

**IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE**

GUILD FOREST LLC,

Plaintiff,

vs.

SNAP INC.,

Defendant.

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Case No:

PATENT CASE

JURY TRIAL DEMANDED

COMPLAINT

Plaintiff Techno Licensing LLC (“Plaintiff” or “Techno”) files this Complaint against Snap Inc. (“Defendant” or “Snap”) for infringement of United States Patent No. 8,046,697 (hereinafter “the ‘697 Patent”).

PARTIES AND JURISDICTION

1. This is an action for patent infringement under Title 35 of the United States Code. Plaintiff is seeking injunctive relief as well as damages.

2. Jurisdiction is proper in this Court pursuant to 28 U.S.C. §§ 1331 (Federal Question) and 1338(a) (Patents) because this is a civil action for patent infringement arising under the United States patent statutes.

3. Plaintiff is a Texas limited liability company with its office address at 3000 Custer Rd., Suite 270-7003, Plano, TX 75075.

4. On information and belief, Defendant is a Delaware corporation with a principal address of 2772 Donald Douglas Loop North, Santa Monica, CA 90405. On information and belief, Defendant may be served with process through its agent, Corporation Service Company at 251 Little Falls Drive, Wilmington, Delaware, 19808.

5. On information and belief, this Court has personal jurisdiction over Defendant because Defendant has committed, and continues to commit, acts of infringement in this District, has conducted business in this District, and/or has engaged in continuous and systematic activities in this District.

6. On information and belief, Defendant's instrumentalities that are alleged herein to infringe were and continue to be used, imported, offered for sale, and/or sold in this District.

VENUE

7. Venue is proper in this District pursuant to 28 U.S.C. § 1400(b) because Defendant is deemed to reside in this District.

COUNT I **(INFRINGEMENT OF UNITED STATES PATENT NO. 8,046,697)**

8. Plaintiff incorporates paragraphs 1 through 7 herein by reference.

9. This cause of action arises under the patent laws of the United States and, in particular, under 35 U.S.C. §§ 271, *et seq.*

10. Plaintiff is the owner by assignment of the '697 Patent with sole rights to enforce the '697 Patent and sue infringers.

11. A copy of the '697 Patent, titled "System and Method for Customizing an Interface Related to Accessing, Manipulating and Viewing Internet and Non-internet Related Information," is attached hereto as Exhibit A.

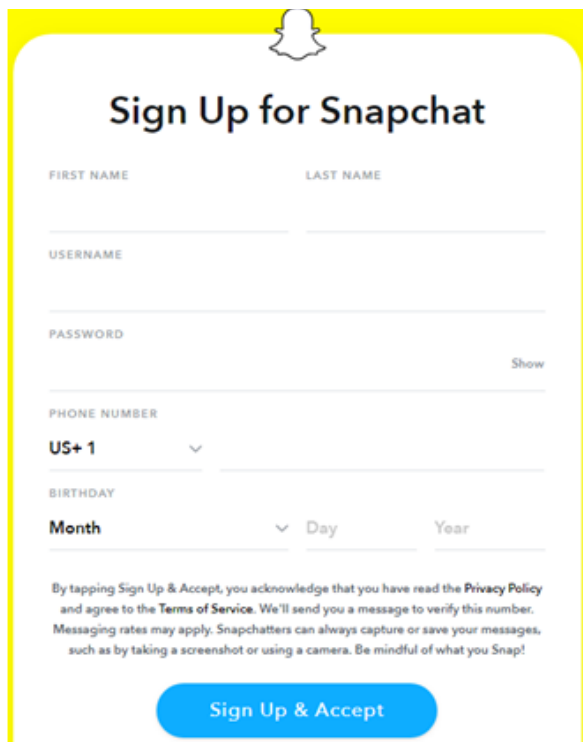
12. The '697 Patent is valid, enforceable, and was duly issued in full compliance with Title 35 of the United States Code.

13. On information and belief, Defendant has infringed and continues to infringe one or more claims, including at least Claim 1, 2, 8, and 9 of the '697 Patent by making, using (including during testing and maintenance), importing, selling, and/or offering devices, platforms,

systems, and/or methods for creating a user profile for use in Internet-based advertising, which is/are covered by at least Claims 1, 2, 8, and 9 of the '697 Patent. Defendant has infringed and continues to infringe the '697 patent directly in violation of 35 U.S.C. § 271.

14. Defendant sells, offers to sell, and/or uses social media platforms, such as Snapchat.com, and any similar products ("Product"), which infringe at least Claims 1, 2, 8, and 9 of the '697 Patent.

15. Regarding Claim 1, the Product creates a user profile (e.g., a user profile for online interest-based advertising) in a computer implemented guide on a computer system (e.g., the Snapchat.com server). The Product creates a user profile (e.g., a user profile for online interest-based advertising) of a user of the accused system when the user creates an account at Snapchat.com. The Product collects basic user information (e.g., images uploaded, user name, etc.) from the user's Snapchat account information. The Product also monitors the user's activity on Snapchat.com and learns about the user's interests (e.g., a user's likes, follows, and browsed interests etc.). The Product also scans local applications (e.g., phonebook, GPS application, etc.) of the user computer and scans the data therein (e.g., contact information, GPS data, etc.). These elements are illustrated in the screen shots below and/or in screen shots provided in connection with other allegations herein.

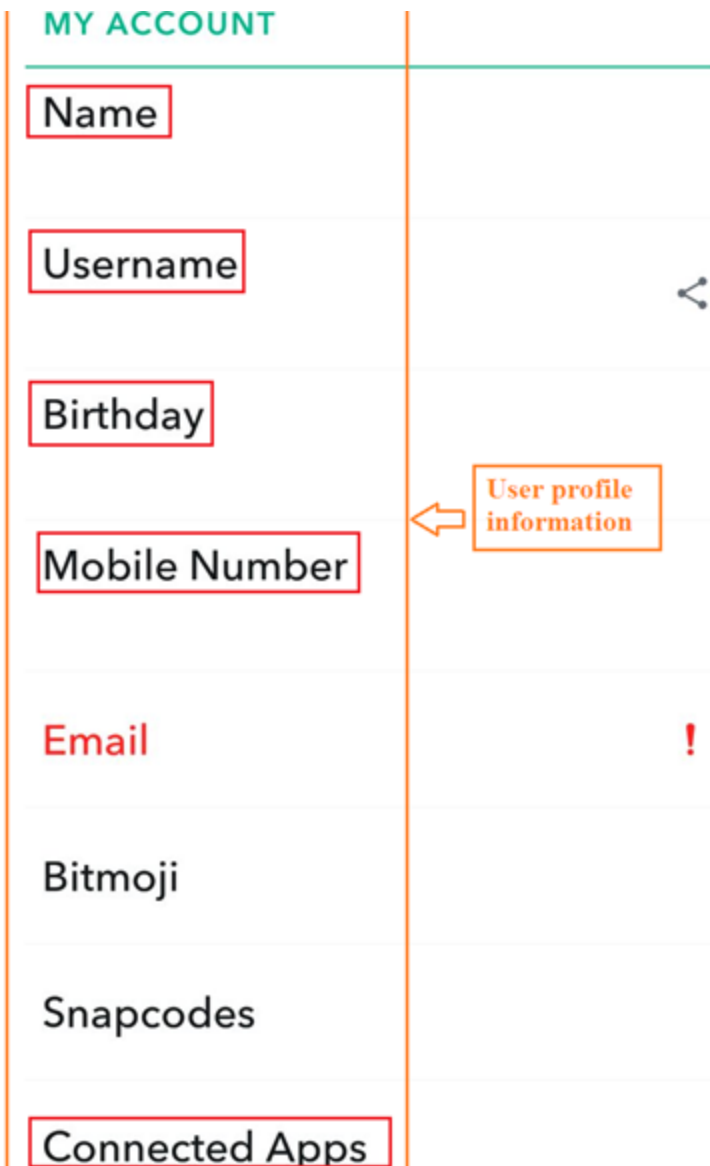


The image shows the Snapchat sign-up form. At the top center is the Snapchat ghost logo. Below it is the heading "Sign Up for Snapchat". The form consists of several input fields: "FIRST NAME" and "LAST NAME" (two separate fields), "USERNAME", "PASSWORD" (with a "Show" link to the right), "PHONE NUMBER" (with a dropdown menu currently showing "US+ 1"), and "BIRTHDAY" (with dropdown menus for "Month", "Day", and "Year"). Below the form is a blue button labeled "Sign Up & Accept".

<https://accounts.snapchat.com/accounts/signup?continue=https%3A%2F%2Faccounts.snapchat.com%2Faccounts%2Fwelcome>

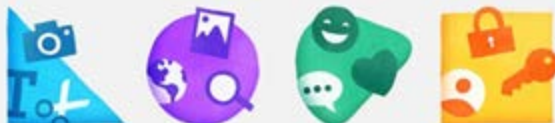


(Mobile Screenshot)



(Mobile Screenshot)

[← Connected Apps](#)



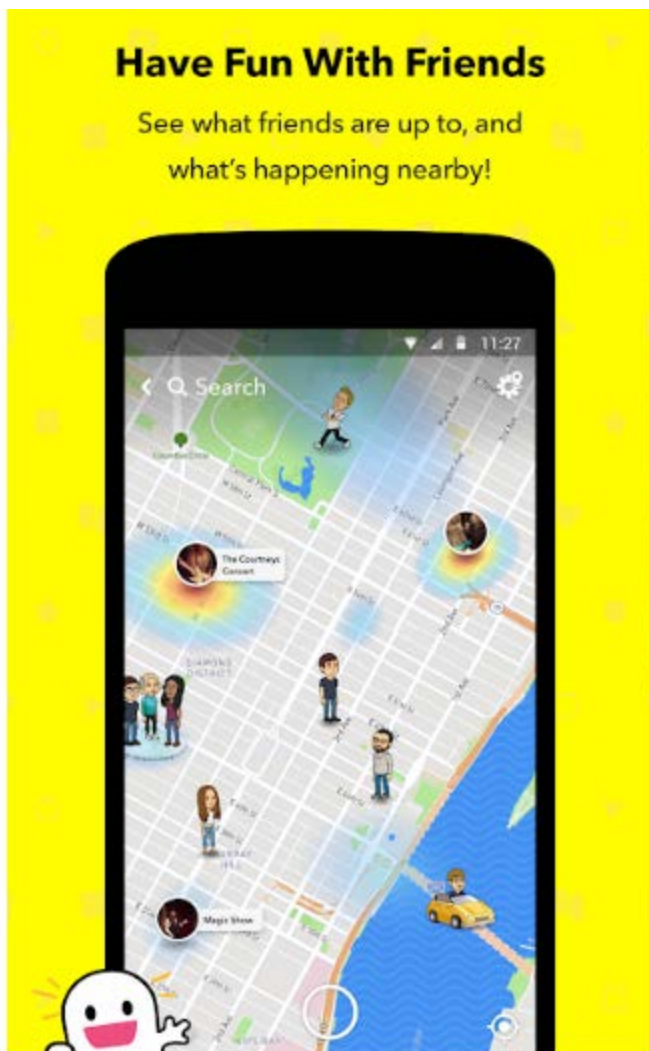
Easily share Snaps, Stories and Bitmojis to and from your favourite apps! Be on the lookout for places where you can connect Snapchat to get started.

When you connect an app, you can customise what information is shared, and can remove an app's access from this screen at any time.

We will automatically remove access if you don't use an app for 90 days, but you should contact the developer about any data you've already shared.

[View Privacy Policy](#)

(Mobile Screenshot)



https://play.google.com/store/apps/details?id=com.snapchat.android&hl=en_US

There are three basic categories of information we collect:

- Information you choose to give us.
- Information we get when you use our services.
- Information we get from third parties.

Here's a little more detail on each of these categories.

Information You Choose to Give Us

When you interact with our services, we collect the information that you choose to share with us. For example, most of our services require you to set up a basic Snapchat account, so we need to collect a few important details about you, such as: a unique username you'd like to go by, a password, an email address, a phone number, and your date of birth. To make it easier for others to find you, we may also ask you to provide us with some additional information that will be publicly visible on our services, such as profile pictures, a name, or other useful identifying information. Other services, such as commerce products, may also require you to provide us with a debit or credit card number and its associated account information.

<https://www.snap.com/en-US/privacy/privacy-policy/>

Information We Get When You Use Our Services

When you use our services, we collect information about which of those services you've used and how you've used them. We might know, for instance, that you watched a particular Story, saw a specific ad for a certain period of time, and sent a few Snaps to friends. Here's a fuller explanation of the types of information we collect when you use our services:

- **Usage Information.** We collect information about your activity through our services. For example, we may collect information about:
 - how you interact with our services, such as which filters you view or apply to Snaps, which Stories you watch on Discover, whether you're using Spectacles, or which search queries you submit.
 - how you communicate with other Snapchatters, such as their names, the time and date of your communications, the number of messages you exchange with your friends, which friends you exchange messages with the most, and your interactions with messages (such as when you open a message or capture a screenshot).
- **Content Information.** We collect content you create on our services, such as custom stickers, and information about the content you create or provide, such as if the recipient has viewed the content and the metadata that is provided with the content.
- **Device Information.** We collect information from and about the devices you use. For example, we collect:
 - information about your hardware and software, such as the hardware model, operating system version, device memory, advertising identifiers, unique application identifiers, apps installed, unique device identifiers, browser type, language, battery level, and time zone;
 - information from device sensors, such as accelerometers, gyroscopes, compasses, microphones, and whether you have headphones connected; and
 - information about your wireless and mobile network connections, such as mobile phone number, service provider,
- **Device Phonebook.** Because Snapchat is all about communicating with friends, we may—with your permission—collect information from your device's phonebook.
- **Camera and Photos.** Many of our services require us to collect images and other information from your device's camera and photos. For example, you won't be able to send Snaps or upload photos from your camera roll unless we can access your camera or photos.

<https://www.snap.com/en-US/privacy/privacy-policy/>

- Location Information. When you use our services we may collect information about your location. With your permission, we may also collect information about your precise location using methods that include GPS, wireless networks, cell towers, Wi-Fi access points, and other sensors, such as gyroscopes, accelerometers, and compasses.
- Information Collected by Cookies and Other Technologies. Like most online services and mobile applications, we may use cookies and other technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. We may also use these technologies to collect information when you interact with services we offer through one of our partners, such as advertising and commerce features. Most web browsers are set to accept cookies by default. If you prefer, you can usually remove or reject browser cookies through the settings on your browser or device. Keep in mind, though, that removing or rejecting cookies could affect the availability and functionality of our services. To learn more about how we use cookies and your choices, please check out our [Cookie Policy](#). To learn more about how third parties use these technologies on our services, be sure to read the [Analytics and Advertising Services Provided by Others](#) section of our Privacy Policy.
- Log Information. We also collect log information when you use our website. That information includes, among other things:
 - details about how you've used our services.
 - device information, such as your web browser type and language.
 - access times.
 - pages viewed.
 - IP address.
 - identifiers associated with cookies or other technologies that may uniquely identify your device or browser.
 - pages you visited before or after navigating to our website.

<https://www.snap.com/en-US/privacy/privacy-policy/>

We may also obtain information from our affiliates and third parties. Here are a few examples:

- If you link your Snapchat account to Bitmoji, we'll receive information so you can use your Bitmoji on our services.
- Advertisers may let us know you installed a new app or game so we can determine whether we showed you an ad for it.
- If you interact with one of our advertisers, they may share information with us to help target or measure the performance of ads. You can learn more about these types of ads in our [Support Center](#).

<https://www.snap.com/en-US/privacy/privacy-policy/>

How We Use Information

What do we do with the information we collect? For the detailed answer, go [here](#). The short answer is: Provide you with an amazing set of products and services that we relentlessly improve. Here are the ways we do that:

- develop, operate, improve, deliver, maintain, and protect our products and services.
- send you communications, including by email. For example, we may use email to respond to support inquiries or to share information about our products, services, and promotional offers that we think may interest you.
- monitor and analyze trends and usage.
- personalize our services by, among other things, suggesting friends or profile information, or customizing the content we show you, including ads.
- contextualize your experience by, among other things, tagging your Memories content using your precise location information (if, of course, you've given us permission to collect that information) and applying other labels based on the content.
- provide and improve ad targeting and measurement, including through the use of your precise location information (again, if you've given us permission to collect that information), both on and off our services. See the [Control Over Your Information](#) section below for more information about Snap Inc.'s advertising practices and your choices.
- enhance the safety and security of our products and services.
- verify your identity and prevent fraud or other unauthorized or illegal activity.

<https://www.snap.com/en-US/privacy/privacy-policy/>

Analytics and Advertising Services

Provided by Others

We may let other companies use cookies, web beacons, and similar technologies on our services. These companies may collect information about how you use our services over time and combine it with similar information from other services and companies. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

Additionally, some companies, including our [affiliates](#), may use information collected on our services to measure the performance of ads and deliver more relevant ads on behalf of us or other companies, including on third-party websites and apps. For more information about interest-based ads and the choices available to you, go [here](#).

Provided by Us

We may collect information about your activity on third-party services that use cookies and other technologies provided by us. We use this information to improve our advertising services, including measuring the performance of ads and showing you more relevant ads. Visit our [Advertising Preferences](#) page to learn more about Snapchat advertising and how you can control the information used to select the ads you see.

<https://www.snap.com/en-US/privacy/privacy-policy/>

- We store location information for different lengths of time based on how precise it is and which services you use. For example, if you use the Map, we store information about your favorite places for up to 40 days so we can show you Actionmoji and improve your experience. If location information is associated with a Snap—like those saved to Memories or posted to Our Story—we'll retain that location as long as we store the Snap.
- We're constantly collecting and updating information about the things you might like and dislike, so we can provide you with more relevant content and advertisements. Go [here](#) to learn more.

<https://www.snap.com/en-US/privacy/privacy-policy/>

- **Revoking permissions.** If you let us use your information, you can always change your mind and simply revoke your permission by changing the settings on your device if your device offers those options. Of course, if you do that, certain services may lose full functionality.
- **Deletion.** While we hope you'll remain a lifelong Snapchatter, if for some reason you ever want to delete your account, just go [here](#) to learn how. You can also delete some information in the app, like photos you've saved to Memories, Our Story submissions, and search history.
- **Advertising Preferences.** We try to show you ads that we think will be relevant to your interests. If you would like to modify the information we and our advertising partners use to select these ads, you can do so in the app. Go [here](#) to learn more.
- **Communicating with other Snapchatters.** It's important to us that you stay in control over whom you communicate with. That's why we've built a number of tools in Settings that let you indicate, among other things, who you want to see your Stories, whether you'd like to receive Snaps from just your friends or all Snapchatters, and whether you'd like to block another Snapchatter from contacting you again. Go [here](#) to learn more.

<https://www.snap.com/en-US/privacy/privacy-policy/>

<https://forbusiness.snapchat.com/audiences>

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- **Demographics**
- Get specific with age, location, device type, and advanced demographics like household income and parental status.
-

<https://forbusiness.snapchat.com/audiences>

What is interest-based advertising?

Interest-based advertising -- which is also sometimes called "online behavioral advertising" -- uses information gathered about your visits over time and across different websites or applications in order to help predict your preferences and show you ads that are more likely to be of interest to you. For example, a sporting goods manufacturer might work with an advertising network that collects and uses interest-based advertising information to deliver ads to the browsers of users that have recently visited sports-related sites, or an airline might direct ads to users that recently visited mobile travel apps.

How does interest-based advertising work?

When a user visits a web site or app that participates in an advertising network or works with other online advertising companies, these advertising companies gather information about the user's browser or device in order to tell when that same user browser or device visits other web sites or apps within the same network - even if these content offerings are run by different companies or have different web addresses or brands. Over time, the information gathered about the browser or device may help predict the user's likely interest in particular categories of ads: for example, users who frequently visit baseball-related Web sites might receive more ads for the "baseball/sports enthusiast" category, or users who engage with automobile review apps might receive more ads for the particular models of cars that interest them.

<https://www.aboutads.info/how-interest-based-ads-work>

HOW DO I GET PLACED IN INTEREST CATEGORIES AND GROUPS?

The basic way you are placed into an interest category or group on a browser is based on your visits to websites. Let's say an NAI member company partnered with a clothing retail website that you visit. That NAI member would assign an ID to your browser usually by storing a unique ID number in a text file or cookie on your browser. This is then matched to a "clothing shopper" category by pairing that ID number with interest categories/groups in an online database.

Unique ID Number	Matched Categories
450982374	"Male", "Age 25-34", "clothing"

Other information can be used to match you into a group, as well. For example, if you have previously purchased oxford shirts from that retail website, the website could tell the NAI company to also match "oxford shirt buyer" to the ID.

On mobile apps, the process is similar but it uses a different set of technologies. The mobile operating system you use, like Android or iOS, is likely to provide an identifier specifically for advertisers to use. This Mobile Advertising Identifier functions similarly to a cookie. It enables advertisers to identify your behavior across apps, without needing to use a more permanent phone or tablet identifier. Most of these identifiers include privacy options that allow users to reset the assigned identifier or to opt-out of Cross-App Advertising.

To do Cross-App Advertising, the NAI member may work with an app so that it can send them information relevant to your preferences. For example, if you open an app to look for highly rated local seafood restaurants, that app may tell the NAI member that a user with your device identifier may be interested in seafood, and that the user is in downtown Manhattan. This information may be used to show ads for more local seafood places.

Mobile Device Identifier	Matched Categories
AEBE52E7-03EE-455A-B3C4-E57283966239	"Male", "Age 25-34", "seafood", "downtown Manhattan"

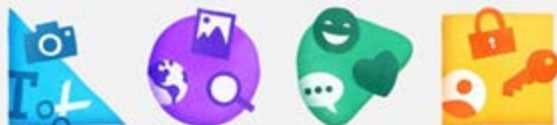
<https://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>

16. The Product creates a user profile database (e.g., a Snapchat user profile database for advertisement) for storing user profile parameters (e.g., location, user device, age, etc.). The

Product derives user profile parameters (e.g., location, user device, age, etc.) from basic information in a Snapchat user account, monitors interests based on user activity, and also collects local application data (e.g., contact information, GPS data, etc.) from a user's device. The Product creates a database for storing said user profile parameters for use in directed advertising. These elements are illustrated in the screen shots provided in connection with other allegations herein.

17. The Product monitors a user's interactions (e.g., browsing, following, or liking snaps) from a user computer (e.g., a smartphone enabled with the Snapchat app, a computer, or a laptop) with remote Web (e.g., the activity on the Snapchat.com website or on other third party websites which are partnered with Snapchat.com) and non-Web related (e.g., gathered device data such as mobile/network operator, ISP, time zone, signal strength, message, etc.) sources of content. The Product utilizes cookies to monitor a user's interactions (e.g., what is liked, browsed, bought) on Snapchat.com or partnered third party websites. The Product also utilizes cookies to monitor non-web related information such as off site, mobile/network operator, messages, signal strength, etc. These elements are illustrated in the screen shots below and/or in screen shots provided in connection with other allegations herein.

[← Connected Apps](#)



Easily share Snaps, Stories and Bitmojis to and from your favourite apps! Be on the lookout for places where you can connect Snapchat to get started.

When you connect an app, you can customise what information is shared, and can remove an app's access from this screen at any time.

We will automatically remove access if you don't use an app for 90 days, but you should contact the developer about any data you've already shared.

[View Privacy Policy](#)

(Mobile Screenshot)

There are three basic categories of information we collect:

- Information you choose to give us.
- Information we get when you use our services.
- Information we get from third parties.

Here's a little more detail on each of these categories.

Information You Choose to Give Us

When you interact with our services, we collect the information that you choose to share with us. For example, most of our services require you to set up a basic Snapchat account, so we need to collect a few important details about you, such as: a unique username you'd like to go by, a password, an email address, a phone number, and your date of birth. To make it easier for others to find you, we may also ask you to provide us with some additional information that will be publicly visible on our services, such as profile pictures, a name, or other useful identifying information. Other services, such as commerce products, may also require you to provide us with a debit or credit card number and its associated account information.

<https://www.snap.com/en-US/privacy/privacy-policy/>

1. When you give it to us or give us permission to obtain it

When you sign up for or use Pinterest, you give us certain information voluntarily. This includes your name, email address, phone number, profile photo, Pins, comments, and any other information you give us. You can also choose to share with us location data or photos. If you buy something on Pinterest, we collect payment information, contact information (address and phone number) and details of what you bought. If you buy something for someone else on Pinterest, we collect their delivery details and contact information.

If you link your Facebook or Google account or accounts from other third party services to Pinterest, we also get information from those accounts (such as your friends or contacts). The information we get from those services depends on your settings and their privacy policies, so please check what those are.

<https://policy.pinterest.com/en/privacy-policy>

Information We Get When You Use Our Services

When you use our services, we collect information about which of those services you've used and how you've used them. We might know, for instance, that you watched a particular Story, saw a specific ad for a certain period of time, and sent a few Snaps to friends. Here's a fuller explanation of the types of information we collect when you use our services:

- **Usage Information.** We collect information about your activity through our services. For example, we may collect information about:
 - how you interact with our services, such as which filters you view or apply to Snaps, which Stories you watch on Discover, whether you're using Spectacles, or which search queries you submit.
 - how you communicate with other Snapchatters, such as their names, the time and date of your communications, the number of messages you exchange with your friends, which friends you exchange messages with the most, and your interactions with messages (such as when you open a message or capture a screenshot).
- **Content Information.** We collect content you create on our services, such as custom stickers, and information about the content you create or provide, such as if the recipient has viewed the content and the metadata that is provided with the content.
- **Device Information.** We collect information from and about the devices you use. For example, we collect:
 - information about your hardware and software, such as the hardware model, operating system version, device memory, advertising identifiers, unique application identifiers, apps installed, unique device identifiers, browser type, language, battery level, and time zone;
 - information from device sensors, such as accelerometers, gyroscopes, compasses, microphones, and whether you have headphones connected; and
 - information about your wireless and mobile network connections, such as mobile phone number, service provider,
- **Device Phonebook.** Because Snapchat is all about communicating with friends, we may—with your permission—collect information from your device's phonebook.
- **Camera and Photos.** Many of our services require us to collect images and other information from your device's camera and photos. For example, you won't be able to send Snaps or upload photos from your camera roll unless we can access your camera or photos.

<https://www.snap.com/en-US/privacy/privacy-policy/>

- Location Information. When you use our services we may collect information about your location. With your permission, we may also collect information about your precise location using methods that include GPS, wireless networks, cell towers, Wi-Fi access points, and other sensors, such as gyroscopes, accelerometers, and compasses.
- Information Collected by Cookies and Other Technologies. Like most online services and mobile applications, we may use cookies and other technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. We may also use these technologies to collect information when you interact with services we offer through one of our partners, such as advertising and commerce features. Most web browsers are set to accept cookies by default. If you prefer, you can usually remove or reject browser cookies through the settings on your browser or device. Keep in mind, though, that removing or rejecting cookies could affect the availability and functionality of our services. To learn more about how we use cookies and your choices, please check out our [Cookie Policy](#). To learn more about how third parties use these technologies on our services, be sure to read the [Analytics and Advertising Services Provided by Others](#) section of our Privacy Policy.
- Log Information. We also collect log information when you use our website. That information includes, among other things:
 - details about how you've used our services.
 - device information, such as your web browser type and language.
 - access times.
 - pages viewed.
 - IP address.
 - identifiers associated with cookies or other technologies that may uniquely identify your device or browser.
 - pages you visited before or after navigating to our website.

<https://www.snap.com/en-US/privacy/privacy-policy/>

We may also obtain information from our affiliates and third parties. Here are a few examples:

- If you link your Snapchat account to Bitmoji, we'll receive information so you can use your Bitmoji on our services.
- Advertisers may let us know you installed a new app or game so we can determine whether we showed you an ad for it.
- If you interact with one of our advertisers, they may share information with us to help target or measure the performance of ads. You can learn more about these types of ads in our [Support Center](#).

<https://www.snap.com/en-US/privacy/privacy-policy/>

18. The Product scans local memory (e.g., a user device's storage) of the user computer (e.g., a smartphone enabled with Snapchat app, a computer, or a laptop) to examine local applications (e.g., Snapchat will scan local applications on a user computer such as a phonebook, location application, or media managing applications to collect data). The Product extracts information about local applications (e.g., a phonebook, location application, or media manager application) of a user computer. These elements are illustrated in the screen shots provided in connection with other allegations herein.

19. The Product scans local memory (e.g., storage of a user device) of the user computer (e.g., a smartphone with Snapchat app, a computer, a laptop) to examine local application applications (e.g., local applications of a user computer such as phonebook, location application, media manager application (i.e., gallery), etc.) data information content (e.g., contact information, GPS data, media files/photos/videos, etc.). The accused system reads local application data (e.g., contact information, GPS data, media files/photos/videos, etc.) from local applications (e.g., local applications of a user computer such as phonebook, location application, media manager application (i.e., gallery), etc.) of a user computer (e.g., a smartphone with Snapchat app, a computer, a laptop). These elements are illustrated in the screen shots provided in connection with other allegations herein.

20. The Product determines interests of the user based on said steps of scanning (e.g., the accused system scans a location application of a user computer to determine GPS data of the user computer to determine interests a user might have based upon their location), the interests comprising at least one interest that is not selected from a predefined list of potential interests (e.g., interest in content tied to a particular location that is determined based on GPS data is not selected by a user from a predefined list). The Product determines user interest based on a user's location so that advertisements related to said location can be appropriately served to the user. These elements are illustrated in the screen shots provided below and/or in connection with other allegations herein.

21. The Product automatically derives user profile parameters (e.g., location, user device, user device operating system, about, etc.) based on said step of monitoring and said steps of scanning (e.g. the accused system will gather user information by monitoring user activity on the Snapchat.com website and scanning a user device for data such as GPS coordinates, contacts,

etc. These elements are illustrated in the screen shots provided in connection with other allegations herein.

22. The Product updates the user profile database (e.g., a Snapchat user profile database used for advertisement purposes) based on the user's use of the computer system (e.g., a user's access of Snapchat). The Product updates a database (i.e., user profile database) for storing user profile parameters with newly derived user profile parameters (e.g., geographical location, age, etc.) so that customized and targeted advertisements can be served. These elements are illustrated in the screen shots provided in connection with other allegations herein.

23. Regarding Claim 2, the Product uses the user profile parameters are used to identify new content items of interest to the user. The Product updates the user profile database (e.g., a Snapchat user profile database used for advertisement purposes) based on the user's use of the computer system (e.g., a user's access of Snapchat). The Product updates a database (i.e., user profile database) for storing user profile parameters with newly derived user profile parameters (e.g., geographical location, age, etc.) so that customized and targeted advertisements can be served. These elements are illustrated in the screen shots provided in connection with other allegations herein.

24. Regarding Claim 8, the Product derives a plurality of sets of user profile parameters for a plurality of users, each of the plurality of sets being derived according to the activity of that user. The Product updates the user profile database (e.g., a Snapchat user profile database used for advertisement purposes) based on the user's use of the computer system (e.g., a user's access of Snapchat). The Product updates a database (i.e., user profile database) for storing user profile parameters with newly derived user profile parameters (e.g., geographical location, age, etc.) so that customized and targeted advertisements can be served. These elements are illustrated in the

screen shots provided in connection with other allegations herein.

25. Regarding Claim 9, the Product uses the plurality of sets of user profile parameters to identify new content items for the respective users. The Product updates the user profile database (e.g., a Snapchat user profile database used for advertisement purposes) based on the user's use of the computer system (e.g., a user's access of Snapchat). The Product updates a database (i.e., user profile database) for storing user profile parameters with newly derived user profile parameters (e.g., geographical location, age, etc.) so that customized and targeted advertisements can be served. These elements are illustrated in the screen shots provided in connection with other allegations herein.

26. Defendant's actions complained of herein will continue unless Defendant is enjoined by this court.

27. Defendant's actions complained of herein are causing irreparable harm and monetary damage to Plaintiff and will continue to do so unless and until Defendant is enjoined and restrained by this Court.

28. Plaintiff is in compliance with 35 U.S.C. § 287.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff asks the Court to:

(a) Enter judgment for Plaintiff on this Complaint on all causes of action asserted herein;

(b) Enter an Order enjoining Defendant, its agents, officers, servants, employees, attorneys, and all persons in active concert or participation with Defendant who receive notice of the order from further infringement of United States Patent No. 8,046,697 (or, in the alternative, awarding Plaintiff a running royalty from the time of judgment going forward);

(c) Award Plaintiff damages resulting from Defendant's infringement in accordance with 35 U.S.C. § 284;

(d) Award Plaintiff pre-judgment and post-judgment interest and costs; and

(e) Award Plaintiff such further relief to which the Court finds Plaintiff entitled under law or equity.

Dated: September 25, 2018

Respectfully submitted,

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