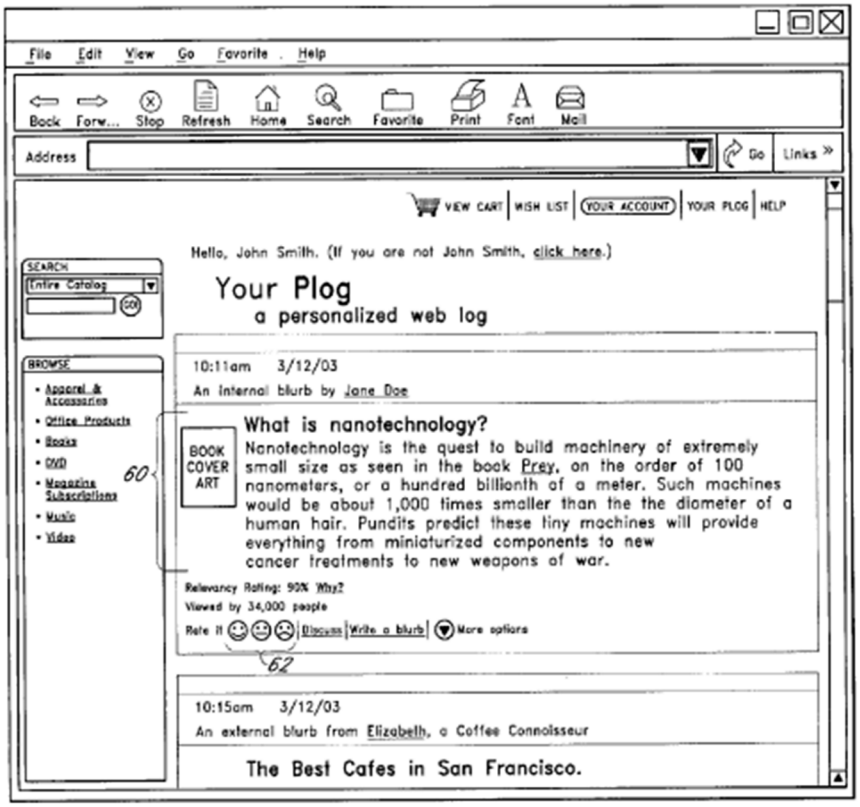
Cockburn, ¶151; EX1005, FIG. 4 (annotated); EX1006, 6:28-36, FIGs. 6-7.

7. Claim 16: "A method according to claim 15, wherein the extracted data from each data item includes at least the picture and the heading and wherein the heading is included within the card."

McQueen in view of Forsyth renders this limitation obvious. Cockburn, ¶¶152-155. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1, including methods for ***extract[ing] data*** and ***data item[s]*** via RSS. *See* §§VIII.C.1-2.i; EX1005, 4:29-5:3, 7:3-17, FIG. 1.

McQueen discloses configuring block data into distinct information objects by converting or saving "blogs" sourced from RSS feeds as one or more "blurbs" or "blurb posts." §§VIII.C.1-2.i; EX1005, 4:29-5:3, 7:3-17. McQueen's cards ***include*** extracted data (***at least the picture***, e.g., "BOOK COVER ART," ***and the heading***, e.g., "What is nanotechnology?") from the source data item. EX1005, 4:13-5:3, 7:55-64, 5:52-6:3, 8:4-16, FIG. 4. These ***data*** elements are ***extracted*** from the blog

and blog entry ***data items*** because the system converts or saves each external source, such as RSS feeds, into the blurb database. *Id.*; Cockburn, ¶¶153-154.



EX1005, Fig. 4.

Indeed, McQueen explicitly teaches that data from RSS feeds—which includes ***at least the picture[s] and the heading***—is retrieved and added to the database. EX1005, 4:13-27, 7:55-64, 5:52-6:3, 8:4-16, FIG. 4. Within the consistent container of information, McQueen displays the extracted heading, ***the extracted data from a data item,*** in a structured and uniform location within a card, thus ***the heading is included within the card.*** *Id.*; Cockburn, ¶155.

8. Claim 17: "A method according to claim 15, the computer processes further comprising: displaying a graphical button, which, when invoked while content is being displayed, causes the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object and making a representation of the new information object available for display in the uniform format."

McQueen in view of Forsyth renders this limitation obvious for substantially the same reasons discussed for Claims 2 and 15. Cockburn, ¶156; §§VIII.D, E.1.

9. Claim 18: "A method according to claim 15, wherein the format includes within the card an indication of a date of creation."

McQueen in view of Forsyth renders this limitation obvious for substantially the same reasons discussed for Claims 3 and 15. Cockburn, ¶157; §§VIII.D, E.2.

10. Claim 20: "A method according to claim 15, further comprising:"

i. Claim 20[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user; and"

ii. Claim 20[b]: "also displaying in the computing device of the first user, a second view of a second set of cards that constitute a collection of a second user."

McQueen in view of Forsyth renders these limitations obvious for substantially the same reasons explained for Claims 5 and 15. Cockburn, ¶158; §§VIII.D, E.3.

11. Claim 27: "A method according to claim 15, wherein the set of indicators includes: an indicator reflecting voting activity associated with the card."

McQueen in view of Forsyth renders this limitation obvious for substantially the same reasons explained for Claims 12 and 15. Cockburn, ¶159; §§VIII.D, E.4.

12. Claim 28: "A method according to claim 27, wherein the indicator reflecting voting activity associated with the card provides a numeric count of the voting activity."

McQueen in view of Forsyth renders this limitation obvious for substantially the same reasons explained for Claims 13 and 27. Cockburn, ¶160; §§VIII.E.5, E.11.

13. Claim 29: "A method according to claim 15, wherein the indicator reflecting commenting activity associated with the card provides a numeric count of the commenting activity."

McQueen in view of Forsyth renders this limitation obvious for substantially the same reasons explained for Claims 14 and 15. Cockburn, ¶161; §§VIII.D, E.6.

IX. GROUND 2: CLAIMS 2 AND 17 ARE OBVIOUS IN VIEW OF MCQUEEN, FORSYTH, AND CSASZAR

A. Motivation to Combine

A POSITA would have been motivated to modify McQueen-Forsyth's blurb and blog publishing system and method with Csaszar's one-click mechanism for converting a web page into an internet post. Cockburn, ¶¶162-163. McQueen's system (including as modified) allows users to create blurbs by manually "entering

the headline and body of the blurb," a "link," etc. EX1005, 7:47-54, FIGs. 2-3. And implementing Csaszar's features would have reduced the amount of effort and time needed to create such blurb posts by "automatically captur[ing]" the appropriate title, heading, description element, image, etc. from a web page. EX1014, [0014], [0243]-[0247], FIG. 7; Cockburn, ¶162. Such streamlined blurb generation technology would have increased the usability and reach of the McQueen system. EX1014, [0014], [0243]-[0247], FIG. 7; Cockburn, ¶162. Csaszar's functionality for capturing information in a uniform format and a collaborative user environment also would have increased readability and user experience. Cockburn, ¶162; EX1005, FIG. 4, 8:24-33; EX1014, [0044].

Integrating Csaszar's capture trigger with McQueen's blurb posting system also would have been a straightforward application of known programming techniques, ultimately allowing users to "enable greater efficiency to experience and exchange information." EX1014, [0044], [0053]; Cockburn, ¶163. *See KSR*, 550 U.S. at 415-421.

B. Reasonable Expectation of Success

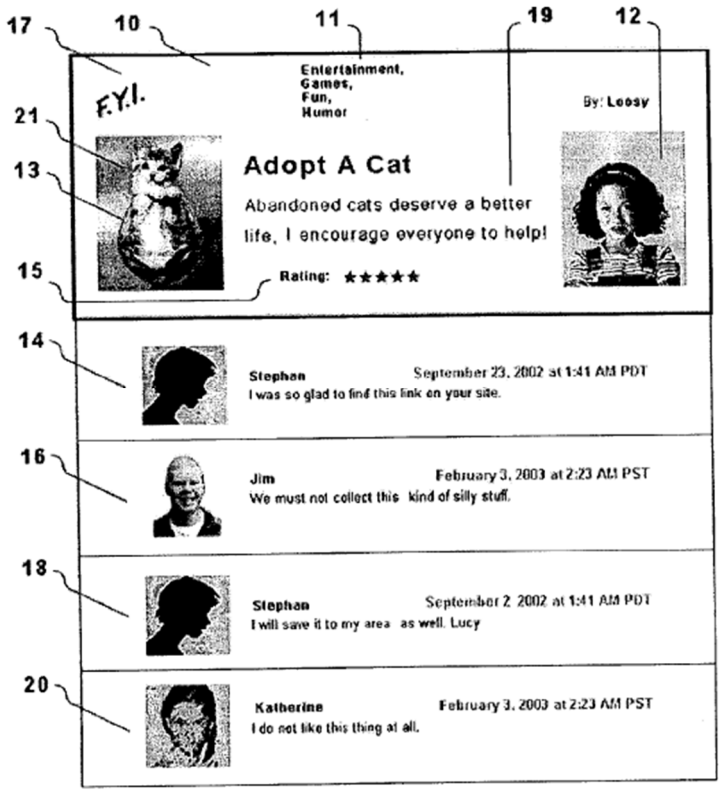
A POSITA would have had a reasonable expectation of success in implementing Csaszar's teachings in the McQueen-Forsyth system and method. Cockburn, ¶164. For instance, Csaszar's automatic-capture features would have been implemented using no more than known standard network protocols and

object-oriented data structures. *Id.*; EX1014, [0125-0130]. Moreover, both McQueen and Csaszar use a centralized server-side database to store digital objects, such that the combination would have been a straightforward application of known programming techniques. Cockburn, ¶164; EX1014, [0125-0130], [0244]; EX1005, 4:29-5:33. Thus, the system and method would have been a predictable combination of known components according to known methods (*e.g.*, communication and GUI methods), and would have produced predictable display and communication results. Cockburn, ¶164; *KSR*, 550 U.S. at 416.

C. Claim 2

To the extent the McQueen-Forsyth system and method does not disclose or suggest Claim 2, McQueen and Forsyth in combination with Csaszar renders this limitation obvious. Cockburn, ¶¶165-170. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1, including methods for presenting users with various blurbs (including ***information object[s]***) and performing corresponding ***computer processes***. *See* §VIII.C. And like McQueen's blog and blurb-posting interfaces, Csaszar contemplates "[w]eb log" and "blog" applications, as well as presenting user posts in a standard format, *e.g.*, via a "flyer." EX1014, [0163], FIG. 7; §V.C. The Csaszar systems and methods, like McQueen's systems and methods, may be performed using a "general purpose computer," programs, and

corresponding ***computer processes***. EX1014, [0043]-[0044], [0244]; Cockburn, ¶166.



EX1014, Fig. 7 (illustrating a digital "flyer").

Csaszar further discloses ***displaying a graphical button.*** Cockburn, ¶167. For instance, Csaszar discloses that users can "move the[ir] cursor over a representative illustration on [a] Web page and click the Right Mouse Button," which ***display[s] a*** "MAKE FLYER" ***graphical button***. EX1014, [0244]-[0247].

Csaszar discloses that its "MAKE" button, ***which, when invoked while content is being displayed, caus[es] the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object.*** Cockburn, ¶168. Csaszar's "MAKE" button can be invoked while the user

is viewing a web page Primary Object, which is ***displayed content.*** EX1014, [0244]-[0247] ("a representative illustration on the Web page"). When clicked, the "MAKE" button ***caus[es]*** the system to "automatically capture[] the title and the URL…and…Web page element" and add a "thumbnail-size version of the selected image to [a] newly-made Flyer." *Id.*, [0247]. This "automatic[] capturing" of the selected web page ***causes the displayed content*** (the web page) ***to be handled as one of the data items, namely, by configuring the displayed content as a new information object*** because information such as the title, URL, web page element, and picture are captured and stored for packaged display. *Id.*, [0244]-[0247], [0032] ("descriptive text elements"), [0207]-[0209], [0127], FIG. 7; Cockburn, ¶168. Like McQueen, a database stores such content. EX1014, [0127], FIG. 3; EX1005, FIG. 1, 4:28-5:3 ("blurbs database 44").

Indeed, the ***displayed*** web page ***content*** is ***configured…as a new information object*** because the system formats it as a newly-made card comprising a heading, description element, link, and picture. EX1014, [0247], FIG. 7, [0032]. Csaszar likewise discloses ***making a representation available for display in the uniform format*** based on the MAKE button press. Cockburn, ¶169. For instance, Csaszar's new object ***representation*** is ***available for display in the uniform format*** known as the "flyer metaphor," which like McQueen's blurb posts, is a digital object that

includes "descriptive text elements, illustrative images, numeric descriptors," links, etc. that a user can view. EX1014, [0244]-[0247], [0032], FIG. 7.

Invoking Csaszar's "MAKE" function in the McQueen-Forsyth system and method would have "automatically capture[d] the title and the URL…and…Web page element" (e.g., a description element) and add a "thumbnail-size version of the selected image to the newly-made" blurb for a web page. EX1014, [0243]-[0247], [0032]; Cockburn, ¶170. This capture mechanism triggered by a graphical button would cause the displayed content to be handled as a new data item by configuring it into a new information object available for display in the uniform card format. Cockburn, ¶170. Such a configuration would have entailed McQueen's ***computer processes*** further ***displaying a graphical button, which, when invoked while content is being displayed, causes the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object and making a representation of the new information***. Cockburn, ¶170.

D. Claim 17

McQueen in view of Forsyth and Csaszar renders this limitation obvious for substantially the same reasons explained for Claims 2 and 15. Cockburn, ¶171; §§VIII.D, E.1.

X. GROUND 3: CLAIMS 4, 8, 9, 19, 23, AND 24 ARE OBVIOUS IN VIEW OF MCQUEEN, FORSYTH, AND BRIGGS

A. Motivation to Combine

A POSITA would have been motivated to modify the McQueen-Forsyth system and method to incorporate Briggs' reporting and information-tracing features. Cockburn, ¶¶172-174. For instance, a POSITA would have recognized that implementing Briggs' reporting teachings in the system and method would have significantly enhanced a user's understanding of social influence and weight of posts, a helpful addition to the McQueen-Forsyth system that allows users to publish content and "forward" or "send" blurbs. Cockburn, ¶172; EX1015, 5:30-32, 8:24-33, 9:25-27, 10:36-47, 19:5-36; EX1005, FIGs. 2-4. Incorporating Briggs' reporting teachings similarly would have allowed users to know whether a given post could be trusted based on who forwarded the information. Cockburn, ¶172; EX1015, 9:25-27, 19:31-36.

Further, a POSITA would have been motivated to implement Briggs' instant messaging and object sharing teachings in the McQueen-Forsyth system and method. Cockburn, ¶173. For instance, a POSITA would have appreciated that including Briggs' GUI and selection logic for an internet object in the McQueen-Forsyth system and method would have provided an easy and efficient method for graphically selecting specific information to share with recipients, thereby enhancing user experience. *Id.*; EX1015, 7:37-55, 9:16-57, FIG. 6. Indeed, Briggs'

automated method of "evoking [a] user's IM tool" would be an integrated and efficient bridge between the information object viewing taught by McQueen and its suggestion for sharing and forwarding such content. Cockburn, ¶173; EX1015, FIGs. 6, 19, 15:9-13; EX1005, FIG. 4, 8:25-33, 10:38-47. A POSITA also would have recognized that adopting Briggs' teachings would have improved the user experience by enabling selected information to be shared more clearly and easily. Cockburn, ¶173; EX1015, 7:37-55, 9:15-57, FIG. 6.

In all, the modifications would have been obvious and predictable combinations of known elements for known improvements and/or benefits. Cockburn, ¶174; *KSR*, 550 U.S. at 415-421.

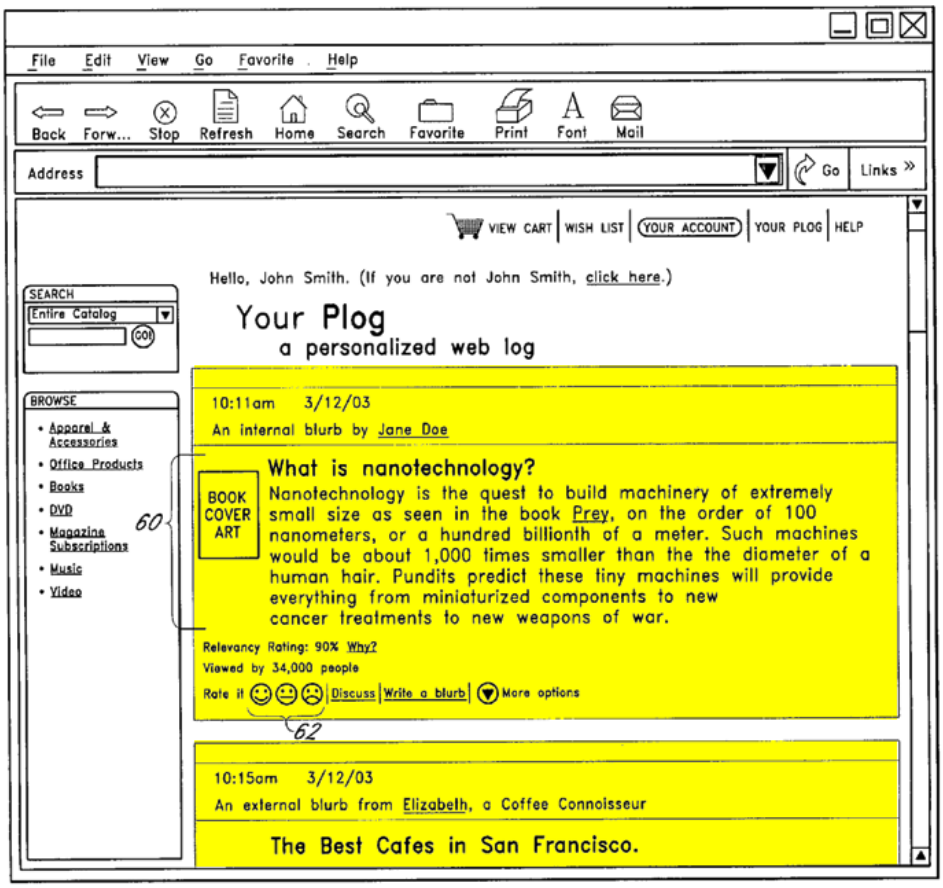
B. Reasonable Expectation of Success

A POSITA would have had a reasonable expectation of success in combining the McQueen-Forsyth system and method with Briggs. Cockburn, ¶175-176. For instance, the disclosures utilize similar and combinable object-oriented data and known software structures to manage digital content; they disclose combinable centralized server-side database teachings for storing digital objects for client-side retrieval. Cockburn, ¶175; EX1005, 1:13-22, FIG. 1; EX1006, 2:17-24; EX1015, 2:45-49, 19:25-27, 19:31-36. Briggs details one potential implementation or aspect of McQueen's share/forwarding feature, confirming that the two technologies were compatible. Cockburn, ¶175; EX1015, 19:22-46, FIG. 6.

Thus, the system and method would have been a predictable combination of known components according to known methods (*e.g.*, data collection, communication, and GUI methods) and would have produced predictable display and communication results. Cockburn, ¶176; *KSR*, 550 U.S. at 416.

C. Claim 4: "A method according to claim 1, wherein the format includes a user-accessible report relating to users who copied the information object."

McQueen and Forsyth in combination with Briggs renders this limitation obvious. Cockburn, ¶¶177-181. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1, including methods for presenting users with various blurb posts (including ***information object[s]***) in a uniform ***format***. *See* §VIII.C.



EX1005, FIG. 4 (annotated).

Briggs further discloses ***a user-accessible report relating to users who copied*** an ***information object***. Cockburn, ¶179. For instance, Briggs discloses sending information that is "annotated with a history of users who forwarded the information," thereby copying it, or a subset of users that forwarded the information. EX1015, 19:25-27. Cockburn, ¶179. Such "[t]racking data can be posted…for buddies to access according to their defined access rights." EX1015, 19:5-6. Moreover, Briggs even details that such aggregated data is "reported." *Id.*, 4:64-5:32. The annotations thus constitute a ***user-accessible report*** to those with access

to the information or who receive the information; the report is accessible to users, and not restricted to administrators or logs. EX1015, 19:5-46; Cockburn, ¶179.

The "history of users who forwarded the information" ***relat[es] to users who copied*** an ***information object*** because it denotes who copied the information to another user previously. EX1015, 4:64-5:32, 19:5-46; Cockburn, ¶180. And various information may be sent, including the "full text index of items viewed," "a limited number of previous forwarding users," etc. EX1015, 19:16-46, 18:53-57, 12:5-8.

Invoking Briggs' tracking and reporting functionality within the McQueen-Forsyth system and method would likewise have resulted in "a history of users who forwarded the information" to be included on shared information, that is McQueen's shared or forwarded blurb posts. Cockburn, ¶181; EX1015, 19:5-46, 4:64-5:32; EX1005, FIG. 4. Such a configuration would have entailed ***the format includ[ing] a user-accessible report relating to users who copied the information object.*** Cockburn, ¶181.

D. Claim 8: "A method according to claim 1, further comprising: on a user-entered command, causing a card to be shared with another user when the card and the other user have been graphically selected."

McQueen and Forsyth in combination with Briggs renders this limitation obvious. Cockburn, ¶¶182-187. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1, including methods for presenting users with various blurb posts (including ***card[s]***). *See* §VIII.C. McQueen further discloses

that users can share and forward such blurb posts to their friends, thereby ***causing a card to be shared with another user*** via a copy function. *See* §VIII.C.5.

Briggs similarly discloses ***a user-entered command*** that ***caus[es] a card to be shared with another user***. Cockburn, ¶184. Briggs discloses that users initiate the sharing of data by selecting specific controls within a messaging interface, which is ***a user-entered command***. *Id.*; EX1015, 7:37-55, 9:15-57. Specifically, Briggs teaches that a user can initiate transfer by selecting a "send item button 696" or by using "[r]ow select commands, such as mouse-click…prior to selecting the send button" to prepare data for transmission. EX1015, Fig. 6 (below), 7:37-55, 9:55-57.

A user ***caus[es] a card to be shared with another user*** upon hitting send because the selected content by "evoking user's IM tool and populating the message field" with the selected content. EX1015, 7:37-55, 7:39 ("the item being sent is identified 691"), 7:51-52 ("[t]he send item button 696 signals that the items should be sent"), Figs. 6, 19. Briggs teaches that sent information "may be data such as multimedia files, XML documents, database searches or <u>virtually any</u> other <u>material</u>." EX1015, 3:41-43. Further, Briggs teaches that the recipient of the shared information is a "buddy," which is ***another user***. *Id.*, Fig. 6 (depicting how user can send information to another user by selecting a buddy). Cockburn, ¶185.

Briggs further discloses sending the content to the other user ***when the card and the other user have been graphically selected.*** Cockburn, ¶186. Indeed, Briggs

specifically enables a user to "Select buddy to send this item to" from a list of contacts maintained by integrated messaging tools such as AIM (***the other user have been graphically selected***). EX1015, Fig. 6 (highlighted), 7:37-55. Likewise, the user selects what is being sent to the other user using item identification 691, which may be "any … material" such as a ***card.*** *Id.*

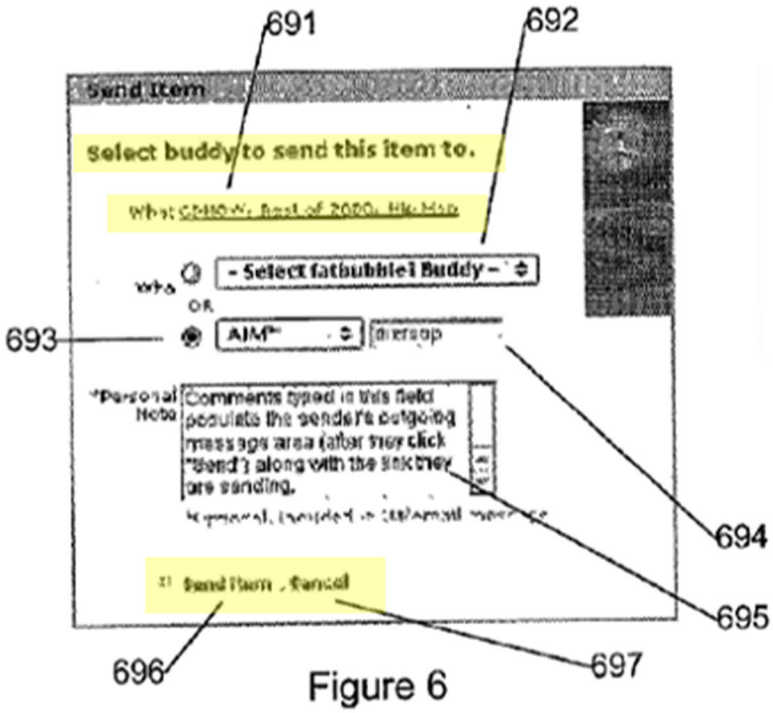


Figure 6

EX1015, Fig. 6 (highlighted).

When combined, the modified McQueen system and method would allow a user to graphically select a blurb post and buddy to send it to a buddy, consistent with McQueen's function for sending and forwarding blurbs to friends. Cockburn, ¶187. More specifically, McQueen teaches a "more options" drop down menu, which is a list that allows the plogs' owners to access other options such as sending a blurb to a friend. EX1005, Fig. 4, 8:24-33, 10:36-47. Briggs' teachings enable a

detailed selection of such a card to be sent to a specific recipient. Cockburn, ¶187; EX1015, 9:55-57 ("[r]ow select commands… can be used to select… prior to selecting the send button"), 7:37-55 ("the item being sent is identified 691"), Fig. 6. Such a configuration in combination would have entailed ***on a user-entered command, causing a card to be shared with another user when the card and the other user have been graphically selected.*** Cockburn, ¶187.

E. Claim 9: "A method according to claim 1, further comprising: on a user-entered command, causing a card to be shared with another user via an instant message sent through an integrated instant messaging system as a result of graphical selection by a first user."

McQueen and Forsyth in combination with Briggs renders this limitation obvious. Cockburn, ¶¶188-191. As discussed previously, McQueen in view of Forsyth discloses or suggests Claim 1, including methods for presenting users with various blurb posts (including ***card[s]***). *See* §VIII.C. McQueen further discloses that users can share and forward such blurb posts to their friends, thereby ***causing a card to be shared with another user*** via a copy function. *See* §VIII.C.5.

For similar reasons to those discussed above for 8, McQueen in view of Forsyth and Briggs discloses or suggests the remaining limitations of Claim 9. Cockburn, ¶190; §X.D. Briggs discloses ***on a user-entered command, a card to be shared with another user*** as discussed previously. §X.D. Briggs further discloses that such user-entered command sharing occurs ***via an instant message sent through***

an integrated messaging system. Cockburn, ¶190. For instance and as discussed above, Briggs teaches that upon a user's selection of an item and the activation of a "send" command, the system "evok[es] [the] user's IM tool and populat[es] the message field" with the selected content for transmission to another user. EX1015, 7:39-46, Figs. 6, 19. AIM was an ***integrated messaging system*** where users could send such instant messages to each other. Cockburn, ¶190, EX1015, Fig. 6 (circled below); 4:42-47, 7:39-46.

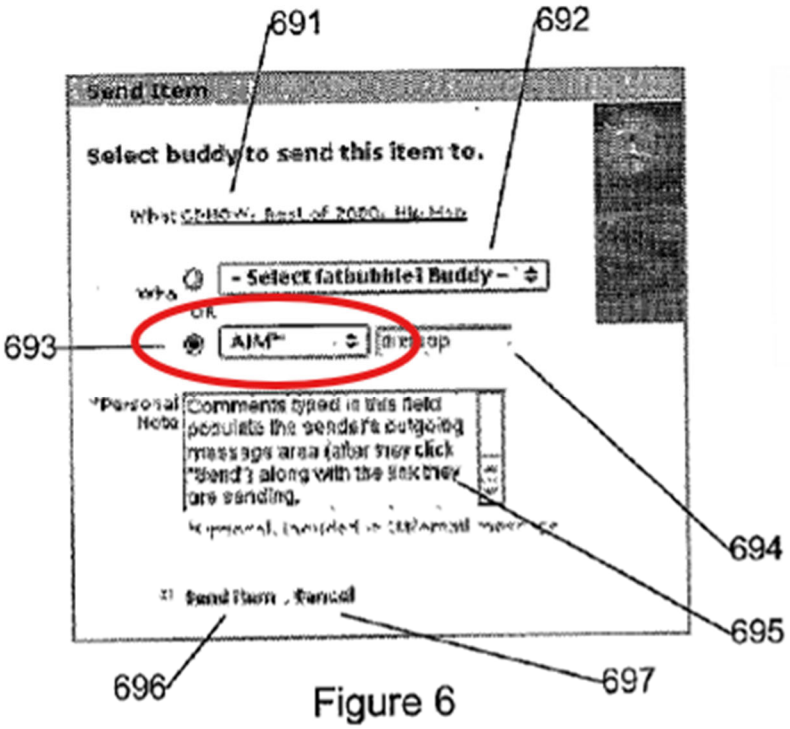


Figure 6

EX1015, Fig. 6 (circled).

Thus, upon a user hitting "send," an instant message of the selected item is sent ***as a result of graphical selection by a first user*** (e.g., selecting the information object, user, and/or sending) as discussed previously. *Id.*, 7:39-46, Fig. 6; §§X.A-

B, D. And it would have been obvious to incorporate such features in the McQueen-Forsyth system and method to send information objects as discussed previously. Cockburn, ¶191; §§X.A-B, D.

F. Claim 19: "A method according to claim 15, wherein the format includes a user-accessible report relating to users who copied the information object."

McQueen in view of Forsyth and Briggs renders this limitation obvious for substantially the same reasons explained for Claims 4 and 15. Cockburn, ¶192; §§VIII.D, X.C.

G. Claim 23: "A method according to claim 15, further comprising: on a user-entered command, causing a card to be shared with another user when the card and the other user have been graphically selected"

McQueen in view of Forsyth and Briggs renders this limitation obvious for substantially the same reasons explained for Claims 8 and 15. Cockburn, ¶193; §§VIII.D, X.D.

H. Claim 24: "A method according to claim 15, further comprising: on a user-entered command, causing a card to be shared with another user via an instant message sent through an integrated instant messaging system as a result of graphical selection by a first user."

McQueen in view of Forsyth and Briggs renders this limitation obvious for substantially the same reasons explained for Claims 9 and 15. Cockburn, ¶194; §§VIII.D, X.E.

XI. GROUND 4: CLAIMS 6, 7, 10, 11, 21, 22, 25, AND 26 ARE OBVIOUS IN VIEW OF MCQUEEN, FORSYTH, AND KNAPP

A. Motivation to Combine

It would have been obvious to a POSITA to modify the McQueen-Forsyth system and method to allow a user to copy a selected blog post of another author to the user's plog in view of Knapp. Cockburn, ¶¶195-196. Knapp identifies a critical problem in distributed networking like McQueen's where the vast availability of data potentially leads to a "syndrome that can best be characterized as 'sipping information from a fire hose.'" EX1017, 1:20-43. This overwhelming volume of data causes users to "either fail to find the information they seek or they lose track of the information," and as a result, "they cannot find it again at a later point in time." *Id.* By applying Knapp's solution—which is configured to allow a user to select content objects to add to a personalized website—to the McQueen-Forsyth system and method, a POSITA would recognize the functional benefit of allowing a user to add (by copying) external posts into a centralized, stable website to ensure easier and robust access and organization, as well as to mitigate issues associated with losing information. EX1017, FIGs. 9, 12, and 17; Cockburn, ¶195.

Moreover, the integration of Knapp's add feature into McQueen's blurb pages would have helped transition the user from a passive reader to an active curator, significantly enhancing utility and user engagement with plogs. Cockburn, ¶196; EX1017, FIGs. 9, 12, and 17. The select-then-display configuration of Knapp

discussed below also would have allowed system operators to earn money on posts while increasing interest in the content by first having the user select the content. EX1017, 23:35-24:3, 25:30-56, 28:31-44, FIGs. 6-9, 11-12, 16-17; Cockburn, ¶196. Further, such features would have streamlined the reuse of valuable content and reduced duplication of effort across user pages. EX1017, FIGs. 9, 12, and 17; Cockburn, ¶196. Thus, modifying McQueen's user blurb pages and system would have predictably "improv[ed] … the way in which users access desired information" in several ways. EX1017, 2:15-20; Cockburn, ¶196.

B. Reasonable Expectation of Success

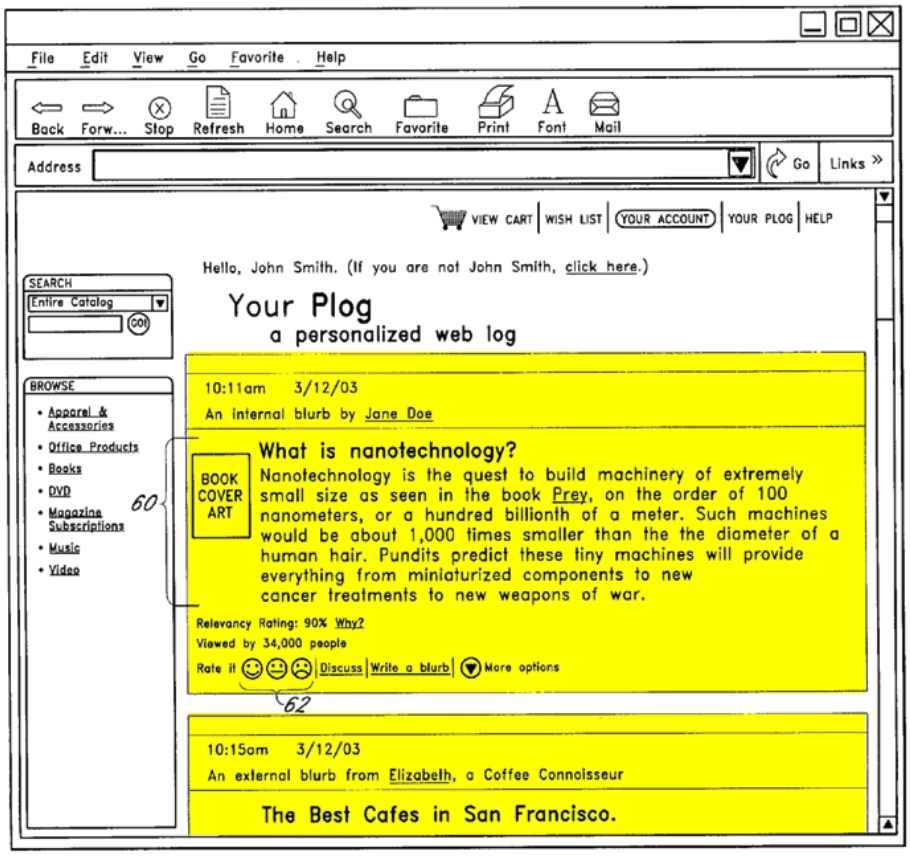
A POSITA would have had a reasonable expectation of success modifying the McQueen-Forsyth combination in view of Knapp. Cockburn, ¶¶197-198. For instance, Knapp, like McQueen, discloses various GUI configurations for browsing and interacting with content posted over the internet; both references contemplate distributing content for potential e-commerce applications. EX1005, 1:5-11, 1:54-64, 9:29-50, FIG. 4; EX1017, 1:10-18, 23:64-24:3, FIGs. 6-9, 11-12, and 16-17; §V.E.

Knapp and McQueen also both contemplate compatible configurations where partial content is displayed, for instance because of licensing requirements, in a scrollable window, and then more information about the content is displayed thereafter once the content is selected. EX1005, FIG. 4, 5:61-6:3; EX1017, FIGs. 6-

9, 11-12, and 16-17. Both references also disclose compatible content configurations that can link to other options and detailed pages. EX1005, 7:48-54; EX1017, FIGs. 6, 11, 16. In all, the McQueen-Forsyth-Knapp system and method would have been a predictable combination of known components according to known methods (*e.g.*, communication and GUI methods), and would have produced predictable display and communication results. Cockburn, ¶198; *KSR*, 550 U.S. at 416.

C. Claim 6: "A method according to claim 5, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the second view and (ii) a copy command that has been graphically entered by the first user, causing the selected card to be copied from the second view to the first view, so that the selected card in the collection of the second user appears in the first collection of the first user."

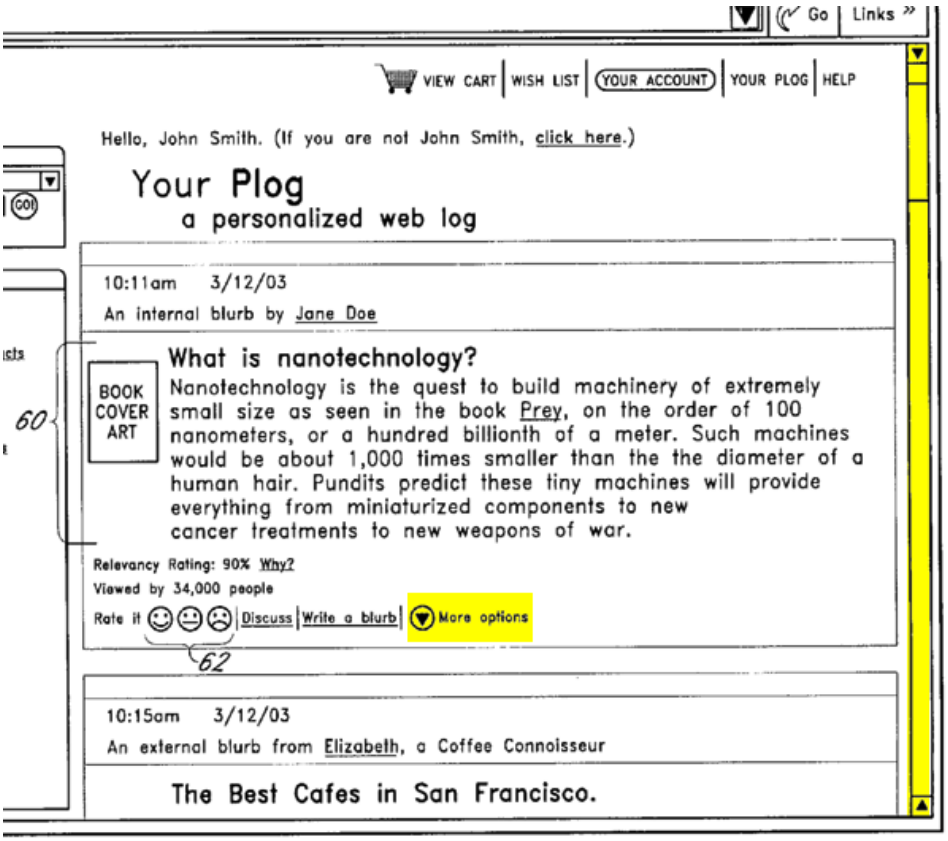
McQueen in view of Forsyth and Knapp renders this limitation obvious. Cockburn, ¶¶199-206. As explained previously, McQueen in view of Forsyth renders obvious Claim 5, including a system and method wherein a ***first user*** can view blurb posts (including ***card[s]***) of a second user ***in a second view*** by loading an "author-specific" page. §VIII.E.3. The ***first user*** similarly has their own "plog" page, which, as illustrated below, includes a personalized blurb feed presented in a ***first view***. §VIII.E.3.



EX1005, FIG. 4 (blurb posts highlighted).

McQueen further discloses graphically selecting blurb posts when viewing another author's page in two ways (***responsive to (i) a graphical selection, by the first user, of a card in the second view***). Cockburn, ¶201. First, the ***first user*** graphically clicks on a "More options" link of a blurb post displayed in the second view, thereby selecting the card in the second view. EX1005, FIG. 4, 4:28-43, 8:24-34, 10:36-48; Cockburn, ¶201. Such card interfaces were known to be selected by triggering a menu to appear. Cockburn, ¶201; *see, e.g.*, EX1018, [0086] ("The user terminal 111 recognizes a card selected by a user 110…and displays a card menu on the recognized card."), [0062]. Second, the ***first user graphical[ly] select[s]*** a blurb

post as claimed by loading it on their screen using a scroll function. EX1005, FIG. 4, 2:6-14, 4:28-43, 7:65-8:16, 10:36-48; Cockburn, ¶201.



EX1005, FIG. 4 (annotated).

Once the first user selects an author's given blurb post, McQueen does not explicitly disclose that the blog post can be copied to the first user's plog as claimed. Cockburn, ¶202. But as explained previously it would have been obvious to modify the McQueen-Forsyth system and method to allow a user to copy a selected blog post of another author to the user's plog in view of Knapp. §§XI.A-B.

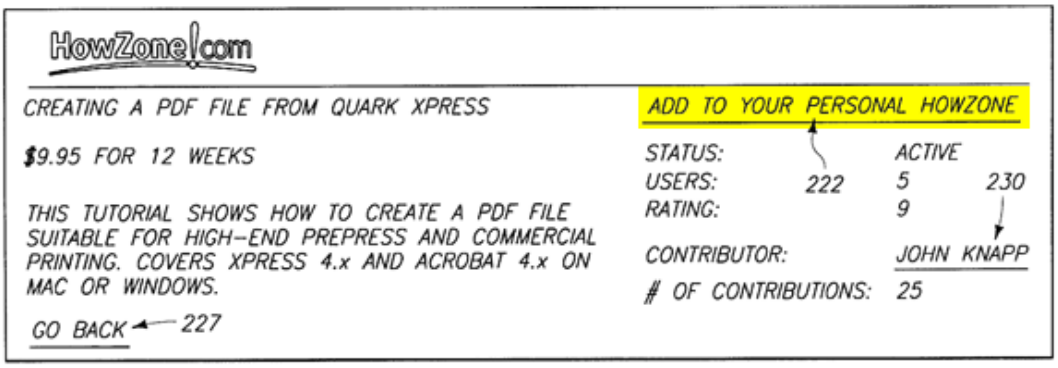
Among other features, Knapp discloses ***(i) a graphical selection, by [a] first user*** of a "content object" by clicking on an associated link or a "clickable icon or

graphic." EX1017, 19:50-66, 24:62-25:21, 28:3-45, FIGs. 6-7, 11, 16.[5] Before the user clicks to select a content object, the system represents content objects by listing snippets of information (e.g., a title, rating, link, cost) in a ***second view***; additional options for the content object are presented once a user selects a content object. EX1017, FIGs. 6-7, 9, 11-12, 16-17. The content object can be authored by various parties (e.g., John Knapp). *Id.*; *id.*, 6:53-7:2. Cockburn, ¶204.

Knapp also discloses copying a GUI object to their personal page via ***(ii) a copy command that has been graphically entered by the first user.*** Cockburn, ¶205. For instance, Knapp discloses adding a third-party generated content object to a user's "personal HowZone" website by clicking on an "add to personal HowZone" link after the user selected the content object. EX1017, 6:53-7:2, 23:35-24:3, 25:30-56, 28:31-44, FIGs. 9, 12, 17. Clicking on the "add" link results in the user entering a copy command that duplicates the content object in the user's own personal page. EX1017, 6:53-7:2, 23:35-24:3, 25:30-56, 28:31-44, FIGs. 9, 12, 17. The personal HowZone moreover is a "personal web site" constituting a collection of various other content objects, similar to a user's personal plog page disclosed by McQueen.

[5] To the extent the Board finds McQueen does not disclose that a first user can select another's blog post as claimed, Knapp does and the feature would have been obvious in combination.

EX1017, FIG. 8, 23:3-17, 25:39-55 ("[A]n actual content object is added to the user's personal web page.").

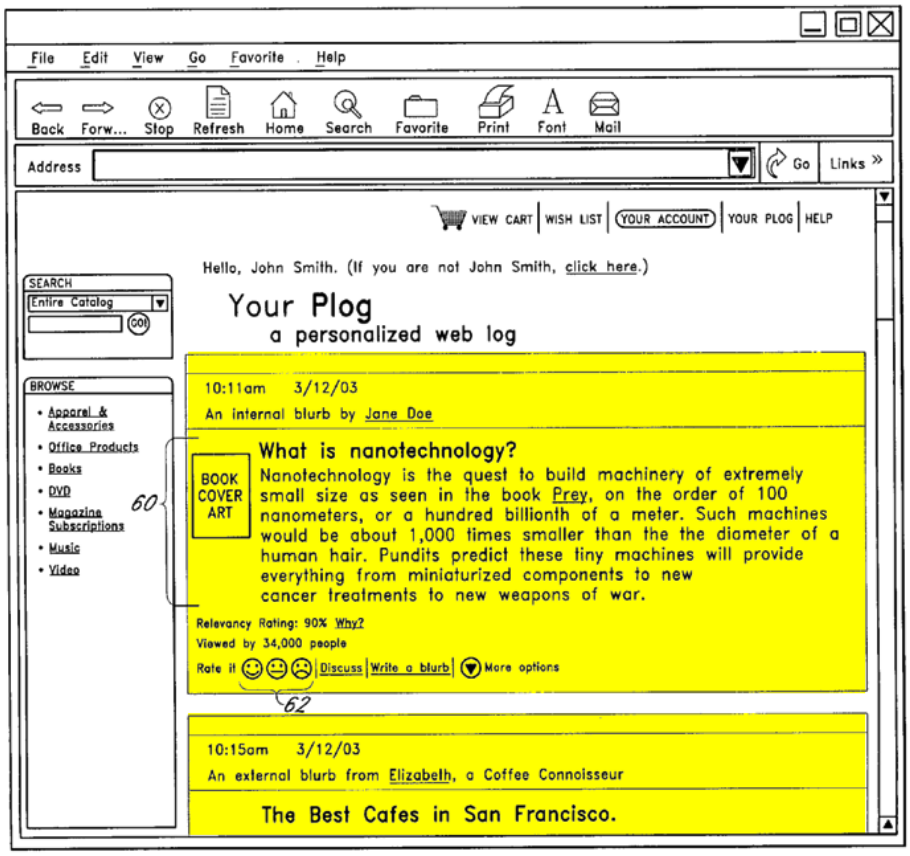


EX1017, FIG. 17 (annotated).

When combined, the McQueen-Forsyth system and method would similarly allow a user to select a blurb post of another author (via a "More options," scroll, or heading/graphic click) and copy it to their own personal plog, consistent with Knapp's disclosure of selecting a content object authored by a third-party to add the "actual content object" to the "user's personal web page." Cockburn, ¶206; §XI.A-B. Such a configuration would have entailed ***causing the selected card to be copied from the second view to the first view, so that the selected card in the collection of the second user appears in the first collection of the first user … responsive to (i) a graphical selection, by the first user, of a card in the second view and (ii) a copy command that has been graphically entered by the first user.*** Cockburn, ¶206; §XI.A-B.

D. Claim 7: "A method according to claim 5, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the first view and (ii) a send command that has been graphically entered by the first user, causing the selected card to be sent to the second user, so that the selected card in the collection of the first user is made available to the second user to be included in the collection of the second user"

McQueen in view of Forsyth and Knapp renders this limitation obvious. Cockburn, ¶¶207-214. As explained previously, McQueen in view of Forsyth renders obvious Claim 5, including a system and method wherein a ***first user*** can view blurb posts (including ***card[s]***) of a second user ***in a second view*** by loading an "author-specific" page. §VIII.E.3. The ***first user*** similarly has their own "plog" page, which, as illustrated below, includes a personalized blurb feed presented in a ***first view***. §VIII.E.3.

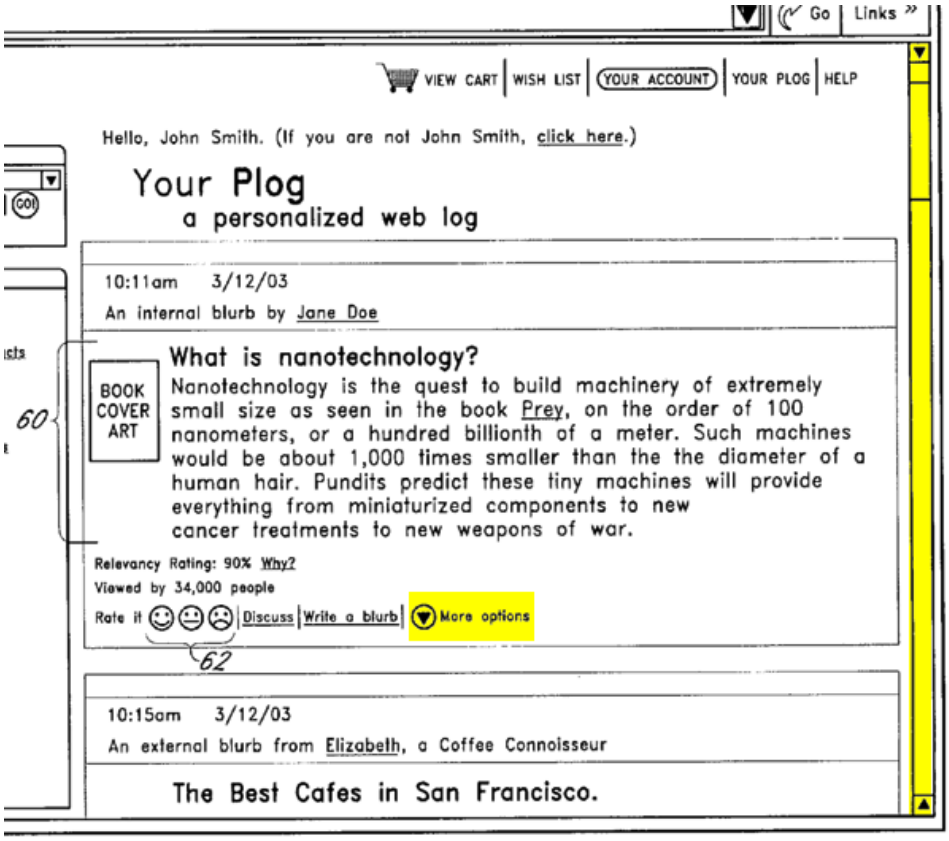


EX1005, FIG. 4 (blurb posts highlighted).

McQueen serves a ***first view*** (a blog or "plog") containing ***card[s]*** to a ***first user***. §VIII.E.3. McQueen further discloses a method for sending these objects to the ***second user*** via graphical selection and commands entered by the user. Cockburn, ¶209.

Specifically, the McQueen-Forsyth system and method (including as modified by Knapp) discloses or suggests ***(i) a graphical selection, by the first user, of a card in the first view***. Cockburn, ¶210. Consistent with that explained previously for Claim 6, users can ***graphical[ly] select[]*** blurb post ***cards*** as claimed via a "More options" selection of a blurb post or selectively displaying the blurb on their screen.

§XI.C. It also would have been obvious for the user to click on a blurb post heading/graphic link consistent with Knapp's disclosure. *Id.* These selections can occur when the user views their plog ***in the first view***. EX1005, FIG. 4; §XI.C.



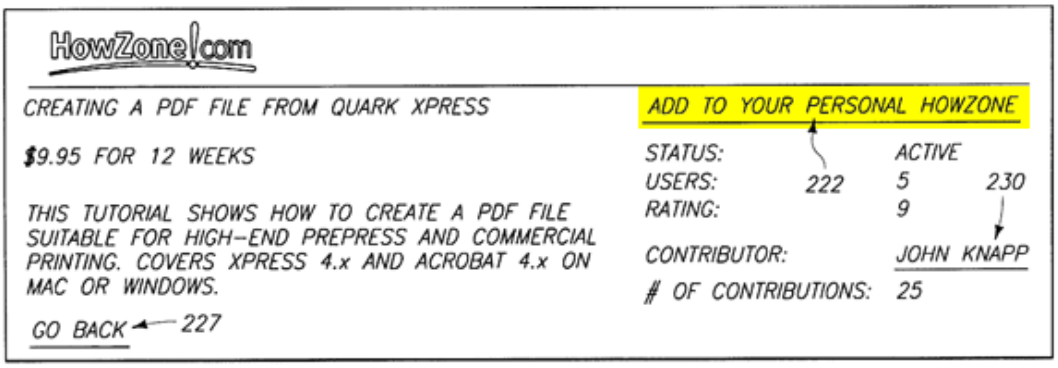
EX1005, FIG. 4 (annotated).

McQueen further discloses ***causing the selected card to be sent to the second user … responsive to*** the (i) graphical selection ***and (ii) a send command that has been graphically entered by the first user***. Cockburn, ¶211. Within the "More options" menu once the user selected a blurb post (responsive to (i)), the ***first user*** can ***(ii) graphically enter[]*** a ***send command***, as McQueen explicitly describes "an option to send the blurb to a friend." EX1005, 8:25-33, 10:35-47 ("user forwards a

particular blurb to a friend"), FIG. 4. This "send to a friend" option is or triggers a send command that was ***graphically entered*** via the ***first user***'s interaction with the GUI to send the blurb, and thereby ***caus[es] the selected card to be sent to the second user*** (*e.g.*, a blog author). EX1005, 8:25-33, 10:35-47 ("user forwards a particular blurb to a friend"), FIG. 4.

Although McQueen does not explicitly disclose that the card sent ***so that the selected card in the collection of the first user is made available to the second user to be included in the collection of the second user***, this feature would have been obvious for reasons similar to those discussed for claim 6. §§XI.A-C; Cockburn, ¶212.

Knapp discloses GUI objects wherein the object ***is made available to the second user to be included in the collection of the second user.*** Cockburn, ¶213. Explained previously, an "add" link for an object allows a content object that is displayed to a ***second user*** to be added to their personal page comprising a ***collection of the second user***. EX1017, 6:53-7:2, 23:35-24:3, 25:30-56, 28:31-44, FIGs. 9, 12, 17; §XI.C.



EX1017, FIG. 17 (annotated).

In combination, and consistent with the reasons discussed previously, the card would be sent as taught by McQueen ***so that the selected card in the collection of the first user*** that the first sends to another author or second user ***is made available to the second user to be included in the collection of the second user*** by adding it to their personal plog or blurb page. Cockburn, ¶214; §XI.A-C.

E. Claim 10: "A method according to claim 1, further comprising:"

McQueen in view of Forsyth and Knapp renders this limitation obvious. Cockburn, ¶¶215-219.

1. Claim 10[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user;"

McQueen in view of Forsyth and Knapp renders this limitation obvious for substantially the same reasons explained for Claim 5. Cockburn, ¶215; §VIII.E.3.

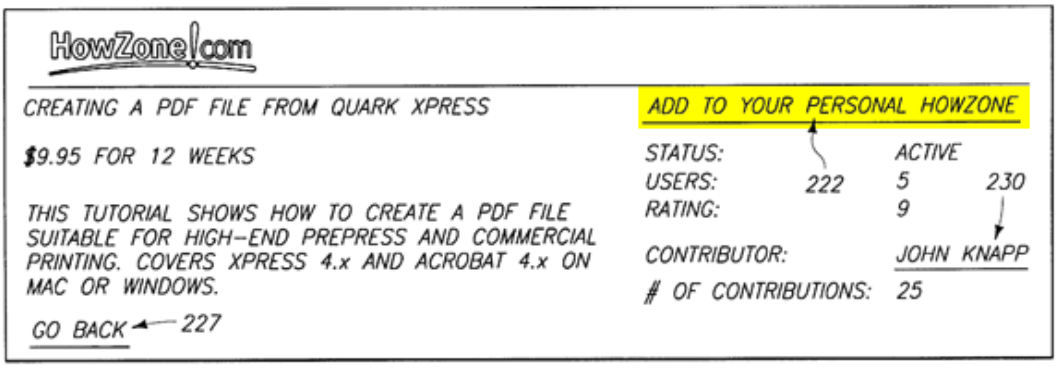
2. Claim 10[b]: "also displaying in the computing device of the first user, a second view of a second set of cards, outside of the first collection, wherein any given member of the second set of cards is both included in a collection of another user and the other user has been selected by the first user; and wherein each of the cards in the second view can, on a user-entered command, be caused to be copied to the first view."

McQueen in view of Forsyth and Knapp likewise discloses or suggests ***also displaying in the computing device of the first user, a second view of a second set of cards*** for substantially the same reasons explained for Claim 5 and its "author-specific" blog analysis. Cockburn, ¶216; §VIII.E.3; EX1005, 4:28-43, 7:65-8:3, 8:10-16. Blurb posts from such an author-specific page are ***outside of the first collection*** of a user (the user's plog; §VIII.E.3) when the user's plog does not include blurbs from the author, for instance because the user did not pay for the blurb post, the system does not target the user with the author's material, the author and user do not have similar item selection histories, or the author's blurbs do not reference catalog items that the user previously selected. EX1005, 1:64-2:16, 9:50-10:47; Cockburn, ¶216. ***[A]ny given member of the second set of cards*** from the author-specific blog ***is … included in a collection of another user*** because it is a part of the author-specific blog collection rather than the user's collection. EX1005, 4:28-43, 7:65-8:3, 8:10-16. And users load the author-specific page by clicking on the

author's link, such that ***the other user has been selected by the first user*** as claimed. *Id.* ("a link to the author's blog page"); Cockburn, ¶216.

Although McQueen does not explicitly disclose ***wherein each of the cards in the second view can, on a user-entered command, be caused to be copied to the first view***, this feature would have been obvious for reasons similar to those discussed for Claim 6. §§XI.A-C; Cockburn, ¶217.

Knapp discloses GUI objects ***wherein each of the … cards in [a] second view can, on a user-entered command, be caused to be copied to [a] first view.*** Cockburn, ¶218. Explained previously, clicking on an "add" link results in a ***user-entered command*** that duplicates the content object in the user's own personal page and corresponding ***first view***. EX1017, 6:53-7:2, 23:35-24:3, 25:30-56, 28:31-44, FIGs. 9, 12, 17; §XI.C. The "add" option maintains the ***second view*** of any displayed objects because the system presents the add option in a "pop-up window." EX1017, 23:35-24:3, 25:30-56, 28:31-44, 43:7-25, 43:14-18, FIGs. 9, 12, 17; Cockburn, ¶218.



EX1017, FIG. 17 (annotated).

In combination, and consistent with the reasons discussed previously, ***each of the cards in the second view*** for an author's blurbs as disclosed by McQueen thus ***can, on a user-entered command, be caused to be copied to the first view*** comprising the user's plog view. Cockburn, ¶219; §XI.A-C.

F. Claim 11: "A method according to claim 10, wherein each of the cards in the second view is displayed in an order determined by a criterion selected from the group consisting of the information object's creation time, its access time, and combinations thereof."

McQueen in view of Forsyth and Knapp renders this limitation obvious. Cockburn, ¶¶220-221. For instance, McQueen further discloses that author-specific blurbs are displayed "chronological[ly]" based on when the blurb posts are submitted by the author, such that ***the cards in the second view [are] displayed in an order determined by a criterion selected from the group consisting of the information object's creation time*** as claimed. EX1005, 4:13-43 ("view a chronological log of the blurbs submitted by that author"), 7:65-8:3; Cockburn, ¶¶221.

G. Claim 21: "A method according to claim 20, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the second view and (ii) a copy command that has been graphically entered by the first user, causing the selected card to be copied from the second view to the first view, so that the selected card in the collection of the second user appears in the first collection of the first user."

McQueen in view of Forsyth and Knapp renders this limitation obvious for substantially the same reasons explained for Claims 6 and 20. Cockburn, ¶222; §§VIII.E.10, XI.C.

H. Claim 22: "A method according to claim 20, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the first view and (ii) a send command that has been graphically entered by the first user, causing the selected card to be sent to the second user, so that the selected card in the collection of the first user is made available to the second user to be included in the collection of the second user."

McQueen in view of Forsyth and Knapp renders this limitation obvious for substantially the same reasons explained for Claims 7 and 22. Cockburn, ¶223; §§VIII.E.10, XI.D.

I. Claim 25: "A method according to claim 15, further comprising:"

1. Claim 25[a]: "displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user;"

2. Claim 25[b]: "also displaying in the computing device of the first user, a second view of a second set of cards, outside of the first collection, wherein any given member of the second set of cards is both included in a collection of another user and the other user has been selected by the first user; and wherein each of the cards in the second view can, on a user-entered command, be caused to be copied to the first view."

McQueen in view of Forsyth and Knapp renders these limitations obvious for substantially the same reasons explained for Claims 10 and 15. Cockburn, ¶¶224-226; §§VIII.D, XI.E.

J. Claim 26: "A method according to claim 25, wherein each of the cards in the second view is displayed in an order determined by a criterion selected from the group consisting of the information object's creation time, its access time, and combinations thereof."

McQueen in view of Forsyth and Knapp renders this limitation obvious for substantially the same reasons explained for Claim 11. Cockburn, ¶227; §XI.F.

XII. GROUND 5: CLAIMS 7 AND 22 ARE OBVIOUS IN VIEW OF MCQUEEN, FORSYTH, BRIGGS, AND KNAPP

A. Claim 7

To the extent Petition's above Claim 7 mapping (§XI.D) for ***causing [a] selected card to be sent to the second user … responsive to i) a graphical selection,***

by the first user, of a card in the first view and (ii) a send command that has been graphically entered by the first user is misplaced (it is not), these features would have been obvious in view of Briggs for substantially the same reasons discussed for Claims 8 and 9. Cockburn, ¶228; §§X.D-E. Indeed, sending a ***graphical[ly] select[ed] card*** via instant messaging as discussed (§§X.D-E) would have constituted a ***first user graphically enter[ing] a send command*** via, *e.g.*, a "send item button 696," as disclosed by Briggs. EX1015, 7:37-55, FIG. 6; §§X.D-E.

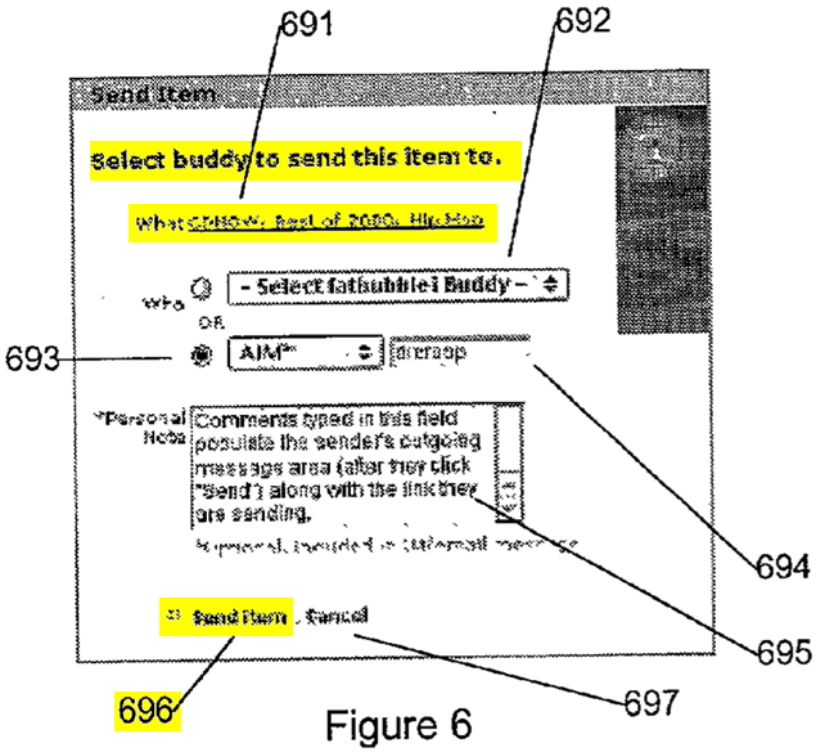


Figure 6

EX1015, FIG. 6 (annotated).

Once the ***card*** is sent via instant messaging, the remaining features of Claim 7 would have been obvious for substantially the same reasons discussed above in Claim 7. Cockburn, ¶229; §XI.D.

B. Claim 22

McQueen in view of Forsyth, Briggs, and Knapp renders this limitation obvious for substantially the same reasons explained for Claims 7 and 20. Cockburn, ¶230; §§VIII.E.10, XII.A.

XIII. CONCLUSION

For these reasons, Petitioner respectfully requests institution.

Dated: March 18, 2026

Respectfully submitted,

By: / Lisa K. Nguyen /
Lisa K. Nguyen (Reg. No. 58,018)
Michelle H. Zhang (*pro hac vice* to be filed)
PAUL HASTINGS LLP
1117 S. California Avenue
Palo Alto, CA 94304
Telephone: 650-320-1800
lisanguyen@paulhastings.com
PH-META-CogmediaIPR@paulhastings.com

David Tennant (Reg. No. 48,362)
Diane Ghrist (*pro hac vice* to be filed)
PAUL HASTINGS LLP
2050 M St., N.W.
Washington, DC 20036
Telephone: 202-551-1700
PH-META-CogmediaIPR@paulhastings.com

Counsel for Petitioner
META PLATFORMS, INC.

CLAIM LISTING APPENDIX

1. A computer-implemented method, in which at least one computer initiates execution of software instructions to perform computer processes, the method being for interacting with at least one data item obtained from at least one source, the at least one source being external to the at least one computer, the computer processes comprising:

[a] responsive to a user selection of the at least one data item:

[a.i] causing configuring of each of the data items into a distinct information object by extracting, from each data item, extracted data including a picture and a heading, and causing storing of data corresponding to each of the information objects, including a link to the at least one data item, in a database system;

[a.ii] displaying a representation of each of at least two of the information objects in the database system, the representation being in a uniform format, wherein the format includes a card, and, within the card, in uniform locations thereof, the picture, the heading, a set of indicators, and a set of graphically accessible functions including:

[b] a comment function, by which users having access to the card comment function can exchange comments relating to the card, such comments being associated with the information object represented by the card;

[c] a vote function, by which users having access to the card vote function can vote for the card, such votes being associated with the information object represented by the card;

[d] a copy function, by which users having access to the card copy function in a first collection of cards of a first user can cause the card to appear in a second collection of cards of a second user; and

[e] a link function, by which users having access to the card link function can invoke the link to the data item; and

[f] wherein the set of indicators includes: an indicator reflecting commenting activity associated with the card; and

[g] wherein the database system has been configured to allow (i) each user to have at least one user-selected collection of cards representing information objects in the database system and (ii) cards, regardless of the collections in which they may have first appeared, to be made accessible and copyable across card collections of different users.

2. A method according to claim 1, the computer processes further comprising: displaying a graphical button, which, when invoked while content is being displayed, causes the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object and making a representation of the new information object available for display in the uniform format.

3. A method according to claim 1, wherein the format includes within the card an indication of a date of creation.

4. A method according to claim 1, wherein the format includes a user-accessible report relating to users who copied the information object.

5. A method according to claim 1, further comprising:

[a] displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user; and

[b] also displaying in the computing device of the first user, a second view of a second set of cards that constitute a collection of a second user.

6. A method according to claim 5, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the second view and (ii) a copy command that has been graphically entered by the first user, causing the selected card to be copied from the second view to the first view, so that the selected card in the collection of the second user appears in the first collection of the first user.

7. A method according to claim 5, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the first view and (ii) a send command that has been graphically entered by the first user, causing the selected card to be sent to the second user, so that the selected card in the collection of the first user is made available to the second user to be included in the collection of the second user.

8. A method according to claim 1, further comprising: on a user-entered command, causing a card to be shared with another user when the card and the other user have been graphically selected.

9. A method according to claim 1, further comprising: on a user-entered command, causing a card to be shared with another user via an instant message sent through an integrated instant messaging system as a result of graphical selection by a first user.

10. A method according to claim 1, further comprising:

[a] displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user;

[b] also displaying in the computing device of the first user, a second view of a second set of cards, outside of the first collection, wherein any given member of the second set of cards is both included in a collection of another user and the other user has been selected by the first user; and wherein each of the cards in the second view can, on a user-entered command, be caused to be copied to the first view.

11. A method according to claim 10, wherein each of the cards in the second view is displayed in an order determined by a criterion selected from the group consisting of the information object's creation time, its access time, and combinations thereof.

12. A method according to claim 1, wherein the set of indicators includes: an indicator reflecting voting activity associated with the card.

13. A method according to claim 12, wherein the indicator reflecting voting activity associated with the card provides a numeric count of the voting activity.

14. A method according to claim 1, wherein the indicator reflecting commenting activity associated with the card provides a numeric count of the commenting activity.

15. A computer-implemented method, in which at least one computer initiates execution of software instructions to perform computer processes, the method being for interacting with at least one data item obtained from at least one source, the at least one source being external to the at least one computer, the computer processes comprising:

responsive to a user selection of the at least one data item:

causing configuring of each of the data items into a distinct information object by extracting, from each data item, extracted data including a picture and a heading, and causing storing of data corresponding to each of the information objects in a database system;

displaying a representation of each of at least two of the information objects in the database system, the representation being in a uniform format, wherein the format includes a card, and, within the card, in uniform locations thereof, the picture, the heading, a set of indicators, and a set of graphically accessible functions including:

a comment function, by which users having access to the card comment function can exchange comments relating to the card, such comments being associated with the information object represented by the card;

a vote function, by which users having access to the card vote function can vote for the card, such votes being associated with the information object represented by the card;

a copy function, by which users having access to the card copy function in a first collection of cards of a first user can cause the card to appear in a second collection of cards of a second user; and

wherein the set of indicators includes: an indicator reflecting commenting activity associated with the card; and

wherein the database system has been configured to allow (i) each user to have at least one user-selected collection of cards representing information objects in the database system and (ii) cards, regardless of the collections in which they may have first appeared, to be made accessible and copyable across card collections of different users.

16. A method according to claim 15, wherein the extracted data from each data item includes at least the picture and the heading and wherein the heading is included within the card.

17. A method according to claim 15, the computer processes further comprising: displaying a graphical button, which, when invoked while content is being displayed, causes the displayed content to be handled as one of the data items, namely, by configuring the displayed content as a new information object and making a representation of the new information object available for display in the uniform format.

18. A method according to claim 15, wherein the format includes within the card an indication of a date of creation.

19. A method according to claim 15, wherein the format includes a user-accessible report relating to users who copied the information object.

20. A method according to claim 15, further comprising:

[a] displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user; and

[b] also displaying in the computing device of the first user, a second view of a second set of cards that constitute a collection of a second user.

21. A method according to claim 20, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the second view and (ii) a copy command that has been graphically entered by the first user, causing the selected card to be copied from the second view to the first view, so that the selected card in the collection of the second user appears in the first collection of the first user.

22. A method according to claim 20, further comprising: responsive to (i) a graphical selection, by the first user, of a card in the first view and (ii) a send command that has been graphically entered by the first user, causing the selected card to be sent to the second user, so that the selected card in the collection of the first user is made available to the second user to be included in the collection of the second user.

23. A method according to claim 15, further comprising: on a user-entered command, causing a card to be shared with another user when the card and the other user have been graphically selected.

24. A method according to claim 15, further comprising: on a user-entered command, causing a card to be shared with another user via an instant message sent through an integrated instant messaging system as a result of graphical selection by a first user.

25. A method according to claim 15, further comprising:

> [a] displaying in a computing device of a first user, a first view of a first set of cards that constitute a first collection of the first user;
>
> [b] also displaying in the computing device of the first user, a second view of a second set of cards, outside of the first collection, wherein any given member of the second set of cards is both included in a collection of another user and the other user has been selected by the first user; and wherein each of the cards in the second view can, on a user-entered command, be caused to be copied to the first view.

26. A method according to claim 25, wherein each of the cards in the second view is displayed in an order determined by a criterion selected from the group consisting of the information object's creation time, its access time, and combinations thereof.

27. A method according to claim 15, wherein the set of indicators includes: an indicator reflecting voting activity associated with the card.

28. A method according to claim 27, wherein the indicator reflecting voting activity associated with the card provides a numeric count of the voting activity.

29. A method according to claim 15, wherein the indicator reflecting commenting activity associated with the card provides a numeric count of the commenting activity.

CERTIFICATE OF COMPLIANCE

Pursuant to 37 C.F.R. § 42.24(d), the undersigned certifies that foregoing **PETITION FOR INTER PARTES REVIEW OF U.S. PATENT NO. 11,036,371** exclusive of the parts exempted as provided in 37 C.F.R. §42.24(a), contains 13,684 words and therefore complies with the type-volume limitations of 37 C.F.R. §42.24(a).

Dated: March 18, 2026

Respectfully submitted,

By: / Lisa K. Nguyen /
Lisa K. Nguyen (Reg. No. 58,018)
PAUL HASTINGS LLP
1117 S. California Avenue
Palo Alto, CA 94304
Telephone: 650-320-1800
lisanguyen@paulhastings.com

Counsel for Petitioner
META PLATFORMS, INC.,

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing **PETITION FOR *INTER PARTES* REVIEW OF U.S. PATENT NO. 11,036,371 AND EXHIBITS EX1001-1007, EX1009-1015, EX1017-1025, and EX1027-1032** are being served on March 18, 2026, via Federal Express overnight mail on counsel of record for U.S. Patent No. 11,036,371 as addressed below:

SUNSTEIN LLP
100 High Street, 20th Floor
Boston, MA 02110-2321

A courtesy copy is also being served on counsel for the patent holder in the pending litigation:

Jonathan T. Suder (jts@fsclaw.com)
Michael T. Cooke (mtc@fsclaw.com)
Dave R. Gunter (gunter@fsclaw.com)
Alexander Yow (ayow@fsclaw.com)
FRIEDMAN, SUDER & COOKE
604 East 4th Street, Suite 200
Fort Worth, TX 76102

Dated: March 18, 2026

Respectfully submitted,

By: / Lisa K. Nguyen /
Lisa K. Nguyen (Reg. No. 58,018)
PAUL HASTINGS LLP
1117 S. California Avenue
Palo Alto, CA 94304
Telephone: 650-320-1800
lisanguyen@paulhastings.com

Counsel for Petitioner
META PLATFORMS, INC.