

Exhibit I

Invalidity of Claim 11 of U.S. Pat. No. 9,373,261 based on GAP.COM.

U.S. Pat. No. 9,373,261 – Claim 11	ECT’s Infringement Allegations	Prior Art – Gap.com.
<p>An automated notification system, comprising: one or more transceivers designed to communicate data; one or more memories; one or more processors; and computer program code stored in the one or more memories and executed by the one or more processors, the computer program code comprising:</p> <p>code that enables a first party associated with a personal communication device (PCD) to input or select authentication information for use in connection with a subsequent notification communication session involving advance notice of a delivery or pickup of a good or service at a stop location by a mobile thing (MT);</p>	<p>Brownies uses an automated order confirmation and shipment (“automated notification”) to send customers updated shipment information when products are being prepared for picked up [sic] and when products are shipped.</p> <p>Brownies automated notification systems comprises, one or more memories, one or more processors, and computer program code that is stored within one or more memories and executed by one or more processors, Brownies’s computer program code comprises:</p> <p>Brownies online code allows mobile customers to input personalized authentication information to be used at a future time when products are picked up and notifications emails are sent back to the customer.</p> <p>Brownies stores authentication information including a combination of these items; customer billing information such as billing person’s name (“Pete Sirianni”), billing address, billing telephone number and the billing</p>	<p>Gap.com uses an automated order confirmation and shipment (“automated notification”) to send customers updated shipment information when products are being prepared for picked up [sic] and when products are shipped.</p> <p>Gap.com automated notification systems comprises, one or more memories, one or more processors, and computer program code that is stored within one or more memories and executed by one or more processors, Gap.com’s computer program code comprises:</p> <p>Gap.com online code allows mobile customers to input personalized authentication information to be used at a future time when products are picked up and notifications emails are sent back to the customer.</p> <p>Gap.com stores authentication information including a combination of these items; customer billing information such as billing person’s name (“Pete Sirianni”), billing address, billing telephone number and the billing person’s email address</p>

person's email address ("siriannip07@aol.com") are all used to authenticate the Brownies communications about their product being picked-up and shipped is an email from Brownies [sic]. When customers need to respond and enter account, login or different credit card(s) information they know the actual Brownies website is authentic/safe/trusted by viewing and responding to the message contents.

("siriannip07@aol.com") are all used to authenticate the Gap.com communications about their product being picked-up and shipped is an email from Gap.com [sic]. When customers need to respond and enter account, login or different credit card(s) information they know the actual Gap.com website is authentic/safe/trusted by viewing and responding to the message contents.

Bill To:		Dear [REDACTED]
Customer No: 55823538	Order Invoice#:	Thank you for shopping gap.com . Your order confirmation number is 100852300. Print out this page or write this number down, in case you have any questions.
Bill To: PETE SIRIANNI 2563 CHERRY HILL LN HERMITAGE, PA 16148-2989	Order Status:	
Phone: (561) 699-8043	Entry Date:	Here is a summary of your order: ----- ORDER #: 100852300 RECEIVED AT: 2002-06-28 18:32:00 -----
Email: SIRIANNIP07@AOL.COM	Sales ID:	
	Priority Code:	
	Pay Method:	

\$1.5209 | Shop: brownies.com
Cotton Center Blvd. Suite 100
Phoenix, AZ 85040

Delivery Confirmation

Order Status >

Shipment #1 to:
[REDACTED]
San Francisco, CA 94117

If you would like to check the current status of your order please click below.
https://www.gap.com/asp/Order_Status_Lookup.asp

Invalidity of Claim 11 of U.S. Pat. No. 9,373,261 based on GAP.COM.

code that causes storage of the authentication information;	Brownies uses code to capture and store customer authentication information when (a.) users set up accounts, (b.) when users modify account information or (c.) when they purchase products from the Brownies website;	Gap.com uses code to capture and store customer authentication information when (a.) users set up accounts, (b.) when users modify account information or (c.) when they purchase products from the Gap.com website;
code that monitors location or travel information in connection with the MT;	Brownies uses computer program code to monitor products when moved from inventory, packaging, labeling, fulfillment, waiting to be picked up, picked up by a carrier, when the product leaves Brownies and is in route to the customer's address;	Gap.com uses computer program code to monitor products when moved from inventory, packaging, labeling, fulfillment, waiting to be picked up, picked up by a carrier, when the product leaves Gap.com and is in route to the customer's address;
code that causes initiation of the notification communication session to the PCD with the one or more transceivers, in advance of arrival of the MT at the stop location, based at least in part upon the location or travel information associated with the MT;	Brownies uses computer program code to determine and initiate notifications to mobile users (personal communication devices) using transceivers such as email and electronic communication systems, when products are designated for shipment, pulled from inventory, at fulfillment, at loading areas, picked up by couriers and before delivery at a customer's address, and before the shipment arrives at the delivery address.	Gap.com uses computer program code to determine and initiate notifications to mobile users (personal communication devices) using transceivers such as email and electronic communication systems, when products are designated for shipment, pulled from inventory, at fulfillment, at loading areas, picked up by couriers and before delivery at a customer's address, and before the shipment arrives at the delivery address.
code that, during the notification communication session, provides the authentication information to the PCD that indicates to the first party that the notification communication session was initiated by an	Brownies computer program code retrieves the authentication information including customer billing information such as billing person's name ("Pete	Gap.com computer program code retrieves the authentication information including customer billing information such as billing person's name ("Pete

<p>authorized source; and</p>	<p>Sirianni”), billing address, billing telephone number and the billing person’s email address (“siriannip07@aol.com) to confirm/authenticate the shipment confirmation email was initiated by Brownies (the authorized source), and</p> <div data-bbox="800 553 1360 1117" style="border: 1px solid black; padding: 5px;"> <p>Bill To: [REDACTED]</p> <p>Customer No: 55823538 Order Invoice#: [REDACTED]</p> <p>Bill To: PETE SIRIANNI Order Status: Thank you for shopping gap.com. Your order confirmation number is 100852300. Print out this page or write this number down, in case you have any questions.</p> <p>2563 CHERRY HILL LN Entry Date: [REDACTED]</p> <p>HERMITAGE, PA 16148-2989 Sales ID: [REDACTED]</p> <p>Phone: (561) 699-8043 Priority Code: [REDACTED]</p> <p>Email: SIRIANNIP07@AOL.COM Pay Method: [REDACTED]</p> <p style="text-align: center;">\$1.5209 Shop: brownies.com</p> <p style="text-align: center;">Cotton Center Blvd. Suite 100</p> <p style="text-align: center;">Phoenix, AZ 85040</p> <hr/> <p style="text-align: center;">Delivery Confirmation</p> <hr/> <p style="text-align: center;">Order Status ></p> </div>	<p>Sirianni”), billing address, billing telephone number and the billing person’s email address (“siriannip07@aol.com) to confirm/authenticate the shipment confirmation email was initiated by Gap.com (the authorized source), and</p> <p>Dear [REDACTED]</p> <p>Thank you for shopping gap.com. Your order confirmation number is 100852300. Print out this page or write this number down, in case you have any questions.</p> <p>Here is a summary of your order:</p> <p>-----</p> <p>ORDER #: 100852300 RECEIVED AT: 2002-06-28 18:32:00</p> <p>-----</p> <p>Shipment #1 to:</p> <p>[REDACTED]</p> <p>San Francisco, CA 94117</p> <p>If you would like to check the current status of your order please click below.</p> <p>https://www.gap.com/asp/Order_Status_Lookup.asp</p>
<p>code that, during the notification communication session, enables the first party to select whether or not to engage in a communication session with a second party having access to particulars of the pickup or delivery.</p>	<p>Brownies computer program code sends shipment confirmation emails and embeds links within the notification to allow customers to get account information, edit shipment information, shipment tracking information, to the</p>	<p>Gap.com computer program code sends shipment confirmation emails and embeds links within the notification to allow customers to get account information, edit shipment information, shipment tracking information, to the</p>

	<p>website and to customer service representatives – for additional information about the product(s).</p> <div data-bbox="800 402 1348 586"><table><tr><td colspan="2">Bill To:</td></tr><tr><td>Customer No: 55823538</td><td>Order Invoice#:</td></tr><tr><td>Bill To: PETE SIRIANNI 2563 CHERRY HILL LN HERMITAGE, PA 16148-2989</td><td>Order Status:</td></tr><tr><td>Phone: (561) 699-8043</td><td>Entry Date:</td></tr><tr><td>Email: SIRIANNIP07@AOL.COM</td><td>Sales ID:</td></tr><tr><td></td><td>Priority Code:</td></tr><tr><td></td><td>Pay Method:</td></tr></table></div> <p data-bbox="835 623 1293 651">1.5209 Shop: brownies.com</p> <p data-bbox="848 669 1293 743">Cotton Center Blvd. Suite 100 Phoenix, AZ 85040</p> <hr/> <p data-bbox="873 764 1268 792">Delivery Confirmation</p> <hr/> <div data-bbox="842 907 1157 967"><p>Order Status ></p></div>	Bill To:		Customer No: 55823538	Order Invoice#:	Bill To: PETE SIRIANNI 2563 CHERRY HILL LN HERMITAGE, PA 16148-2989	Order Status:	Phone: (561) 699-8043	Entry Date:	Email: SIRIANNIP07@AOL.COM	Sales ID:		Priority Code:		Pay Method:	<p>website and to customer service representatives – for additional information about the product(s).</p> <p data-bbox="1367 402 1472 423">Dear [REDACTED]</p> <p data-bbox="1367 444 1902 505">Thank you for shopping gap.com. Your order confirmation number is 100852300. Print out this page or write this number down, in case you have any questions.</p> <p data-bbox="1367 526 1625 547">Here is a summary of your order:</p> <hr/> <p data-bbox="1367 602 1829 623">ORDER #: 100852300 RECEIVED AT: 2002-06-28 18:32:00</p> <hr/> <p data-bbox="1367 678 1493 699">Shipment #1 to:</p> <p data-bbox="1367 699 1493 760">[REDACTED]</p> <p data-bbox="1367 760 1556 781">San Francisco, CA 94117</p> <p data-bbox="1367 818 1902 878">If you would like to check the current status of your order please click below. https://www.gap.com/asp/Order_Status_Lookup.asp</p>
Bill To:																
Customer No: 55823538	Order Invoice#:															
Bill To: PETE SIRIANNI 2563 CHERRY HILL LN HERMITAGE, PA 16148-2989	Order Status:															
Phone: (561) 699-8043	Entry Date:															
Email: SIRIANNIP07@AOL.COM	Sales ID:															
	Priority Code:															
	Pay Method:															

From: Gap Online Customer Service <custserv@gap.com>

Subject: Your Order Summary from gap.com

Date: June 20, 2002 at 3:52:20 PM PDT

To: [REDACTED]

Dear [REDACTED]

Thank you for shopping gap.com. Your order confirmation number is 100852300. Print out this page or write this number down, in case you have any questions.

Here is a summary of your order:

ORDER #: 100852300 RECEIVED AT: 2002-06-28 18:32:00

Shipment #1 to:

[REDACTED]
[REDACTED]
[REDACTED]
San Francisco, CA 94117

Description	Size	Color	Qty	Price
straight leg jeans (sandblaste 10 long		sandblasted	1	\$12.99
straight leg jeans (moonlight) 10 Regular		moonlight	1	\$12.99

As soon as your order is shipped (pending credit authorization), we will send you a separate shipment notification via email.

If you would like to check the current status of your order please click below.

https://www.gap.com/asp/Order_Status_Lookup.asp

You will now receive email updates from gap.com on the latest styles, sales, special offers, and events. Please note: If you have changed your email preferences to "never" receive emails, you will not receive updates.

If you'd rather not receive email updates from gap.com, you can delete your name from our email list by clicking here:

[http://gap.m0.net/m/u/g.asp?e=\[REDACTED\]](http://gap.m0.net/m/u/g.asp?e=[REDACTED])

(If you make a purchase at gap.com, you will receive order and shipping confirmation emails.)

If you have any questions, please email us at custserv@gap.com, or call us at 1.800.GAP.STYLE.

Thanks again for your order,

gap.com Customer Service