

**IN THE UNITED STATES DISTRICT COURT  
FOR THE SOUTHERN DISTRICT OF NEW YORK**

**VIRTUAL CREATIVE ARTISTS, LLC,**

Plaintiff,

v.

**AIRBNB, INC.,**

Defendant.

C.A. No. 24-CV-01212

**JURY TRIAL DEMANDED**

**PATENT CASE**

**ORIGINAL COMPLAINT FOR PATENT INFRINGEMENT**

Plaintiff Virtual Creative Artists, LLC files this Original Complaint for Patent Infringement against Airbnb, Inc. and would respectfully show the Court as follows:

**I. THE PARTIES**

1. Plaintiff Virtual Creative Artists, LLC (“VCA” or “Plaintiff”) is a Delaware limited liability company, having business address at 338 Gracious Way, Henderson, NV 89011.

2. On information and belief, Defendant Airbnb, Inc. (“Airbnb” or “Defendant”) is a corporation organized and existing under the laws of Delaware. Defendant has its principal place of business at 627 Broadway New York NY 10012. Defendant has a registered agent at Corporation Service Company, 80 State Street, Albany, NY, 12207.

**II. JURISDICTION AND VENUE**

3. This action arises under the patent laws of the United States, Title 35 of the United States Code. This Court has subject matter jurisdiction of such action under 28 U.S.C. §§ 1331 and 1338(a).

4. On information and belief, Defendant is subject to this Court’s specific and general personal jurisdiction, pursuant to due process and the New York Long-Arm Statute, due at least to

its business in this forum, including at least a portion of the infringements alleged herein at 627 Broadway, New York, NY 10012.

5. Without limitation, on information and belief, within this state, Defendant has used the patented inventions thereby committing, and continuing to commit, acts of patent infringement alleged herein. In addition, on information and belief, Defendant has derived revenues from its infringing acts occurring within New York. Further, on information and belief, Defendant is subject to the Court's general jurisdiction, including from regularly doing or soliciting business, engaging in other persistent courses of conduct, and deriving substantial revenue from goods and services provided to persons or entities in New York. Further, on information and belief, Defendant is subject to the Court's personal jurisdiction at least due to its sale of products and/or services within New York. Defendant has committed such purposeful acts and/or transactions in New York such that it reasonably should know and expect that it could be haled into this Court as a consequence of such activity.

6. Venue is proper in this district under 28 U.S.C. § 1400(b). On information and belief, Defendant has businesses in this district at 627 Broadway, New York, NY 10012. On information and belief, from and within this District Defendant has committed at least a portion of the infringements at issue in this case.

7. For these reasons, personal jurisdiction exists and venue is proper in this District under 28 U.S.C. § 1400(b).

**III. COUNT I**  
**(PATENT INFRINGEMENT OF UNITED STATES PATENT NO. 9,501,480)**

8. Plaintiff incorporates the above paragraphs herein by reference.

9. On November 22, 2016, United States Patent No. 9,501,480 ("the '480 Patent") was duly and legally issued by the United States Patent and Trademark Office. The '480 Patent is

titled “Revenue-Generating Electronic Multi-Media Exchange and Process of Operating Same.” A true and correct copy of the ‘480 Patent is attached hereto as Exhibit A and incorporated herein by reference.

10. VCA is the assignee of all right, title, and interest in the ‘480 Patent, including all rights to enforce and prosecute actions for infringement and to collect damages for all relevant times against infringers of the ‘480 Patent. Accordingly, VCA possesses the exclusive right and standing to prosecute the present action for infringement of the ‘480 Patent by Defendant.

11. The invention relates to the field of creating and distributing media content, in particular, creating media content based upon submissions received on an electronic media exchange. At the time of the original invention in 1998, there was an Internet-centric problem that required a technical solution—how to develop a computer system that would allow remote contributors of electronic content to share and collaborate their content to develop new media content. The claimed invention, which predates modern crowdsourcing solutions, offers a unique, unconventional, and specially configured combination of “subsystems” in which to address the Internet-centric problem.

12. As set forth in the claims, the claimed invention has a collection of unconventional and particularly configured subsystems, including:

- “an electronic media submissions server subsystem,”
- “an electronic multimedia creator server subsystem,”
- “an electronic release subsystem,”
- “an electronic voting subsystem,” and
- their corresponding specialized databases.

13. Each of these subsystems are configured in a very specific (and not generic), unconventional and non-routine manner to offer the novel and non-obvious claimed invention.

For example, claim 1 requires an “electronic media submissions database,” which is a subsystem that receives media submissions from Internet users. This is not a generic database but rather a scalable database that must be able to receive, store, and manage multiple petabytes of multimedia data received from users all over the world. This is one of the many specialized databases required in the claim. In fact, the specification discloses the use of a sophisticated database management system known in the art at the time that was capable of handling data at this level, Oracle7. This type of database management system cannot operate on a generic computing system but rather requires specialized hardware and software.

14. As another example, the claim requires a specifically configured “electronic media submission server subsystem.” This subsystem is defined as specifically having:

- “one or more data processing apparatus,”
- “an electronic media submission database stored on a non-transitory medium,”  
and
- “a submissions electronic interface.”

The “submissions electronic interface” is further specifically “configured” [1] “to receive electronic media submissions from a plurality of submitters over a public network, and [2] store the electronic media submissions in the electronic media submission database.” Further, “the electronic media submissions database” in this subsystem is further required to “store[] [1] data identifying the submitter and [2] data indicating content for each electronic media submission.” Collectively, the level of detail included in this very particular, well-defined, and unconventional subsystem makes clear that the claims include substantially more than the alleged abstract idea or merely performing an alleged abstract idea on a computer.

15. Similarly, the claim also requires a separate specifically configured “an electronic multimedia creator server subsystem.” The claim specifically defines how this second subsystem

interacts with other components including being “operatively coupled to the electronic media submissions server subsystem.” The claim also specifically defines this subsystem as “having”:

- “one or more data processing apparatus” and
- “an electronic creator multimedia database stored on a non-transitory medium.”

16. This subsystem is also specifically “configured [1] to select and [2] retrieve a plurality of electronic media submissions from the electronic media submissions database using an electronic content filter located on the electronic multimedia creator server.” The “filter” also includes a very specific algorithm of “being based at least in part on at least one of the one or more user attributes to develop multimedia content to be electronically available for viewing on user devices.” Even more detail is provided by requiring “the identification of the submitter [be] maintained with each selected and retrieved submission within the multimedia content.” Here again, collectively, the level of detail included in this very particular and well-defined and unconventional subsystem makes clear that the claims include substantially more than an alleged abstract idea or merely performing an alleged abstract idea on a computer.

17. The claim also includes “an electronic release subsystem,” which is well defined and not conventional or routine. The claim defines how this subsystem is “operatively coupled to the electronic multimedia creator server subsystem.” The claim also defines the components of this subsystem as having “one or more data processing apparatus” and being particularly “configured to make the multimedia content electronically available for viewing on one of more user devices.” These details, collectively, also make this very particular and well-defined and unconventional subsystem substantially more than an abstract idea or performing an abstract idea on a computer.

18. The claim also requires “an electronic voting subsystem,” which is well-defined, specific, and unconventional. This claimed subsystem has “one or more data processing apparatus” and is specifically “configured to enable a user to electronic vote for or electronically rate an electronically available multimedia content or an electronic media submission within a respective electronically available multimedia content.”

19. Claim 1 is a specific and discrete implementation. For example, the claim requires an “electronic content filter” located at the server, remote from end users, and customizable based on user attributes. As another example, the “electronic voting subsystem” at the time of the invention was novel and inventive and added sufficient inventive contributions to avoid a risk of preempting creating and distributing media content. It is possible to create and distribute media content without ever having to include a “voting” subsystem on what components should be included in such media content. The detailed configuration “to enable a user to vote for or electronically rate an electronically available multimedia content or an electronic media submission within a respective electronically available multimedia content” has the level of particularity that avoids any risk of preemption.

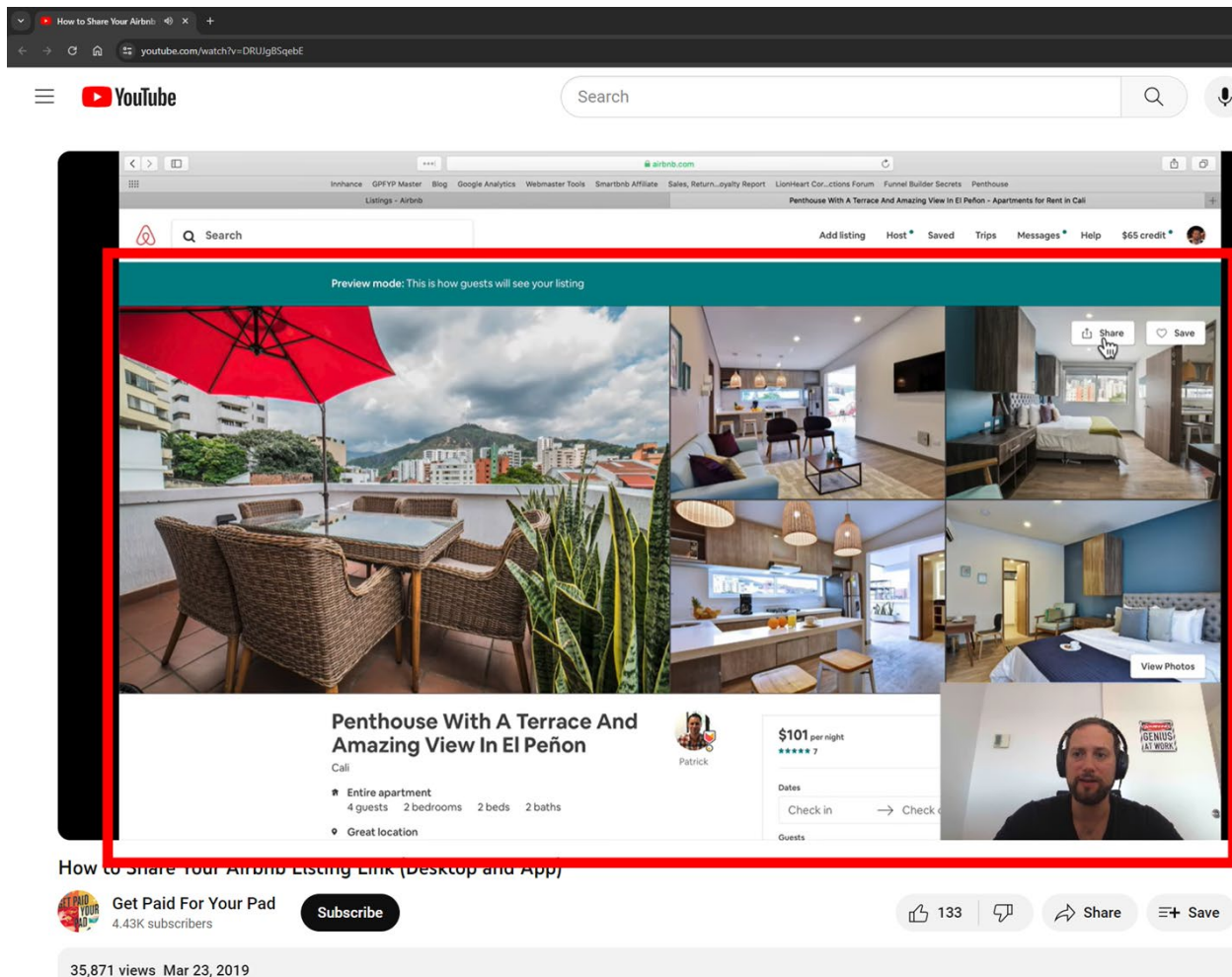
20. Furthermore, the very particular and specifically configured “electronic media creator subsystem” not only provides a detailed and unique physical structure and interrelationship with other claimed components, but also includes a very specific configuration that is not conventional or routine. The claims make clear the interrelationship of the “electronic multimedia creator server subsystem” with respect to “the electronic media submission server subsystem” which must be “operatively coupled” thereto. The claims also provide detail on how the “electronic media creator subsystem” is “configured” “to select and retrieve a plurality of electronic media submissions from the electronic media submission database using an electronic

filter.” They also provide detail on how the “electronic filter” is “based at least in part on at least one of the one or more user attributes” and specifies that “the identification of the submitter is maintained with each selected and retrieved submission within the multimedia content.”

21. These arguments overcame a patent eligibility rejection under 35 U.S.C. §101 of the claim at issue during the prosecution of the ‘480 patent before the United States Patents and Trademark Office.

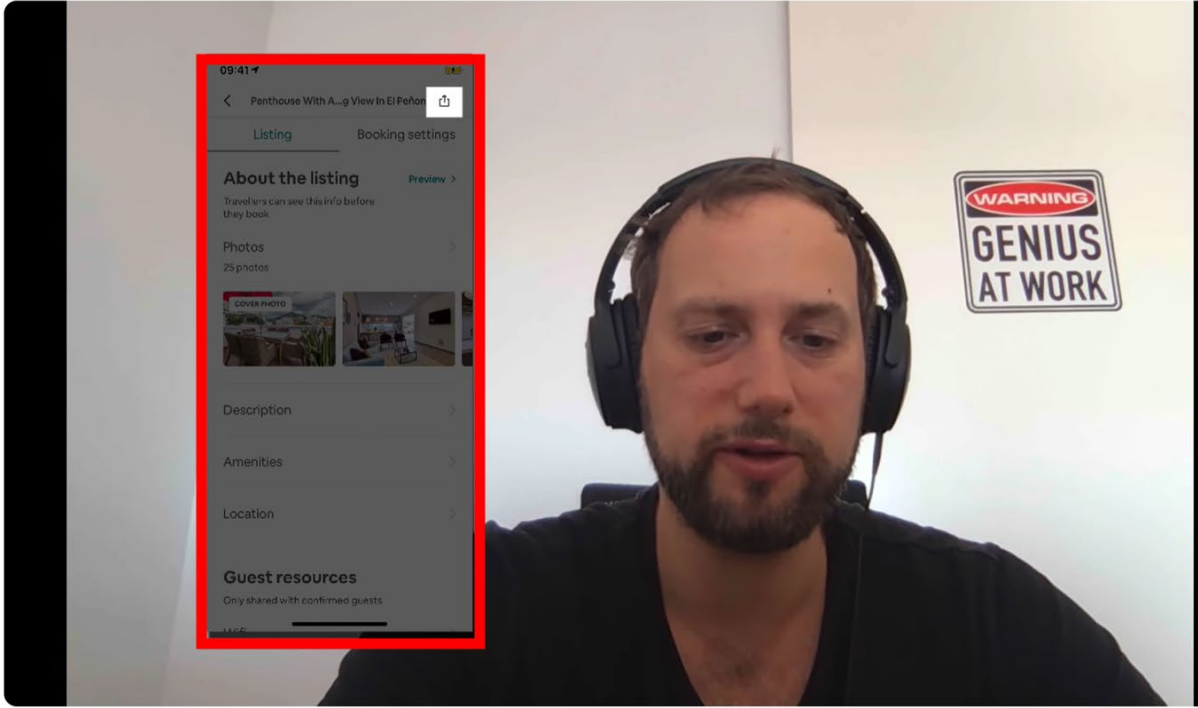
22. **Direct Infringement.** Upon information and belief, Defendant has been directly infringing claim 1 of the ‘480 Patent in New York, and elsewhere in the United States, by employing a computer-based system using <https://www.airbnb.com/> (“Accused Instrumentality”) (e.g., <https://www.airbnb.com/>). Airbnb uses a computer-based system for the Accused Instrumentality to enable users (submitters) to create personalized Host Profiles and share multimedia content pertaining to Homestay Listings (e.g., image content and textual content for a short-term or long-term listing *etc.*). The Host Profiles include multimedia content including image and textual content (e.g., a submitter’s profile picture and an About Me section). The Homestay Listings include multimedia content including image and textual content (e.g., a Listing Name, Listing Features such as price, bed count, room count, amenities and the like, and images of the Listing) which may be shown to other users based on, *inter alia*, user attributes. Airbnb, during the relevant time period, took advantage of multiple cloud server providers for the Accused Instrumentality, as discussed above, as well as scalability within its cloud server providers, employing separate server subsystems for all its meaningfully different functions. Airbnb uses and has used during the relevant time period, numerous different networks and providers for, *inter alia*, content management systems, web servers, web hosting, data centers, proxy certificates, and SSL

certificates, traffic analysis, advertising, and tagging, thereby using separate server subsystems for all its meaningfully different functions, such as those indicated below.



(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).





The image shows a YouTube video player. The video content features a man with a beard and a headset, looking at a smartphone. The phone screen displays an Airbnb listing for a 'Penthouse With A...g View In El Peñon'. A red rectangular box highlights the 'About the listing' section of the app interface, which includes a share icon, a 'Listing' tab, a 'Booking settings' tab, a 'Preview' link, a note that 'Travelers can see this info before they book', a 'Photos' section with '25 photos' and a 'COVER PHOTO', and sections for 'Description', 'Amenities', 'Location', and 'Guest resources'. To the right of the man, a sign on the wall reads 'WARNING GENIUS AT WORK'. Below the video player, the video title is 'How to Share Your Airbnb Listing Link (Desktop and App)'. The channel name is 'Get Paid For Your Pad' with 4.43K subscribers and a 'Subscribe' button. Engagement icons show 133 likes, a comment icon, a share icon, and a save icon. The video has 35,871 views and was posted on Mar 23, 2019.

(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

Airbnb Profile Examples: How

getpaidforyourpad.com/blog/how-to-create-a-great-airbnb-profile/

**GETPAID**  
FOR YOUR PAD


HOME PODCAST BLOG STR GROWTH ACC

Adding references is particularly important when you're just starting out and you don't have any reviews yet.

It doesn't add a ton of credibility, but there's no downside to adding references. You can request a reference though email or, if you've connected your Facebook account, through Facebook.

## Best Airbnb about me examples

Here's another example of an Airbnb profile. For each example, I've indicated what's good about the profile and what can be improved.



**Hey, I'm Xavier!**  
New York, New York, United States · Joined in September 2016

Report this user

Hello all and welcome!

I am excited to be a part of this community and to be able to help people feel right at home.

I love seeing the world - my favorite destinations being Paris, Stockholm, and Spain.

Look forward to making wonderful new friendships with people around the globe! :)

Find me on world's most popular photo sharing app! name: "Xavierwins"

Verified info

Government ID

7 Reviews  Verified

### What's great about this profile

**Profile photo:** picture is clear, host is smiling and the photo also shows the host engaging in something that he is passionate about. Sports and football-loving guests will immediately be able to relate. First impression of this host: friendly guy who likes sports.

**Profile description:** the description communicates a lot of positive things: the host is excited to be part of Airbnb and he loves meeting new people. Definitely the type of person that I would want to stay with. He also shares his favorite travel destinations.

(E.g., <https://getpaidforyourpad.com/blog/how-to-create-a-great-airbnb-profile/>).

23. The Accused Instrumentality includes an electronic media submissions server subsystem, having one or more data processing apparatus and an electronic media submissions database stored on a non-transitory medium in order to process and store received submissions

from a plurality of Hosts (submitters), for example content pertaining to their respective electronic media submission/Homestay Listing on the Accused Instrumentality, as well as multimedia content to be displayed on one or both of the user's profile and the Homestay Listings, as discussed and shown for example in connection with the above discussion. The submissions pertaining to building a user profile and to posting a Homestay Listing may include, *e.g.*, photo and/or textual content. The submissions are provided to the Accused Instrumentality via a submissions electronic interface, *e.g.*, a web-based content portal, accessible for example by logging in and selecting options to upload such content or import content, configured to receive such electronic media, from a plurality of submitters (*e.g.*, hosts/users) over a public network (*e.g.*, the Internet) and stored, via an uploading process, in said electronic media submissions database for use in distribution to other users of the Accused Instrumentality.

Steps: How to create Airbnb account | Representation image

**India Today Web Desk**  
New Delhi, UPDATED: Dec 4, 2019 18:37 IST

Airbnb is one of a well-known app used by millions of people around the world. It is an online marketplace that connects people who are looking for accommodations with people who want to rent out their homes in that location. If you are planning for a trip to know a particular region, their culture and local people, then Airbnb can be the best option for you. Here is how you can sign- up for Airbnb.

birthday.  
June ▼ £ ▼ 199€ ▼

We'll send you marketing promotions, special offers, inspiration and policy updates via email.

**Sign up**

I don't want to receive marketing messages from Airbnb. I can also opt out of receiving these at any time in my account settings or via the link in the message.

**Before you join**  
Our mission is to build a trusted community where anyone can belong anywhere. To ensure this, we're asking you to accept our terms of service and make a commitment to respect everyone on Airbnb.

**Airbnb Community Commitment**  
I agree to treat everyone in the Airbnb community—regardless of their race, religion, national origin, ethnicity, skin color, disability, sex, gender identity, sexual orientation or age—with respect, and without judgment or bias. [Learn more](#)

**Airbnb Terms of Service**  
I also accept Airbnb's Terms of Service, Payments Terms of Service, Privacy Policy, and Nondiscrimination Policy.

**Accept Decline**

Representational image

India didn't bat well enough, don't want to make 'pitch excuse': Rohit Sharma  
Deepfakes: Clear and present danger  
Video: Gujarat police keeps tabs from above, adopts paramotors for vigilance

(E.g., <https://www.indiatoday.in/information/story/how-to-create-airbnb-account-step-by-step-guide-1625040-2019-12-04>).


Listen to Story Live TV Share

### How to create Airbnb account?

Here is a step by step guide you need to follow to create an Airbnb account.

**Step 1:** Open your browser and visit **www.airbnb.co.in**

**Step 2:** After visiting the website airbnb.com, click on **Sign Up** option.

**MUST READ**  
 **Divorce from Indian husband, take kids to Pakistan: Anju's plan after return**

TRENDING TOPICS: [Uttarkashi tunnel collapse](#) [Israel-Hamas War](#) [Elections 2023](#) [Sam Altman](#) [Delhi AQI](#)

**Step 3:** On the next page, you will get three option. Here you can sign up using your **email address, Facebook account, Google account**.

**Step 4:** If you choose to sign up with the **Email option**, a new page appears.

**Step 5:** On the new page, enter your **email Id**.

**Step 6:** Below that enter you **first** and **last name**.

**Step 7:** Enter a **password**.

**Step 8:** Enter your birthday **month, day** and **year**.

**Step 9:** Agree to the terms and condition and click on the **sign-up** option.

**Step 10:** A pop up '**Before you join**' will appear, tap on **Accept** option.

(E.g., <https://www.indiatoday.in/information/story/how-to-create-airbnb-account-step-by-step-guide-1625040-2019-12-04>).

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Holp Photography  
233 subscribers

Subscribe

420

Share

Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

The screenshot shows a YouTube video player with a form titled "Step 1: Start with the basics". The form is highlighted with a yellow border. The form content is as follows:

What will guests have?

- Entire place  
Guests have the whole place to themselves. This usually includes a bedroom, a bathroom, and a kitchen.
- Private room  
Guests have their own private room for sleeping. Other areas could be shared.
- Shared room  
Guests sleep in a bedroom or a common area that could be shared with others.

Is this set up as a dedicated guest space?

- Yes, it's primarily set up for guests
- No, I keep my personal belongings here

Are you listing on Airbnb as part of a company?

At the bottom of the form, there are "Back" and "Next" buttons. The video player controls are visible at the bottom of the video frame.

How to Become a New Host on Airbnb (Step-by-Step video tutorial)

**H** Holp Photography  
233 subscribers **Subscribe**

420 Share Save

31,456 views Jan 3, 2020 [BALI](#)

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays "youtube.com/watch?v=GPeP\_hv-DPg". The YouTube logo and search bar are visible. Below the video player, the video title is "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)". The channel name is "Holp Photography" with 233 subscribers. The video has 31,456 views and was posted on Jan 3, 2020. The video content shows a form titled "Where's your place located?" with a note: "Guests will only get your exact address once they've booked a reservation." The form includes a "Use current location" button, a "Country / Region" dropdown menu set to "Indonesia", a "Street Address" text box containing "misalnya, 30 Jalan Banda", and an "Apt, Suite. (optional)" text box. Navigation buttons "Back" and "Next" are visible below the form.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).



How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Holp Photography  
233 subscribers

Subscribe

420 Likes

Share

Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

Step 2: Set the scene

Saved a few seconds ago - [Save and Exit](#)

Photos help guests imagine staying in your place. You can start with one and add more after you publish.

[Upload Photos](#)

**Tips to get great photos of your space**

Include all spaces your guest will access, like bedrooms, bathrooms, the kitchen, and living room.

Take photos in landscape mode to capture as much of your space as possible. Shoot from corners to add perspective.

Spaces look best in natural light. If it's nighttime, turn on your lights. Avoid using flash.

Once you publish your listing, you'll also be able to request professional photography.

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

**H** Holp Photography  
233 subscribers [Subscribe](#)

420 [Share](#) [Save](#) [...](#)

31,456 views Jan 3, 2020 [BALI](#)

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Great progress, Mike!  
Now let's get some details about your place so you can publish your listing.

Beds, bathrooms, amenities, and more  
Change

STEP 2  
Set the scene  
Photos, short description, title  
Continue

STEP 3  
Get ready for guests  
Booking settings, calendar, price

For one month in Pemenang you could earn:  
**\$1,818**

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Holp Photography  
233 subscribers

420 | Share | Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player with a yellow border around a checklist titled "How many guests can your place accommodate?". The checklist includes:

- Check that you have enough beds to accommodate all your guests comfortably.
- Guests: 4 (with minus and plus buttons)
- How many bedrooms can guests use?: Studio (with a dropdown arrow)
- How many beds can guests use?: 1 (with minus and plus buttons)

Below the video player, the video title is "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)". The channel is "Holp Photography" with 233 subscribers. The video has 420 likes, a share button, a save button, and a menu icon. The view count is 31,456 views, dated Jan 3, 2020, with a "BALI" tag.

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays the URL [youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg). The YouTube logo and search bar are visible. Below the video player, the video title is "How to Become a New Host on Airbnb (Step by Step Video Tutorial)" and the channel name is "Holp Photography" with 233 subscribers. The video has 31,456 views and was posted on Jan 3, 2020. The video content shows a form titled "What amenities do you offer?" with a yellow border. The form includes a list of amenities with checkboxes: Essentials, Air conditioning, Heat, Hair dryer, Closet/drawers, Iron, and TV. The video player controls are visible at the bottom of the video frame.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

Step 3: Get ready for guests Save and Exit

Rp

Tip: Rp 572,857 ⓘ

**Maximum price**  
If demand is high, e.g. if there's a popular festival in town, what's the highest price you're willing to charge guests per night?

Rp

Tip: Rp 2,455,101 ⓘ

**Currency**

IDR Indonesian rupiah

You're always in control of your nightly price. By continuing, you agree to turn on Smart Pricing. You can change this later in settings.

Use base price only

Back Next

**Start with a lower price to attract bookings**

New hosts start with a lower price to attract their first few bookings. Hosts who set prices within 5% of price tips are nearly 4x more likely to get booked.

How to Become a New Host on Airbnb (Step-by-step video tutorial)

**H** Holp Photography  
233 subscribers Subscribe

420 Share Save ...

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays "youtube.com/watch?v=GPeP\_hv-DPg". The YouTube logo and a search bar are visible. The video content is a tutorial titled "Step 2: Set the scene" with a "Save and Exit" button in the top right. The main content area features a yellow-bordered box with the heading "Name your place" and the instruction "Attract guests with a listing title that highlights what makes your place special." Below this is a text input field containing "Beautiful Dive Center on Gili Trawangan Island" and a "3 characters remaining" indicator. At the bottom of the video player, there are "Back" and "Next" navigation buttons. Below the video player, the video title "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" is displayed, along with the channel name "Holp Photography" (233 subscribers) and a "Subscribe" button. Engagement icons for likes (420), comments, share, and save are also present. The video statistics show "31,456 views Jan 3, 2020 BALI".

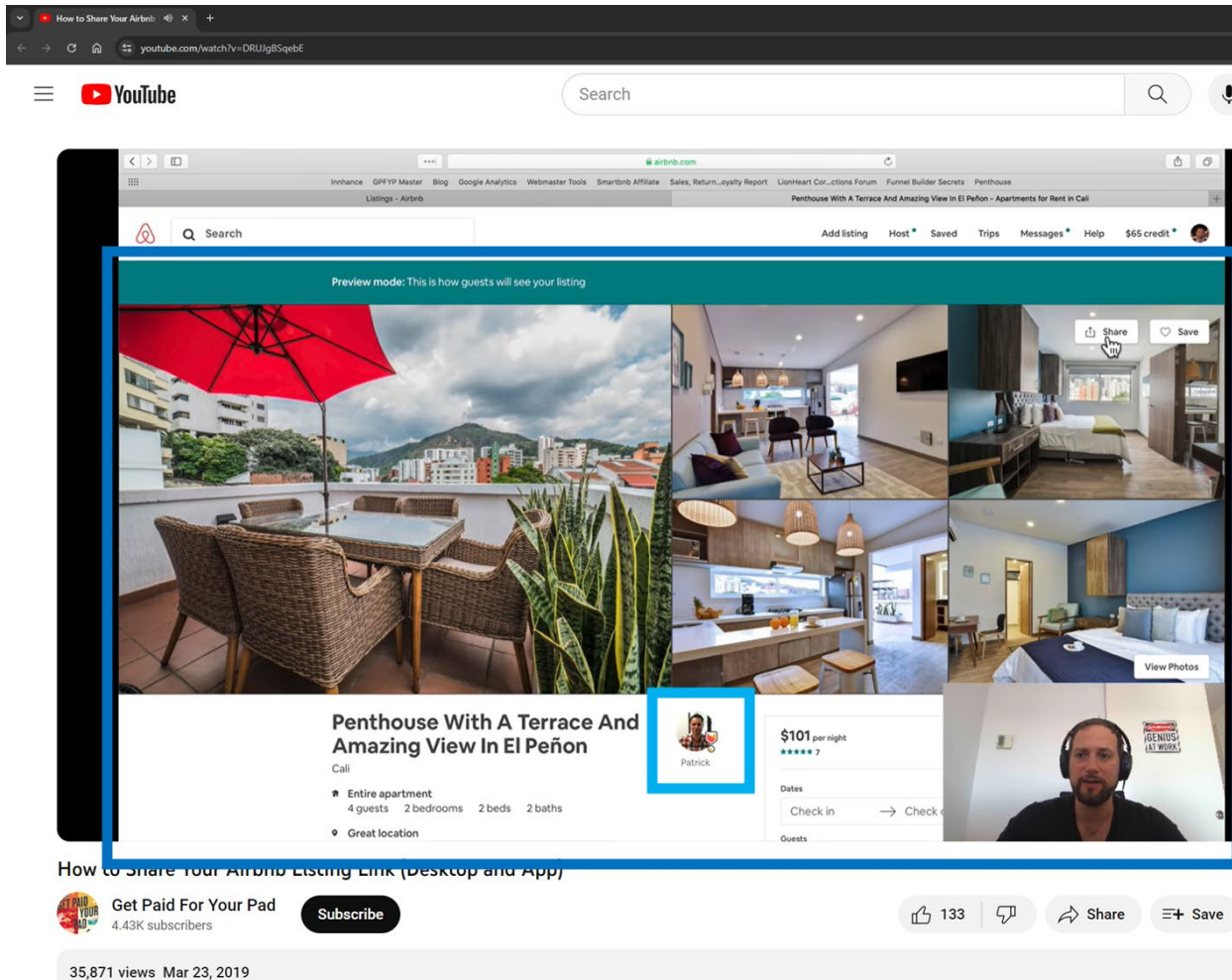
(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player displaying a tutorial on editing Airbnb photos. The video content is a screen recording of the Airbnb host dashboard. At the top, the dashboard shows navigation tabs: Home, Inbox, Reservations, Calendar, Listings (active), Performance, and Help. A 'Create new listing' button is visible in the top right. Below the navigation is a search bar and a 'Rentals United sync' button. The main area displays '96 listings' with a search bar and a table of listing details. The table columns include Listing, To do, Instant Book, Sync Status, Bedrooms, Beds, Bathrooms, Location, and Booking. Several listings are visible, including '3BDR House' in Barrie, Canada, and several flats in Edinburgh, United Kingdom. A video player overlay is present in the bottom right corner, showing a man in an orange shirt speaking. Below the video player, the video title 'How To Edit Airbnb Photo Directly On Your Listing' is displayed, along with the channel name 'No-Nonsense Tips for Airbnb Hosts' (5.42K subscribers) and a 'Subscribe' button. Engagement icons for likes (8), dislikes, share, save, and a menu are also visible. The video statistics show '2,147 views Dec 30, 2019 EDINBURGH'.

(E.g., [https://www.youtube.com/watch?v=g\\_CBZGw2PD4](https://www.youtube.com/watch?v=g_CBZGw2PD4)).

24. The electronic media submissions database of the Accused Instrumentality used by Airbnb which stores the submissions further stores data identifying the submitter and data indicating content for each electronic media submission/Homestay Listing. As shown below, data identifying the user (submitter) includes, *e.g.*, a name and a profile photo. Data indicating content for each electronic media submission includes photo and/or textual content.





(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

25. Individual host-users can sign up and create Homestay Listings on the Accused Instrumentality, which is stored on a user database. Such user database is stored in memory available through the Accused Instrumentality, for example as discussed above. The user attributes of users who create Homestay Listing may include, *e.g.*, a price per night, location of the Homestay Listing, how many guests the Homestay Listing can accommodate, what section of the Homestay Listing is available to guests, type of Homestay Listing, and amenities selected by the user pertaining to the listing and the like as shown in the examples below.

Step 3: Get ready for guests Save and Exit

Rp

Tip: Rp 572,857 ⓘ

**Maximum price**  
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Back Next

**How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)**

**H** Holp Photography  
233 subscribers Subscribe

420 Share Save ⋮

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

The screenshot shows a YouTube video player with a form titled "Where's your place located?". The form includes a "Use current location" button, a "Country / Region" dropdown menu set to "Indonesia", a "Street Address" field with the text "misalnya, 30 Jalan Banda", and an "Apt, Suite. (optional)" field. The video title is "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" by "Holp Photography" (233 subscribers). The video has 420 likes, a share button, a save button, and 31,456 views as of Jan 3, 2020. The video player controls show a "Back" button and a "Next" button.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays the URL [youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg). The YouTube logo and a search bar are visible. Below the navigation bar, a video player is shown with a green border around the main content. The video content displays an Airbnb form titled "How many guests can your place accommodate?". The form includes the instruction "Check that you have enough beds to accommodate all your guests comfortably." and three input fields: "Guests" with a value of 4, "How many bedrooms can guests use?" with a dropdown menu set to "Studio", and "How many beds can guests use?" with a value of 1. The video player controls at the bottom show a progress bar at 2:11 / 25:27, a play button, and a "Next" button. Below the video player, the video title "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" is displayed. The channel name "Holp Photography" with 233 subscribers and a "Subscribe" button are shown. Engagement icons for likes (420), comments, share, and save are also present. The video statistics show "31,456 views Jan 3, 2020 BALI".

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player with a form overlay. The form is titled "Step 1: Start with the basics" and contains the following sections:

- What will guests have?**
  - Entire place  
Guests have the whole place to themselves. This usually includes a bedroom, a bathroom, and a kitchen.
  - Private room  
Guests have their own private room for sleeping. Other areas could be shared.
  - Shared room  
Guests sleep in a bedroom or a common area that could be shared with others.
- Is this set up as a dedicated guest space?**
  - Yes, it's primarily set up for guests
  - No, I keep my personal belongings here
- Are you listing on Airbnb as part of a company?**

At the bottom of the form, there are "Back" and "Next" buttons. The video player controls are visible at the bottom of the video frame.

**How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)**

**H** Holp Photography  
233 subscribers **Subscribe**

420 likes   Comments   Share   Save   ...

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Holp Photography  
233 subscribers

Subscribe

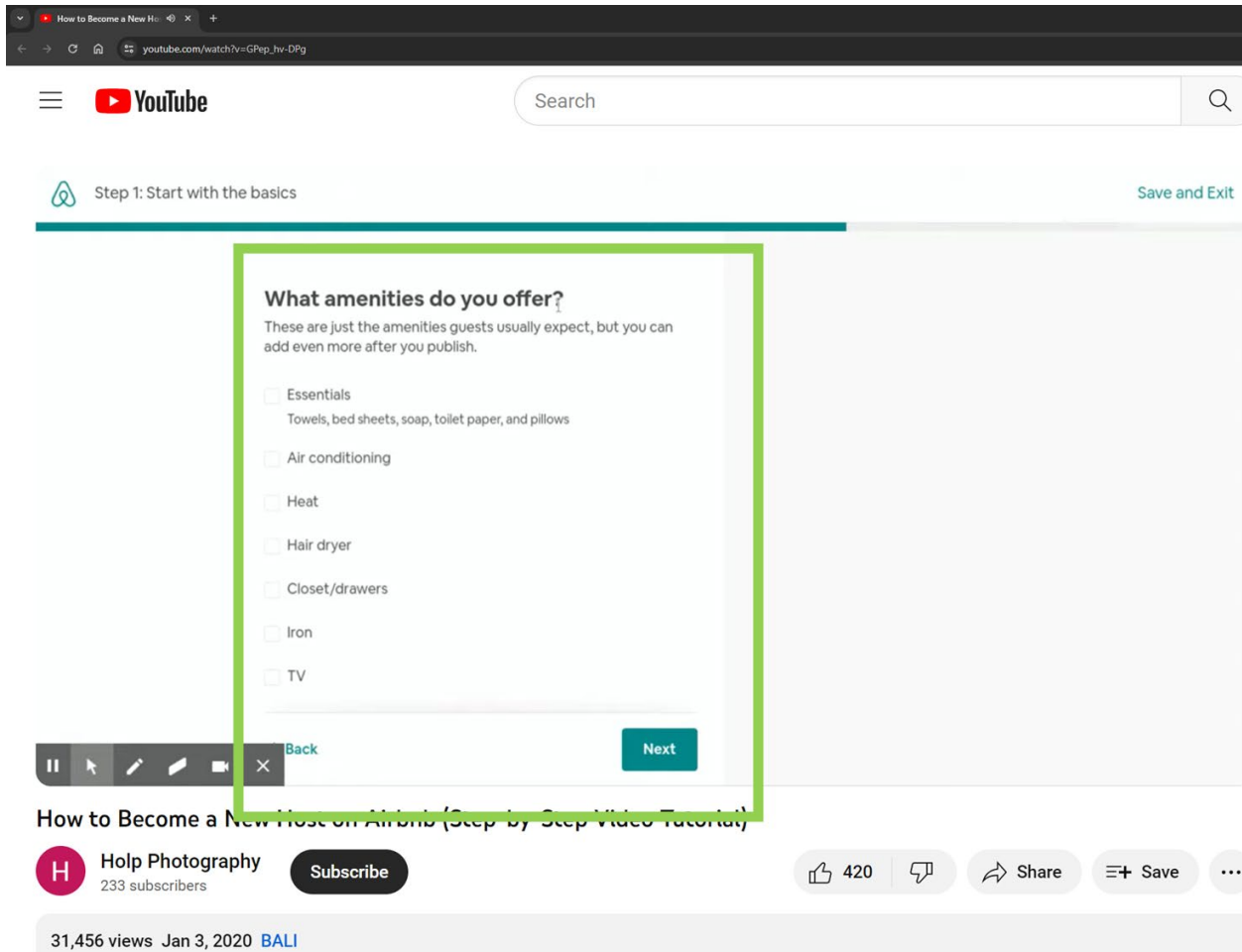
420

Share

Save

31,456 views Jan 3, 2020 BALI

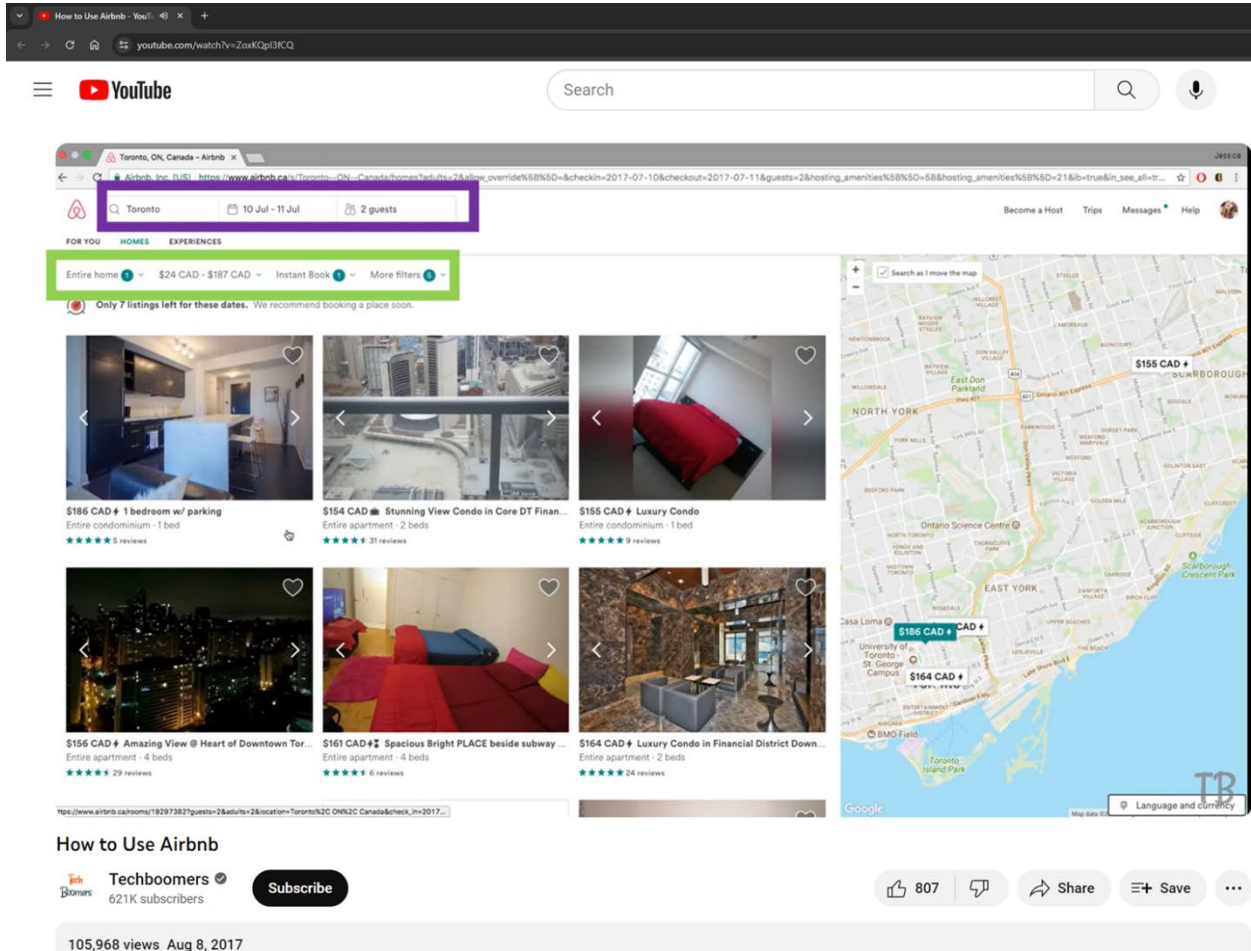
(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).



(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

26. The Accused Instrumentality employs an electronic multimedia creator server subsystem operatively coupled to the electronic media submissions server subsystem, necessarily having one or more data processing apparatus in order to manage content, and an electronic creator multimedia database stored on a non-transitory medium, configured to select and retrieve a plurality of electronic media submissions (e.g., Homestay Listings with associated photo content and textual content) from the electronic media submissions database using an electronic content filter located on the electronic multimedia creator server. As can be seen below, such electronic content filter as is used by Airbnb is based at least in part on at least one of the one or more user attributes, (e.g., based on, *inter alia*, a price per night, location of the Homestay Listing, how many

guests the Homestay Listing can accommodate, what section of the Homestay Listing is available to guests, type of Homestay Listing, and amenities selected by the user pertaining to the listing) which in turn affect which electronic media submissions, e.g., Homestay Listings and associated media, appear to the user as shown and discussed for example below. Airbnb uses function-specific subsystems, for example as discussed below.



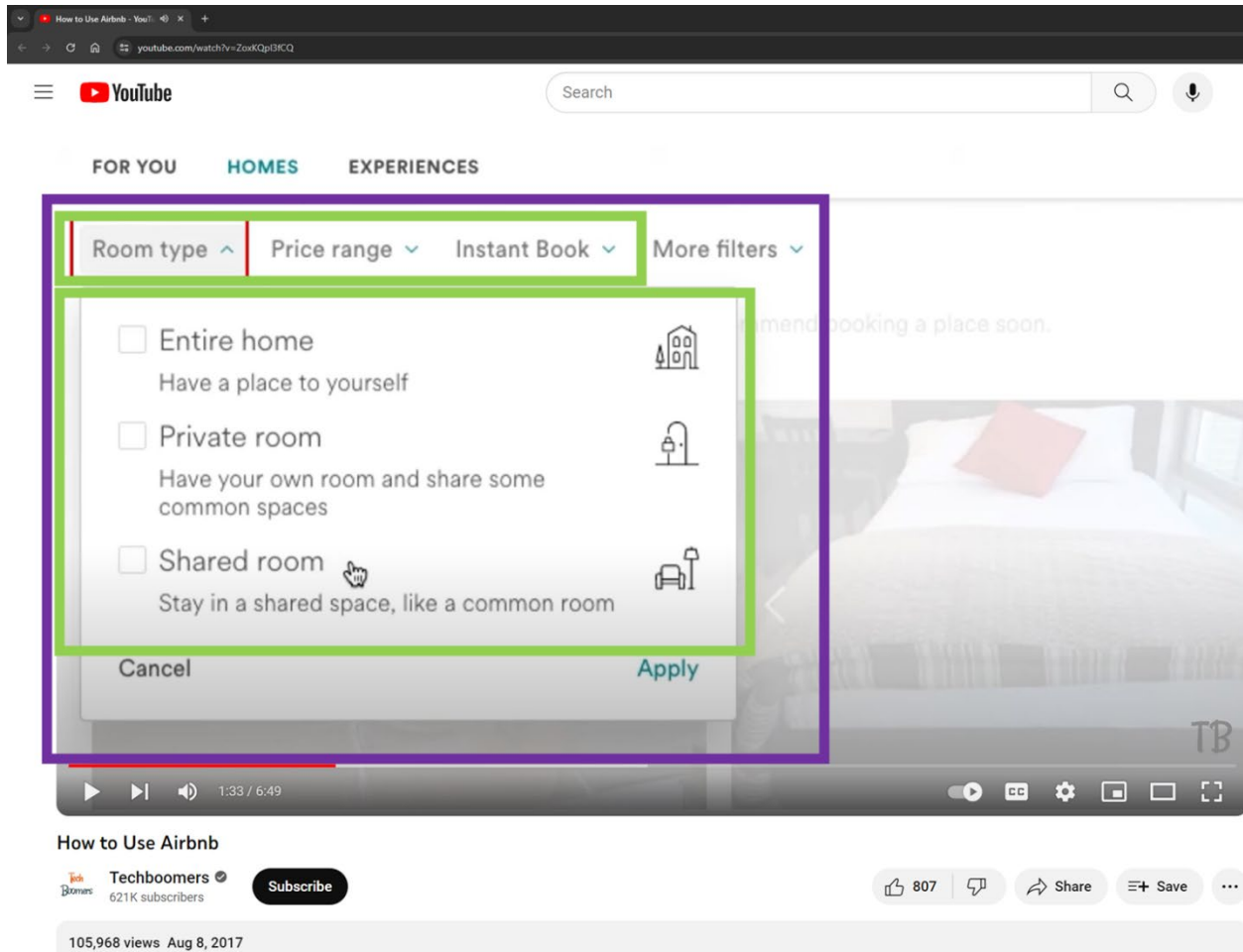
(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).



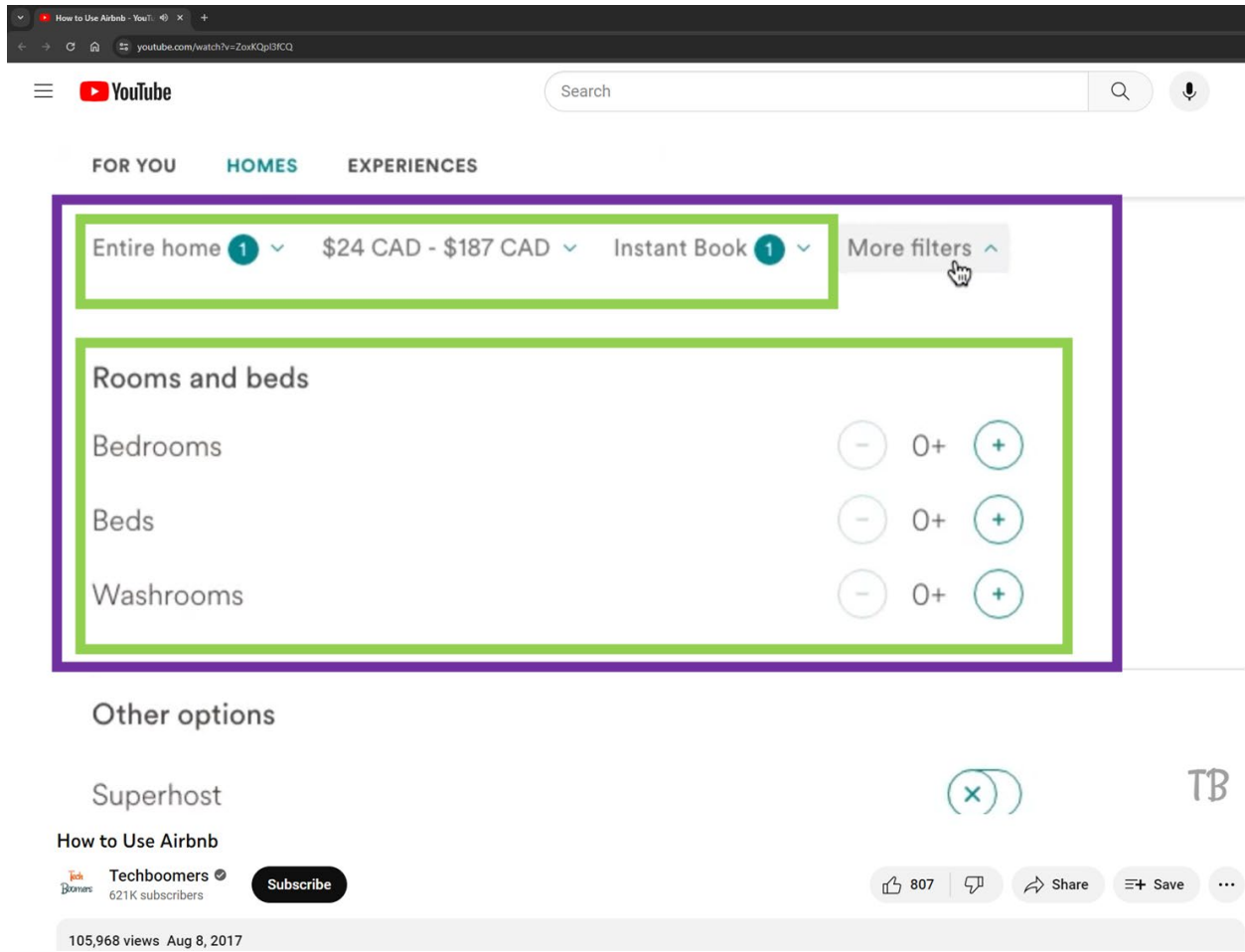
The screenshot shows a YouTube video player with a search filter overlay. The video title is "How to Use Airbnb - You!". The filter overlay is highlighted with a purple border and contains the following elements:

- Filters: Entire home (1), \$24 CAD - \$187 CAD, Instant Book (1), More filters (4).
- Amenities section with checkboxes for: Kitchen, TV, Shampoo, and Wireless Internet.
- Facilities section with checkboxes for: Elevator, Gym, Free parking, and Pool.
- House rules section.
- Channel information: Techboomers (621K subscribers) with a Subscribe button.
- Video statistics: 105,968 views, Aug 8, 2017.
- Engagement icons: Like (807), Comment, Share, Save, and More options.

(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).



(E.g., <https://www.youtube.com/watch?v=ZoxKQp13fCQ>).



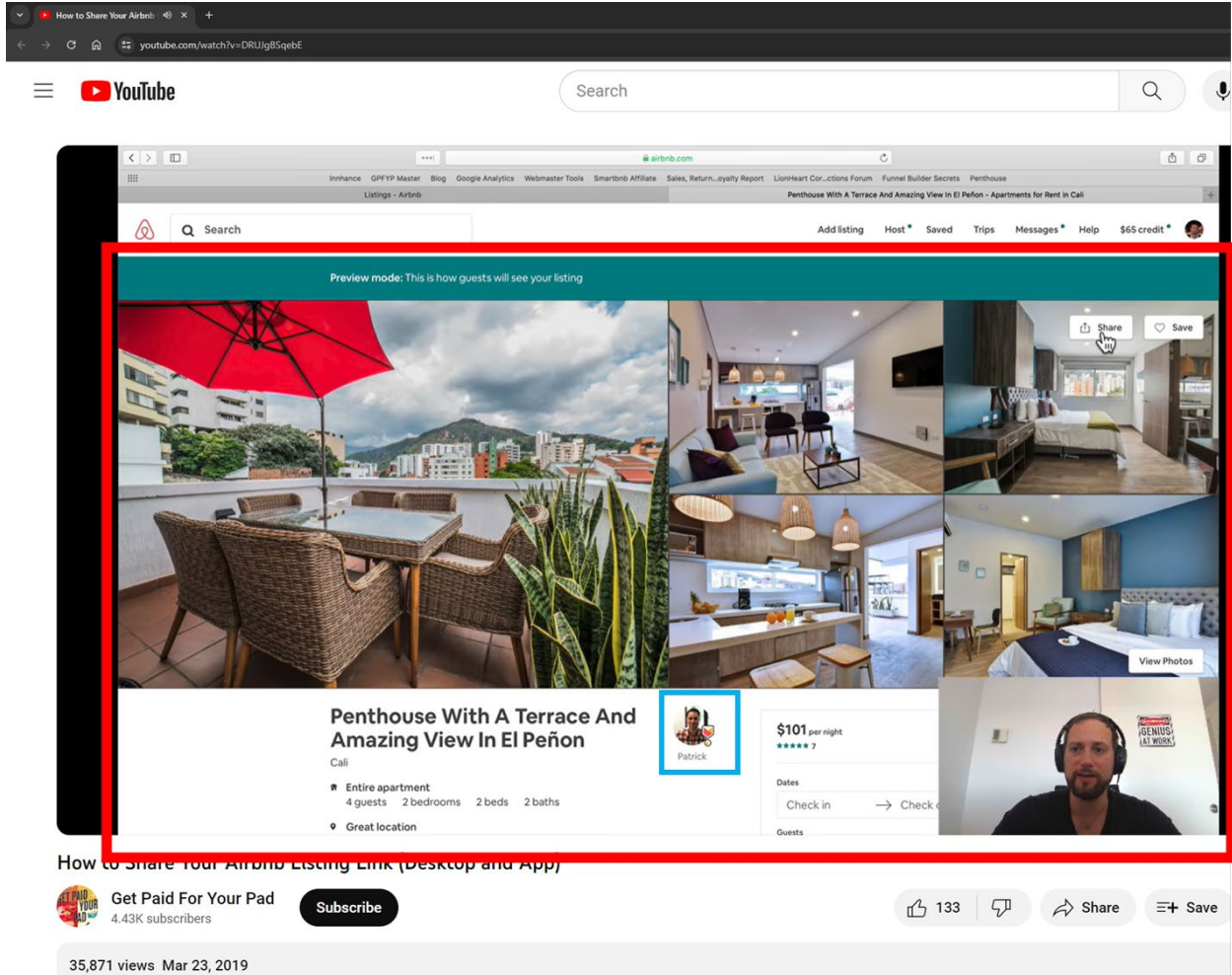
(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).

27. Such electronic content filter is used by the Accused Instrumentality to develop multimedia content (e.g., the profiles and/or various content as discussed above) associated with the user (submitter) to be electronically available for viewing on user devices (e.g., devices such as computers and smart phones incorporating browsers or apps) wherein the identification of the submitter (e.g., a host/user's name and profile picture) is maintained with each selected and retrieved submission within the multimedia content, for example as shown below.

The screenshot shows a YouTube video player with the following details:

- Video Title:** How to Use Airbnb - You!
- Channel:** Techboomers (621K subscribers)
- Views:** 105,968 views
- Date:** Aug 8, 2017
- Search Criteria (highlighted in purple):** Toronto, 10 Jul - 11 Jul, 2 guests
- Listings:**
  - \$186 CAD # 1 bedroom w/ parking (Entire condominium - 1 bed, 5 reviews)
  - \$154 CAD # Stunning View Condo in Core DT Finan... (Entire apartment - 2 beds, 31 reviews)
  - \$155 CAD # Luxury Condo (Entire condominium - 1 bed, 9 reviews)
  - \$156 CAD # Amazing View @ Heart of Downtown Tor... (Entire apartment - 4 beds, 29 reviews)
  - \$161 CAD # Spacious Bright PLACE beside subway... (Entire apartment - 4 beds, 6 reviews)
  - \$164 CAD # Luxury Condo in Financial District Down... (Entire apartment - 2 beds, 24 reviews)
- Map:** A map of Toronto, Canada, showing various neighborhoods and listing locations.

(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).

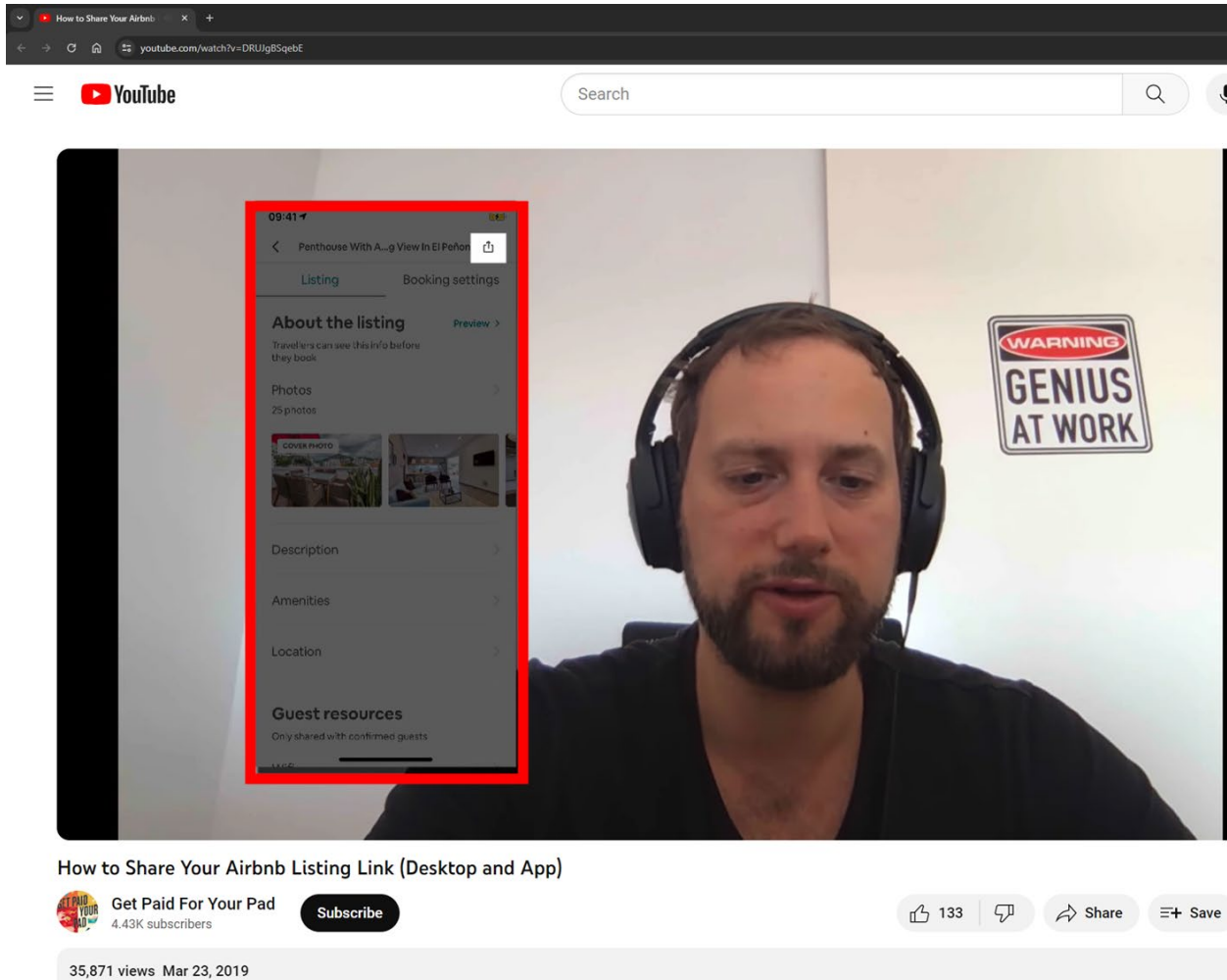


(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).

28. The Accused Instrumentality employs an electronic release subsystem operatively coupled to the electronic multimedia creator server subsystem, necessarily having one or more data processing apparatus in order to serve multimedia profile and/or post content with associated photo, profile picture, and textual content to users, configured to make the multimedia content electronically available for viewing on one or more user devices. For example, as shown below, multimedia content associated with the Homestay Listing is provided on various user devices (e.g., a computer or other device with a web browser or app) in response to a user logging in to the Accused Instrumentality. Airbnb uses function-specific subsystems, for example as discussed below.

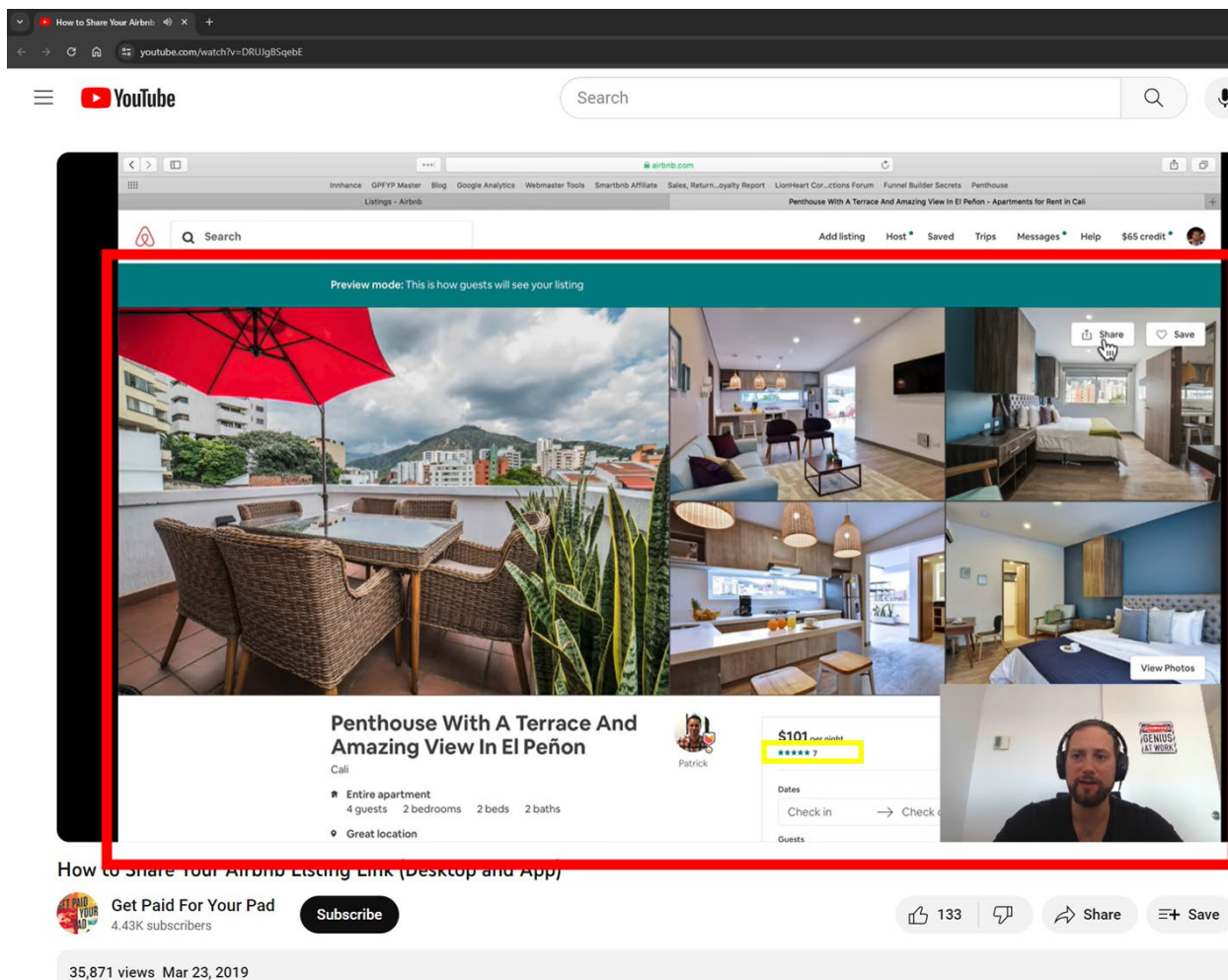
The screenshot shows a YouTube video player displaying an Airbnb listing. The video content is framed by a red border. The listing is for a "Penthouse With A Terrace And Amazing View In El Peñon" in Cali, Colombia. It features a large terrace with a red umbrella and wicker furniture, a modern living area with a blue sofa, and two bedrooms. The price is listed as \$101 per night with a 7-star rating. The video is titled "How to Share Your Airbnb Listing Link (Desktop and App)" and is from the channel "Get Paid For Your Pad" (4.43K subscribers). The video has 133 likes and 35,871 views as of March 23, 2019.

(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).



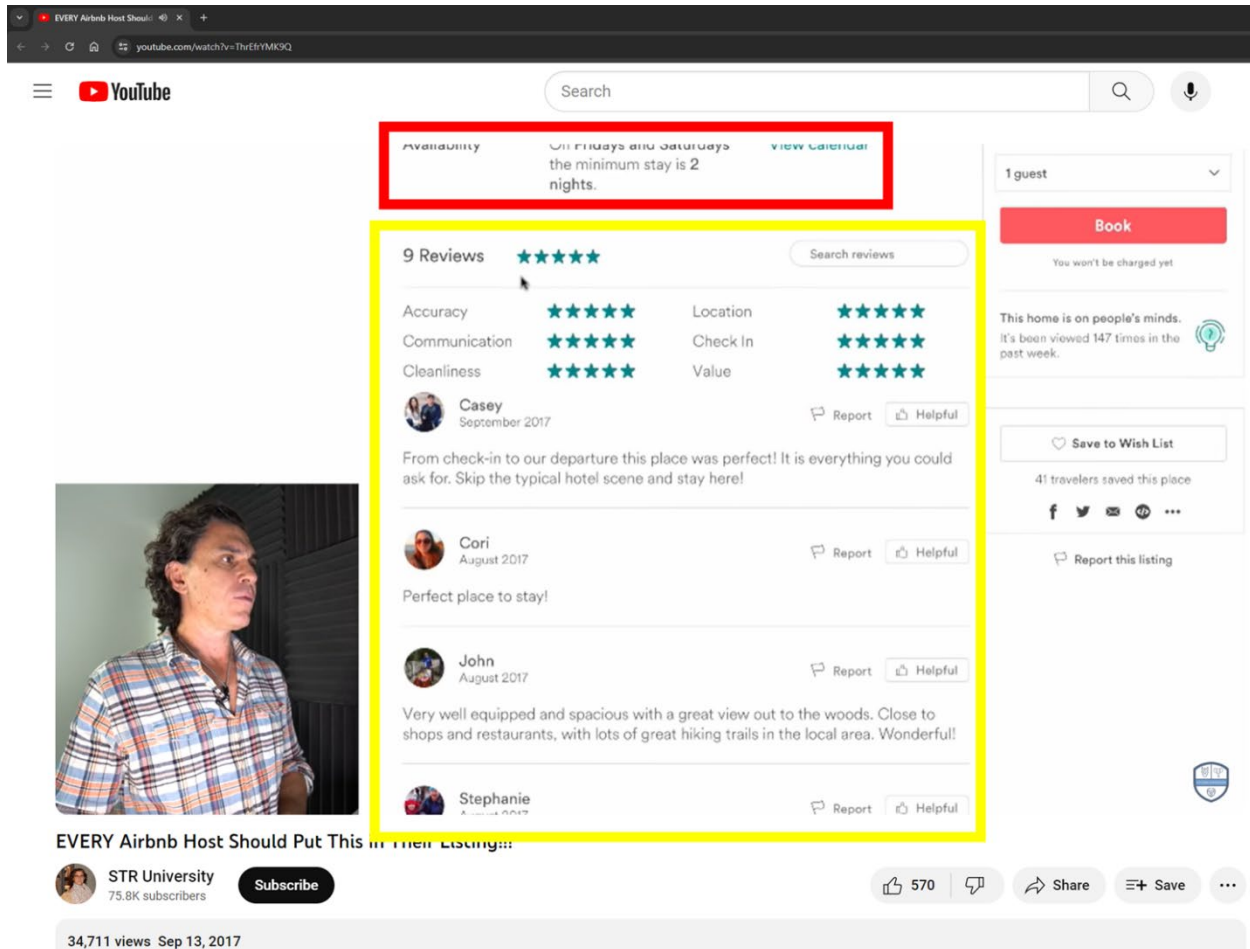
(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

29. The Accused Instrumentality employs an electronic voting subsystem, necessarily having one or more data processing apparatus in order to track voting or electronic rating, configured to enable a user to electronically vote for or rate (e.g., by the user's choices with respect to a selection of one or more Stars and textual content in the form of a Review) an electronically available multimedia content (e.g., a multimedia Homestay Listing provided by a submitter, with accompanying photo and/or textual content). Airbnb uses function-specific subsystems, for example as discussed below.



(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).





(E.g., [https://www.youtube.com/watch?v=zZ5B\\_d8nvvU](https://www.youtube.com/watch?v=zZ5B_d8nvvU)).

30. Plaintiff has been damaged as a result of Defendant’s infringing conduct. Defendant is thus liable to Plaintiff for damages in an amount that adequately compensates Plaintiff for such Defendant’s infringement of the ‘480 Patent, *i.e.*, in an amount that by law cannot be less than would constitute a reasonable royalty for the use of the patented technology, together with interest and costs as fixed by this Court under 35 U.S.C. § 284.

31. To the extent marking is required, VCA has complied with all marking requirements.

**IV. COUNT II**  
**(PATENT INFRINGEMENT OF UNITED STATES PATENT NO. 9,477,665)**

32. Plaintiff incorporates the above paragraphs herein by reference.

33. On October 25, 2016, United States Patent No. 9,477,665 (“the ‘665 Patent”) was duly and legally issued by the United States Patent and Trademark Office. The ‘665 Patent is titled “Revenue-Generating Electronic Multi-Media Exchange and Process of Operating Same.” A true and correct copy of the ‘665 Patent is attached hereto as Exhibit B and incorporated herein by reference.

34. VCA is the assignee of all right, title, and interest in the ‘665 Patent, including all rights to enforce and prosecute actions for infringement and to collect damages for all relevant times against infringers of the ‘665 Patent. Accordingly, VCA possesses the exclusive right and standing to prosecute the present action for infringement of the ‘665 Patent by Defendant.

35. The application leading to the ‘665 patent was filed November 16, 2012, which was a continuation of application no. 11/978,781, which issued as United States Patent No. 8,340,994, which was a continuation of application no. 09/565,438 which issued as United States Patent No. 7,308,413. (Ex. B at cover). The ‘665 patent was first assigned to Virtual Creative Artists, LLC. (*Id.*).

36. The ‘665 Patent shares the identical specification as the ‘480 patent and therefore VCA incorporates the background and discussion of the invention in Paragraphs 11-18. Furthermore claim 1 involves a system for generating multimedia content. The claim requires, among other things, electronically generating a multimedia file from the retrieved electronic media Submissions in accordance with a selected digital format, wherein the identification of the submitter is maintained with each retrieved submission within the multimedia file. The claim requires electronically transmitting the multimedia file to a plurality of publicly accessible web servers to be electronically available for viewing on one or more user devices over a public network via a web-browser and. This allows electronically transmit data indicating votes or rating

of multimedia content in a much quicker and easier fashion based on specific user criteria. There is nothing abstract about this very particular, unconventional, and non-routine system for the generation of multimedia content as specifically claimed and there is no risk of preempting creating and distribution contention generally, or even within the context of the Internet.

37. The invention is a highly technical electronic process that cannot be achieved with the human mind and is instead rooted in computer technology, including the steps of:

- “electronically retrieving a plurality of electronic media submissions,”
- “electronically generating a multimedia file from the retrieved electronic media submissions in accordance with a selected digital format,”
- “electronically transmitting the multimedia file to a plurality of publicly accessible web servers to be electronically available for viewing on one or more user devices over a public network via a web-browser,” and
- “providing a web-based graphical user interface that enables a user to electronically transmit data indicating a vote or rating for an electronically available multimedia content or an electronic media Submission within a respective electronically available multimedia content.”

38. Each of these subsystems are configured in a very specific (and not generic, unconventional and non-routine manner to offer the novel and non-obvious approach claimed invention. For example, claim 1 requires an “electronic media submissions database,” which is a subsystem that receives media submissions from Internet users. This is not a generic database but rather a scalable database that must be able to receive, store, and manage multiple petabytes of multimedia data received from users all over the world. This is one of the many specialized databased required in the claim. In fact, the specification discloses the use of a sophisticated database management system known in the art at the time that was capable of handling data at this level, Oracle7. This type of database management system cannot operate on a generic computing system but rather requires specialized hardware and software.

39. The claim also provides details to explain how each step operates. For example, the claim requires “electronically retrieving a plurality of electronic media submissions from an electronic media submissions database using an electronic content filter located on one or more data processing apparatus.” Further, “the electronic media submissions database” in this step is further required to “store[] [1] data identifying the submitter and [2] data indicating content for each electronic media submission.” The step further requires and “electronic content filter.” The “filter” also includes a very specific algorithm of “being based at least in part on at least one of the one or more user attributes.”

40. The claims also require an “electronically generating a multimedia file from the retrieved electronic media submissions in accordance with a selected digital format.” Manipulation of multimedia data in accordance with a selected digital format is far from generic and was not routine or conventional at the time of the invention. Further, this step requires that the “electronic media submissions database” “stores data identifying the submitter” and the “the identification of the submitter is maintained with each retrieved submission within the multimedia file.”

41. The claims also require “providing a web-based graphical user interface that enables a user to electronically transmit data indicating a vote or rating for an electronically available multimedia content or an electronic media Submission within a respective electronically available multimedia content,” which is a well-defined, specific, and unconventional feature. By including this additional voting/rating feature, the claims avoid any risk of preempting the creation and distribution of content.

42. The claim also has inventive concepts. For example, the claim requires that the filtering tool be at a specific location, remote from the end-users, with customizable filtering features specific to each end user. The “electronic content filter” is located at the server, remote

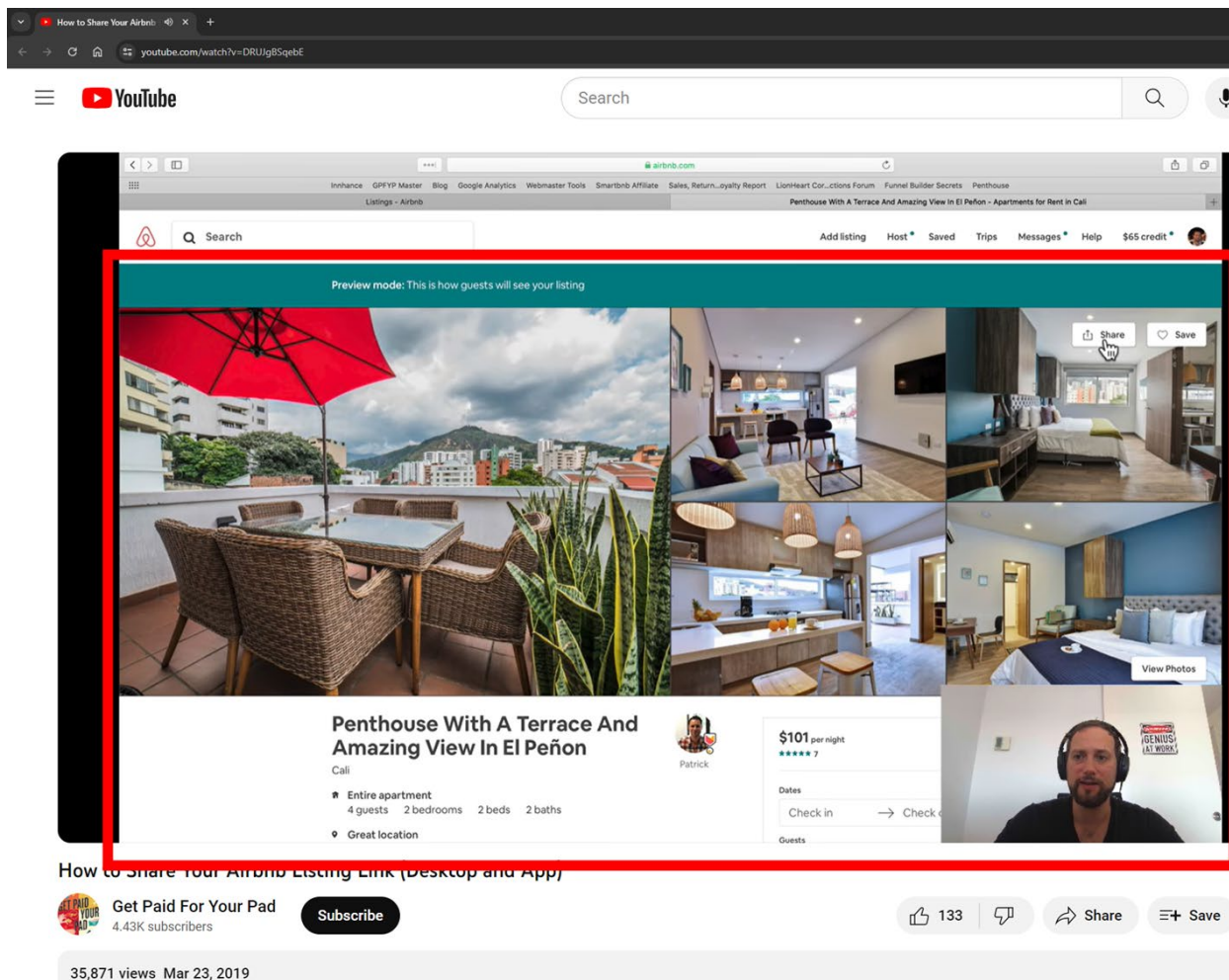
from the end user, and customizable based on user attributes. The “electron voting” step at the time of the invention was also novel, inventive, and added sufficient inventive contributions to avoid a risk of preempting the creation and distribution of media content. It is clearly possible to create and distribute media content without ever having to include a “voting” subsystem on what components should be included in such media content.

43. These arguments overcame a patent eligibility rejection under 35 U.S.C. §101 of the claim at issue during the prosecution of the ‘665 patent before the United States Patent and Trademark Office.

44. **Direct Infringement.** Upon information and belief, Defendant has been directly infringing claim 1 of the ‘665 Patent in New York, and elsewhere in the United States, by employing a computer-based system using <https://www.airbnb.com/> (“Accused Instrumentality”) (e.g., <https://www.airbnb.com/>).

45. Airbnb uses a computer system for its Accused Instrumentality, to enable users (submitters) to create personalized Host Profiles and share multimedia content pertaining to Homestay Listings (e.g., image content and textual content for a short-term or long-term listing *etc.*). The Host Profiles include multimedia content including image and textual content (e.g., a submitter’s profile picture and an About Me section). The Homestay Listings include multimedia content including image and textual content (e.g., a Listing Name, Listing Features such as price, bed count, room count, amenities and the like, and images of the Listing) which may be shown to other users based on, *inter alia*, user attributes. This system makes use of one or more data processing apparatus, and a computer readable medium coupled to the one or more data processing apparatus having instructions stored thereon which, when executed by the one or more data processing apparatus, cause the one or more data processing apparatus to perform an electronic

method comprising the functions as further discussed below. Airbnb, during the relevant time period, took advantage of multiple cloud server providers for the Accused Instrumentality, as discussed above, as well as scalability within its cloud server providers, employing separate server subsystems for all its meaningfully different functions. Airbnb uses and has used during the relevant time period, numerous different networks and providers for, *inter alia*, content management systems, web servers, web hosting, data centers, proxy certificates, and SSL certificates, traffic analysis, advertising, and tagging, thereby using separate server subsystems for all its meaningfully different functions, such as those indicated below.



(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

How to Share Your Airbnb Listing Link (Desktop and App)

Get Paid For Your Pad  
4.43K subscribers

Subscribe

133

Share

Save

35,871 views Mar 23, 2019

(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

Airbnb Profile Examples: How

getpaidforyourpad.com/blog/how-to-create-a-great-airbnb-profile/

**GETPAID FOR YOUR PAD**


HOME PODCAST BLOG STR GROWTH ACC

Adding references is particularly important when you're just starting out and you don't have any reviews yet.

It doesn't add a ton of credibility, but there's no downside to adding references. You can request a reference though email or, if you've connected your Facebook account, through Facebook.

## Best Airbnb about me examples

Here's another example of an Airbnb profile. For each example, I've indicated what's good about the profile and what can be improved.



**Hey, I'm Xavier!**

New York, New York, United States · Joined in September 2016

Report this user

Hello all and welcome!

I am excited to be a part of this community and to be able to help people feel right at home.

I love seeing the world - my favorite destinations being Paris, Stockholm, and Spain.

Look forward to making wonderful new friendships with people around the globe! :)

Find me on world's most popular photo sharing app! name: "Xavierwins"

Verified info

Government ID

7 Reviews  Verified

### What's great about this profile

**Profile photo:** picture is clear, host is smiling and the photo also shows the host engaging in something that he is passionate about. Sports and football-loving guests will immediately be able to relate. First impression of this host: friendly guy who likes sports.

**Profile description:** the description communicates a lot of positive things: the host is excited to be part of Airbnb and he loves meeting new people. Definitely the type of person that I would want to stay with. He also shares his favorite travel destinations.

(E.g., <https://getpaidforyourpad.com/blog/how-to-create-a-great-airbnb-profile/>).

46. The Accused Instrumentality electronically retrieves a plurality of electronic media submissions from an electronic media submissions database on a non-transitory medium, for example multimedia content pertaining to building a personalized Host Profiles on the Accused



Instrumentality, as well as multimedia content pertaining to Homestay Listings (*e.g.*, image content and textual content for a short-term or long-term listing *etc.*). Individual host-users can sign up and create Homestay Listings on The Accused Instrumentality, which is stored on a user database. Such user database is stored in memory available through the Accused Instrumentality, for example as discussed above. The user attributes of users who create Homestay Listing may include *e.g.*, a price per night, location of the Homestay Listing, how many guests the Homestay Listing can accommodate, what section of the Homestay Listing is available to guests, type of Homestay Listing, and amenities selected by the user pertaining to the listing and the like as shown in the examples below. The Accused Instrumentality's retrieval of electronic media with associated photo content and textual content associated with the Homestay Listings from the electronic media submissions database uses an electronic content filter located on the one or more data processing apparatus. As can be seen below, such electronic content filter as is used by Airbnb is based at least in part on at least one of the one or more user attributes, (*e.g.*, based on, *inter alia*, a price per night, location of the Homestay Listing, how many guests the Homestay Listing can accommodate, what section of the Homestay Listing is available to guests, type of Homestay Listing, and amenities selected by the user pertaining to the listing) which in turn affect which electronic media submissions, *e.g.*, Homestay Listings and associated media, appear to the user as shown and discussed for example below. Airbnb uses function-specific subsystems, for example as discussed below.

Step 3: Get ready for guests Save and Exit

Rp

Tip: Rp 572,857 ⓘ

**Maximum price**  
If demand is high, e.g. if there's a popular festival in town, what's the highest price you're willing to charge guests per night?

Rp

Tip: Rp 2,455,101 ⓘ

**Currency**

IDR Indonesian rupiah

You're always in control of your nightly price. By continuing, you agree to turn on Smart Pricing. You can change this later in settings.

Use base price only

Back Next

**Start with a lower price to attract bookings**

New hosts start with a lower price to attract their first few bookings. Hosts who set prices within 5% of price tips are nearly 4x more likely to get booked.

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

**H** Holp Photography  
233 subscribers **Subscribe**

420 Share Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player with a form titled "Where's your place located?". The form includes a "Use current location" button, a "Country / Region" dropdown menu set to "Indonesia", a "Street Address" field with the text "misalnya, 30 Jalan Banda", and an "Apt, Suite. (optional)" field. The video player interface includes a "Back" button and a "Next" button. Below the video player, the video title "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" is displayed, along with the channel name "Holp Photography" (233 subscribers), a "Subscribe" button, and engagement icons for likes (420), comments, share, and save. The video has 31,456 views and was posted on Jan 3, 2020.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player with a green border around the main content area. The content is a checklist titled "How many guests can your place accommodate?". It includes instructions to check for enough beds and features input fields for "Guests" (set to 4), "How many bedrooms can guests use?" (set to Studio), and "How many beds can guests use?" (set to 1). The video player interface includes a search bar, a "Next" button, and a progress bar showing 2:11 / 25:27. Below the video, the title "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" is displayed, along with the channel name "Holp Photography" (233 subscribers), a "Subscribe" button, and engagement metrics: 420 likes, a comment icon, a share icon, a save icon, and a menu icon. The view count is 31,456 views, dated Jan 3, 2020, with a "BALI" tag.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player with a form overlay. The form is titled "Step 1: Start with the basics" and contains the following sections:

- What will guests have?**
  - Entire place  
Guests have the whole place to themselves. This usually includes a bedroom, a bathroom, and a kitchen.
  - Private room  
Guests have their own private room for sleeping. Other areas could be shared.
  - Shared room  
Guests sleep in a bedroom or a common area that could be shared with others.
- Is this set up as a dedicated guest space?**
  - Yes, it's primarily set up for guests
  - No, I keep my personal belongings here
- Are you listing on Airbnb as part of a company?**

At the bottom of the form, there are "Back" and "Next" buttons. The video player interface includes a progress bar, play/pause, volume, and full screen controls. Below the video, the title "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" is displayed, along with the channel name "Holp Photography" (233 subscribers), a "Subscribe" button, and engagement icons for likes (420), comments, shares, and saves. The video statistics show 31,456 views and a date of Jan 3, 2020.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Holp Photography  
233 subscribers

Subscribe

420 Likes

Share

Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

The screenshot shows a YouTube video player with a form overlay. The form is titled "What amenities do you offer?" and includes a sub-header: "These are just the amenities guests usually expect, but you can add even more after you publish." Below this, there is a list of amenities, each with an unchecked checkbox:

- Essentials  
Towels, bed sheets, soap, toilet paper, and pillows
- Air conditioning
- Heat
- Hair dryer
- Closet/drawers
- Iron
- TV

At the bottom of the form, there are "Back" and "Next" buttons. The video player interface includes a search bar, a "Save and Exit" button, and video controls. Below the video, the channel name "Holp Photography" (233 subscribers) and a "Subscribe" button are visible, along with engagement icons for likes (420), comments, share, and save. The video title is "How to Become a New Host on Airbnb (Step by Step Video Tutorial)" and it shows 31,456 views from Jan 3, 2020.

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

The screenshot displays a YouTube video player showing an Airbnb search results page for Toronto, Canada. The video title is "How to Use Airbnb - You!". The search parameters are: Toronto, 10 Jul - 11 Jul, 2 guests. The results show several listings with their prices and features:

- \$186 CAD # 1 bedroom w/ parking (Entire condominium - 1 bed, 5 reviews)
- \$154 CAD # Stunning View Condo in Core DT Finan... (Entire apartment - 2 beds, 31 reviews)
- \$155 CAD # Luxury Condo (Entire condominium - 1 bed, 9 reviews)
- \$156 CAD # Amazing View @ Heart of Downtown Tor... (Entire apartment - 4 beds, 29 reviews)
- \$161 CAD # Spacious Bright PLACE beside subway... (Entire apartment - 4 beds, 6 reviews)
- \$164 CAD # Luxury Condo in Financial District Down... (Entire apartment - 2 beds, 24 reviews)

A map on the right side of the page shows the locations of these listings in Toronto, with price markers for \$155 CAD, \$186 CAD, and \$164 CAD. The video player includes a subscribe button for "Techboomers" (621K subscribers) and shows 105,968 views as of August 8, 2017.

(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).



The screenshot shows a YouTube video player with a search bar at the top. Below the search bar are navigation tabs for 'FOR YOU', 'HOMES', and 'EXPERIENCES'. A large purple-bordered overlay is positioned over the video content, containing a filter interface. At the top of the overlay, there are filter options: 'Entire home' (with a '1' indicator), '\$24 CAD - \$187 CAD', 'Instant Book' (with a '1' indicator), and 'More filters' (with a '4' indicator). Below this, there are two sections: 'Amenities' and 'Facilities'. The 'Amenities' section includes checkboxes for 'Kitchen', 'TV', 'Shampoo', and 'Wireless Inte'. The 'Facilities' section includes checkboxes for 'Elevator', 'Gym', 'Free parking', and 'Pool'. Below the overlay, the video title 'How to Use Airbnb' is visible, along with the channel name 'Techboomers' (621K subscribers) and a 'Subscribe' button. The video has 807 likes, a share icon, and a 'Share' button. The video statistics show '105,968 views Aug 8, 2017'.

(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).

The screenshot shows a YouTube video player with a filter menu open. The video title is "How to Use Airbnb" by Techboomers. The filter menu is titled "Room type" and includes three options: "Entire home", "Private room", and "Shared room". The "Shared room" option is highlighted with a mouse cursor. The video player shows a bed in a room and has a progress bar at 1:33 / 6:49. The video has 807 likes and 105,968 views.

Room type ^ Price range v Instant Book v More filters v

- Entire home  
Have a place to yourself
- Private room  
Have your own room and share some common spaces
- Shared room  
Stay in a shared space, like a common room

Cancel Apply

How to Use Airbnb

Techboomers 621K subscribers

807 likes

Share Save

105,968 views Aug 8, 2017

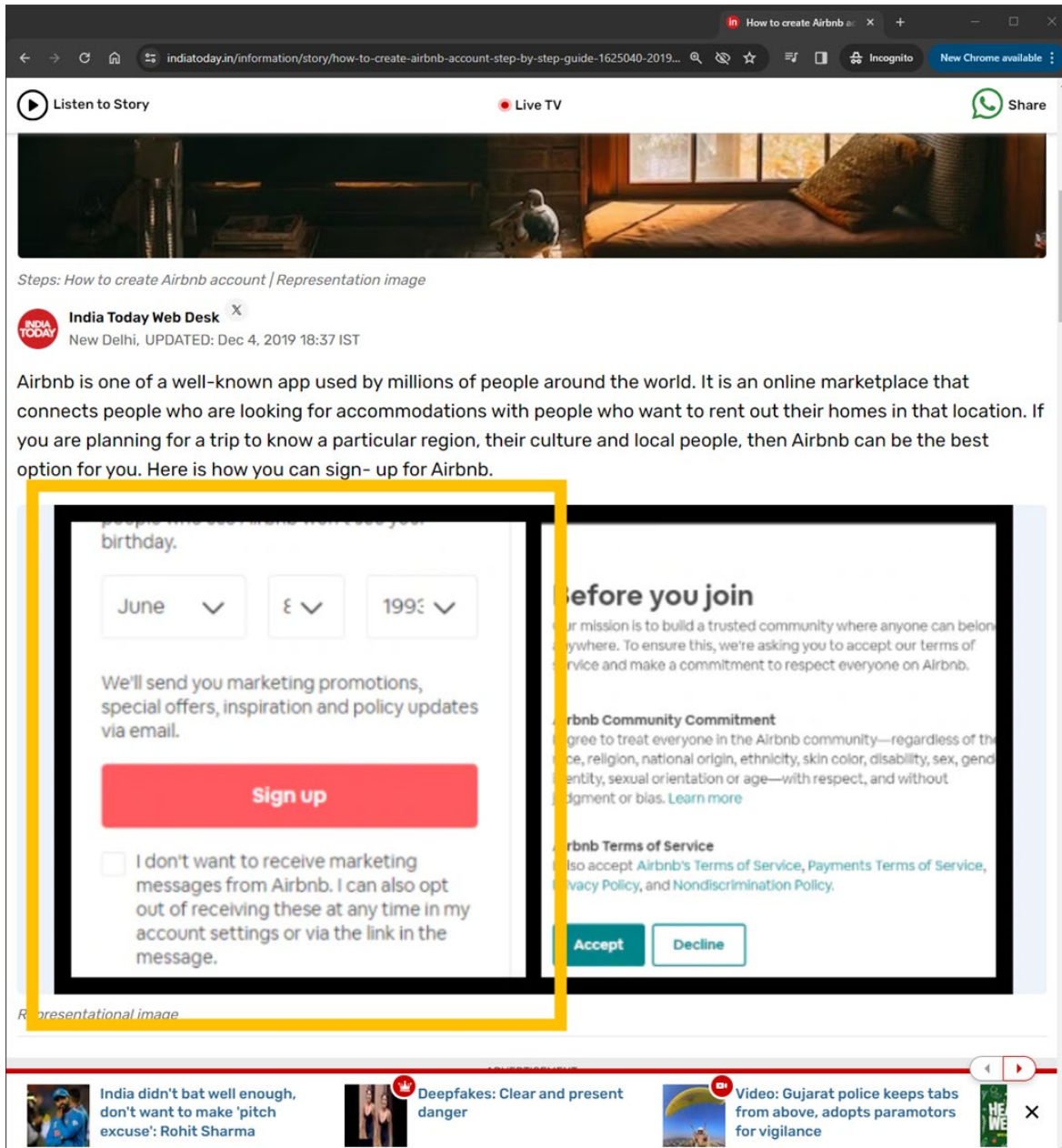
(E.g., <https://www.youtube.com/watch?v=ZoxKQp13fCQ>).

The screenshot displays a YouTube video player interface. At the top, there is a search bar and navigation tabs for 'FOR YOU', 'HOMES', and 'EXPERIENCES'. Below this, a filter panel is visible, containing several filter options: 'Entire home' (with a dropdown arrow and a '1' indicator), '\$24 CAD - \$187 CAD' (with a dropdown arrow), 'Instant Book' (with a dropdown arrow and a '1' indicator), and 'More filters' (with an upward arrow). A hand cursor is pointing at the 'More filters' button. Below the filter panel, there is a section titled 'Rooms and beds' with three rows: 'Bedrooms', 'Beds', and 'Washrooms'. Each row has a minus sign, '0+', and a plus sign. Below this is a section titled 'Other options' with a 'Superhost' toggle (currently off) and a 'TB' icon. At the bottom, the video title 'How to Use Airbnb' is shown, along with the channel name 'Techboomers' (621K subscribers) and a 'Subscribe' button. The video has 807 likes, a comment icon, a 'Share' button, a 'Save' button, and a menu icon. The view count is 105,968 views, dated Aug 8, 2017.

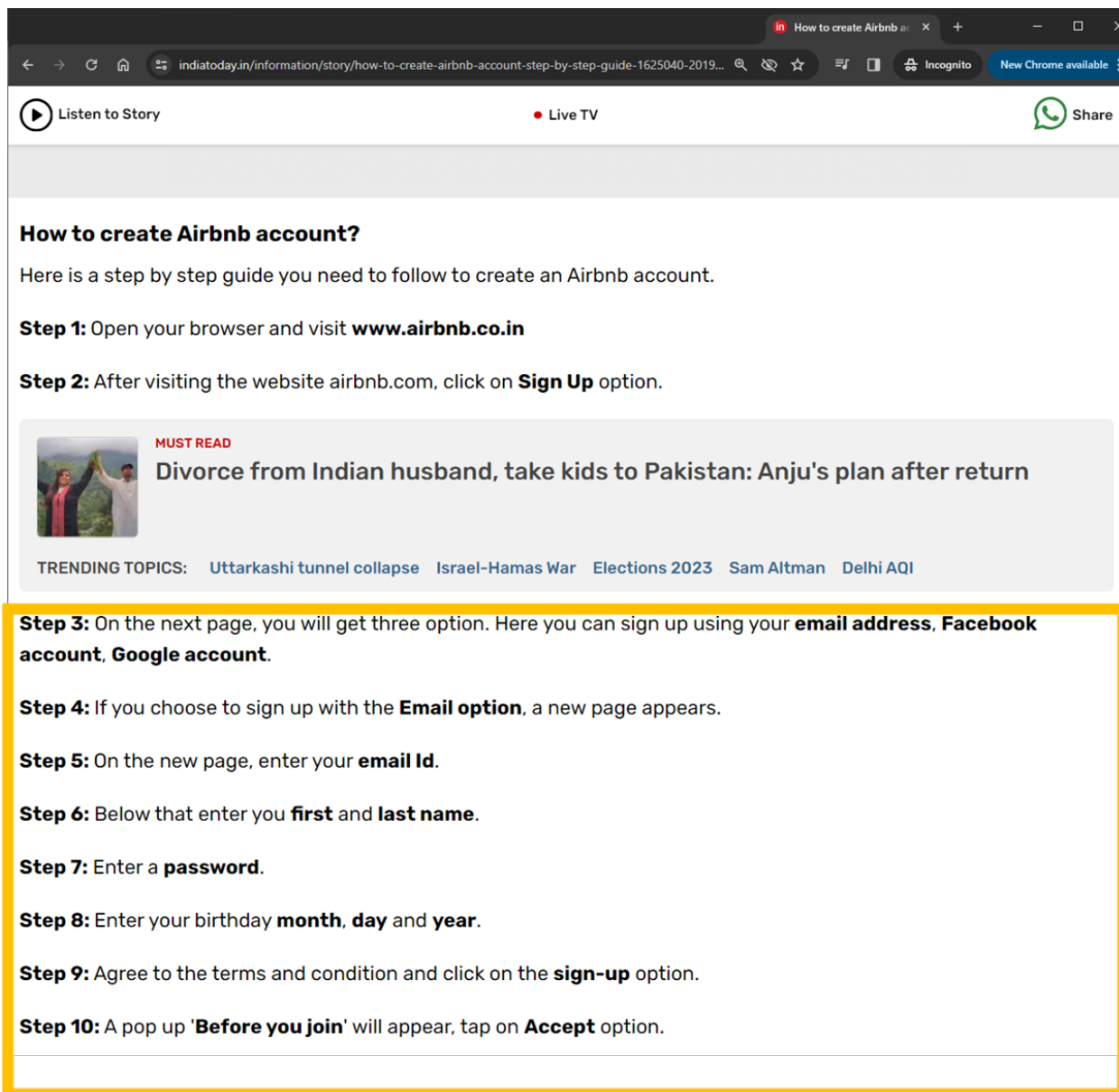
(E.g., <https://www.youtube.com/watch?v=ZoxKQpl3fCQ>).

47. The Accused Instrumentality includes an electronic media submissions server subsystem, having one or more data processing apparatus and an electronic media submissions database stored on a non-transitory medium in order to process and store received submissions from a plurality of Hosts (submitters), for example content pertaining to their respective electronic media submission/Homestay Listing on the Accused Instrumentality, as well as multimedia content to be displayed on one or both of the user's profile and the Homestay Listings, as discussed and shown for example in connection with the above discussion. The submissions pertaining to building a user profile and to posting a Homestay Listing may include, *e.g.*, photo and/or textual content. The submissions are provided to the Accused Instrumentality via a submissions electronic

interface, e.g., a web-based content portal, accessible for example by logging in and selecting options to upload such content or import content, configured to receive such electronic media, from a plurality of submitters (e.g., hosts/users) over a public network (e.g., the Internet) and stored, via an uploading process, in said electronic media submissions database for use in distribution to other users of the Accused Instrumentality.



(E.g., <https://www.indiatoday.in/information/story/how-to-create-airbnb-account-step-by-step-guide-1625040-2019-12-04>).



The screenshot shows a web browser window with the URL <https://www.indiatoday.in/information/story/how-to-create-airbnb-account-step-by-step-guide-1625040-2019-12-04>. The page title is "How to create Airbnb account?". The article content includes:

**How to create Airbnb account?**  
Here is a step by step guide you need to follow to create an Airbnb account.

**Step 1:** Open your browser and visit **www.airbnb.co.in**

**Step 2:** After visiting the website airbnb.com, click on **Sign Up** option.

**Step 3:** On the next page, you will get three option. Here you can sign up using your **email address, Facebook account, Google account**.

**Step 4:** If you choose to sign up with the **Email option**, a new page appears.

**Step 5:** On the new page, enter your **email Id**.

**Step 6:** Below that enter you **first** and **last name**.

**Step 7:** Enter a **password**.

**Step 8:** Enter your birthday **month, day** and **year**.

**Step 9:** Agree to the terms and condition and click on the **sign-up** option.

**Step 10:** A pop up '**Before you join**' will appear, tap on **Accept** option.

(E.g., <https://www.indiatoday.in/information/story/how-to-create-airbnb-account-step-by-step-guide-1625040-2019-12-04>).

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Holp Photography  
233 subscribers

Subscribe

420

Share

Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

The screenshot shows a YouTube video player with a form overlay. The form is titled "Step 1: Start with the basics" and contains the following sections:

- What will guests have?**
  - Entire place  
Guests have the whole place to themselves. This usually includes a bedroom, a bathroom, and a kitchen.
  - Private room  
Guests have their own private room for sleeping. Other areas could be shared.
  - Shared room  
Guests sleep in a bedroom or a common area that could be shared with others.
- Is this set up as a dedicated guest space?**
  - Yes, it's primarily set up for guests
  - No, I keep my personal belongings here
- Are you listing on Airbnb as part of a company?**

At the bottom of the form, there are "Back" and "Next" buttons. The video player interface includes a progress bar, a play button, and a video title: "How to Become a New Host on Airbnb (Step-by-Step video tutorial)". Below the video, the channel name "Holp Photography" with 233 subscribers and a "Subscribe" button are visible. Engagement icons for likes (420), comments, share, and save are also present. The video statistics show 31,456 views from January 3, 2020.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays "youtube.com/watch?v=GPeP\_hv-DPg". The YouTube logo and search bar are visible. The video content is a tutorial titled "Step 1: Start with the basics". The main focus is a form titled "Where's your place located?". The form includes a "Use current location" button, a "Country / Region" dropdown menu set to "Indonesia", a "Street Address" text box containing "misalnya, 30 Jalan Banda", and an "Apt, Suite. (optional)" text box. Below the form are "Back" and "Next" navigation buttons. The video title is "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)". The channel is "Holp Photography" with 233 subscribers. Engagement icons for likes (420), comments, share, and save are present. The video has 31,456 views and was posted on Jan 3, 2020.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).



How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Holp Photography  
233 subscribers

Subscribe

420

Share

Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

Step 2: Set the scene

Saved a few seconds ago - [Save and Exit](#)

Photos help guests imagine staying in your place. You can start with one and add more after you publish.

[Upload Photos](#)

**Tips to get great photos of your space**

Include all spaces your guest will access, like bedrooms, bathrooms, the kitchen, and living room.

Take photos in landscape mode to capture as much of your space as possible. Shoot from corners to add perspective.

Spaces look best in natural light. If it's nighttime, turn on your lights. Avoid using flash.

Once you publish your listing, you'll also be able to request professional photography.

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

**H** Holp Photography  
233 subscribers [Subscribe](#)

420 [Share](#) [Save](#) [...](#)

31,456 views Jan 3, 2020 [BALI](#)

(E.g., [https://www.youtube.com/watch?v=GPep\\_hv-DPg](https://www.youtube.com/watch?v=GPep_hv-DPg)).

How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)

Great progress, Mike!  
Now let's get some details about your place so you can publish your listing.

Beds, bathrooms, amenities, and more  
Change

STEP 2  
Set the scene  
Photos, short description, title  
Continue

STEP 3  
Get ready for guests  
Booking settings, calendar, price

For one month in Pemenang you could earn:  
**\$1,818**

Help Photography  
233 subscribers

420 | Share | Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays the URL [youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg). The YouTube logo and search bar are visible. Below the navigation bar, a video player is shown with a yellow border around the main content. The video content displays an Airbnb form titled "How many guests can your place accommodate?". The form includes the instruction "Check that you have enough beds to accommodate all your guests comfortably." and three input sections: "Guests" with a value of 4, "How many bedrooms can guests use?" with a dropdown menu set to "Studio", and "Beds" with a value of 1. The video player controls at the bottom show a progress bar at 2:11 / 25:27, a play button, and a "Next" button. Below the video player, the video title "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" is displayed. The channel name "Holp Photography" with 233 subscribers and a "Subscribe" button are shown. Engagement icons for likes (420), comments, share, and save are also present. The video statistics show "31,456 views Jan 3, 2020 BALI".

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays "youtube.com/watch?v=GPeP\_hv-DPg". The YouTube logo and search bar are visible. Below the video player, the video title "How to Become a New Host on Airbnb (Step by Step Video Tutorial)" is shown, along with the channel name "Holp Photography" and "233 subscribers". The video has "31,456 views" and was posted on "Jan 3, 2020". The video content itself is a form titled "What amenities do you offer?" with a yellow border. The form text reads: "These are just the amenities guests usually expect, but you can add even more after you publish." Below this text is a list of amenities, each with a checkbox: "Essentials" (with subtext "Towels, bed sheets, soap, toilet paper, and pillows"), "Air conditioning", "Heat", "Hair dryer", "Closet/drawers", "Iron", and "TV". At the bottom of the form, there are "Back" and "Next" buttons.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

Step 3: Get ready for guests Save and Exit

Rp

Tip: Rp 572,857 ⓘ

**Maximum price**  
If demand is high, e.g. if there's a popular festival in town, what's the highest price you're willing to charge guests per night?

Rp

Tip: Rp 2,455,101 ⓘ

**Currency**

IDR Indonesian rupiah

You're always in control of your nightly price. By continuing, you agree to turn on Smart Pricing. You can change this later in settings.

Use base price only

Back Next

**Start with a lower price to attract bookings**

New hosts start with a lower price to attract their first few bookings. Hosts who set prices within 5% of price tips are nearly 4x more likely to get booked.

← ● ● ● →

**How to Become a New Host on Airbnb (Step-by-step video tutorial)**

**Holp Photography**  
233 subscribers Subscribe

420 Share Save

31,456 views Jan 3, 2020 BALI

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays "youtube.com/watch?v=GPeP\_hv-DPg". The YouTube logo and a search bar are visible. The video content is a tutorial titled "Step 2: Set the scene" with a "Save and Exit" button in the top right. The main content area features a yellow-bordered box with the heading "Name your place" and the instruction "Attract guests with a listing title that highlights what makes your place special." Below this is a text input field containing "Beautiful Dive Center on Gili Trawangan Island" and a "3 characters remaining" indicator. At the bottom of the video player, there are "Back" and "Next" navigation buttons. Below the video player, the video title "How to Become a New Host on Airbnb (Step-by-Step Video Tutorial)" is displayed, along with the channel name "Holp Photography" (233 subscribers) and a "Subscribe" button. Engagement icons for likes (420), comments, share, and save are also present. The video statistics show "31,456 views" and "Jan 3, 2020" with a "BALI" tag.

(E.g., [https://www.youtube.com/watch?v=GPeP\\_hv-DPg](https://www.youtube.com/watch?v=GPeP_hv-DPg)).

The screenshot shows a YouTube video player displaying a screen recording of an Airbnb host's dashboard. The dashboard is titled "96 listings" and features a search bar and a table of listings. The table columns include "Listing", "To do", "Instant Book", "Sync Status", "Bedrooms", "Beds", "Bathrooms", and "Location".

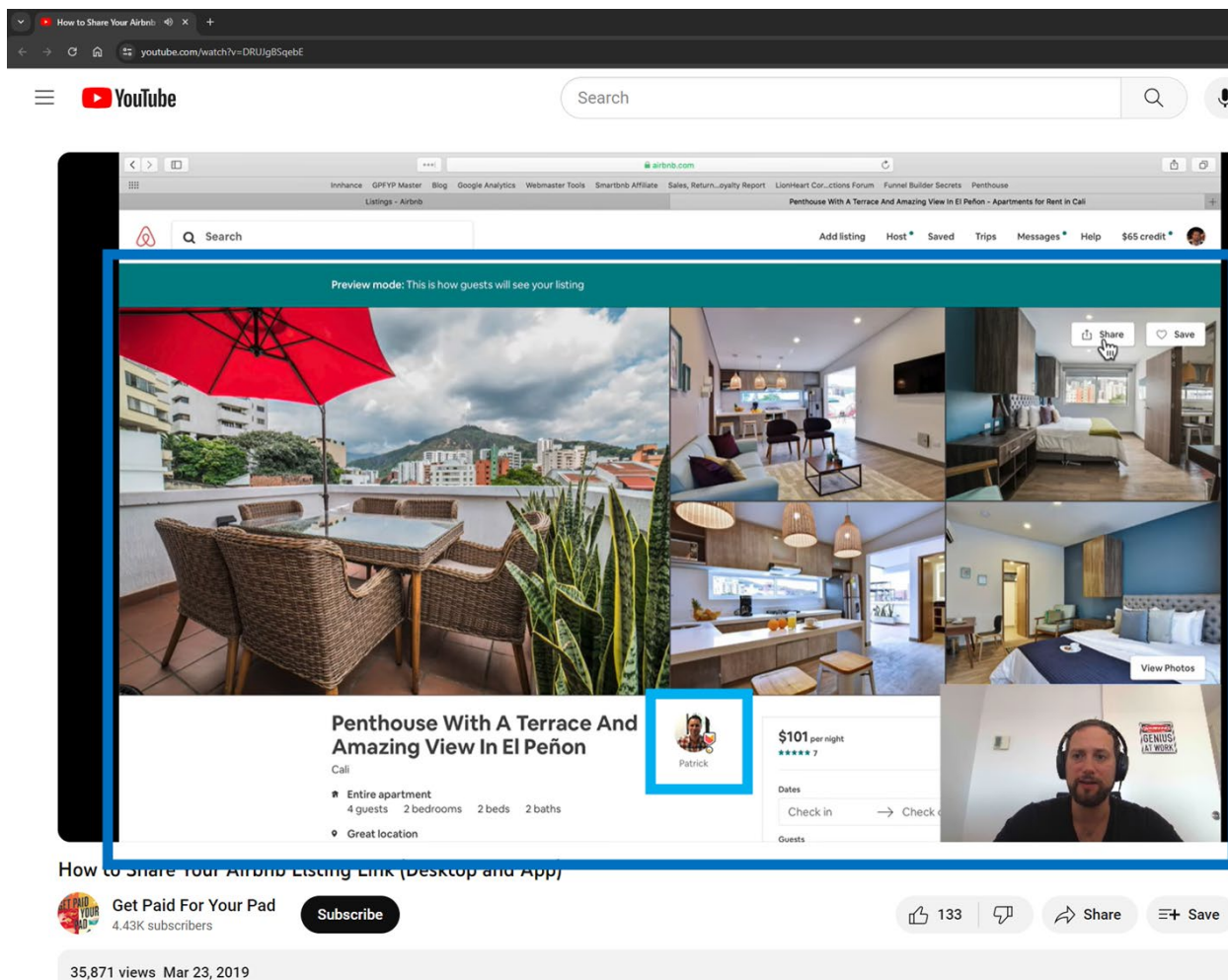
Listing	To do	Instant Book	Sync Status	Bedrooms	Beds	Bathrooms	Location
3BDR House ✓ Sleeps 6 2Parking ✓ RVH ✓ Family Friendly		⚡		3	4	1	Barrie, Canada
Ground Floor Flat on Haymarket - 2 BDR City Center Monju's		⚡		2	3	1	Edinburgh, United Kingdom
Pied à Terre - great location in central Edinburgh		⚡		2	3	1	Edinburgh, United Kingdom
Central Flat 10min to Princes St with Free Parking Brian's		⚡		2	3	1	Edinburgh, United Kingdom
★ Walk Everywhere ✨ Super Central Ground Floor Flat	List	⚡		1	2	1	Edinburgh, United Kingdom
Homely Flat 2min walk to Dunfermline Train station Dunfermline		⚡	✓ Limited	1	3	1	Fife, United Kingdom

Below the video player, the video title "How To Edit Airbnb Photo Directly On Your Listing" is visible, along with the channel name "No-Nonsense Tips for Airbnb Hosts" (5.42K subscribers) and engagement icons for likes (8), dislikes, share, and save. The video has 2,147 views and was uploaded on Dec 30, 2019.

(E.g., [https://www.youtube.com/watch?v=g\\_CBZGw2PD4](https://www.youtube.com/watch?v=g_CBZGw2PD4)).

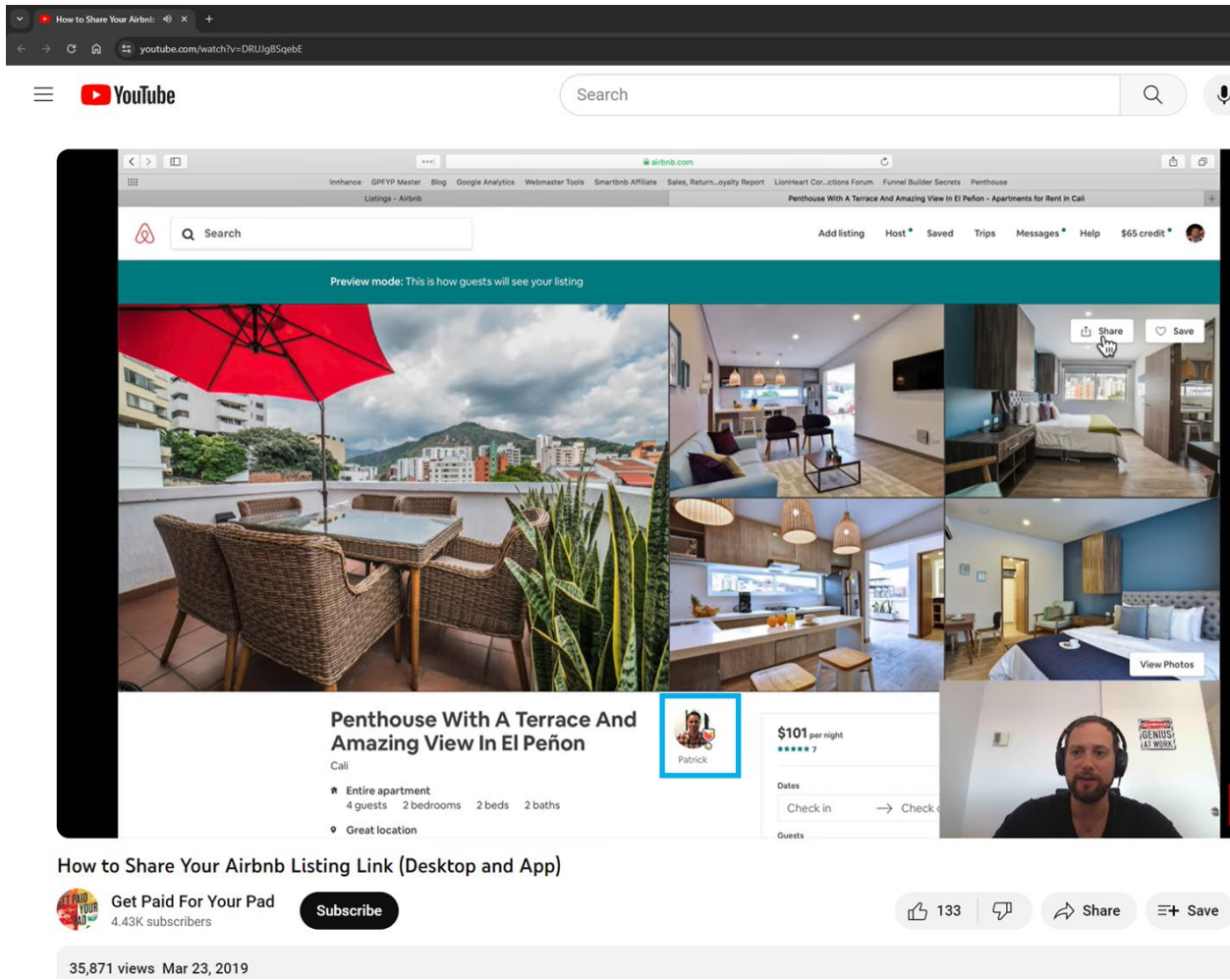
48. The electronic media submissions database of the Accused Instrumentality used by Airbnb which stores the submissions further stores data identifying the submitter and data indicating content for each electronic media submission/Homestay Listing. As shown below, data identifying the user (submitter) includes, *e.g.*, a name and a profile photo. Data indicating content for each electronic media submission includes photo and/or textual content.





(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

49. The Accused Instrumentality electronically generates multimedia files from the retrieved electronic media submissions, in accordance with a selected digital format (e.g., a digital format compatible with a selected digital format compatible with the particular device such as a computers or smart phone incorporating one or more browsers or apps), and the identification of the submitter is maintained with each retrieved submission within the multimedia file. As shown below, data identifying the user (submitter) includes, e.g., a name and profile picture identifying the user.



(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

50. The Accused Instrumentality, in order to distribute its multimedia file to a geographically distributed userbase, electronically transmits the multimedia file to a plurality of publicly accessible webservers, so as to make electronically available multimedia profile and/or post content with associated Homestay Listing, profile picture, and textual content to various users amongst a geographically distributed userbase, thereby making the multimedia file electronically available for viewing on one or more user devices over a public network (e.g., the Internet). Airbnb uses function-specific subsystems, for example as discussed below.

The screenshot displays a YouTube video player. The video content is a screen recording of an Airbnb listing page. The listing is for a 'Penthouse With A Terrace And Amazing View In El Peñon' in Cali, Colombia. The listing details include: 'Entire apartment', '4 guests', '2 bedrooms', '2 beds', '2 baths', and 'Great location'. The price is '\$101 per night' with a 7-star rating. The listing is hosted by 'Patrick'. The video player shows the video title 'How to Share Your Airbnb Listing Link (Desktop and App)' and the channel name 'Get Paid For Your Pad' with 4.43K subscribers. The video has 133 likes and 35,871 views as of March 23, 2019. The video content shows a grid of photos for the penthouse listing, including a terrace with a red umbrella, a modern living area, and a bedroom. A 'Share' button is highlighted in the top right corner of the listing preview.

(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

How to Share Your Airbnb Listing Link (Desktop and App)

Get Paid For Your Pad  
4.43K subscribers

Subscribe

133

Share

Save

35,871 views Mar 23, 2019


(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).

Adding references is particularly important when you're just starting out and you don't have any reviews yet.

It doesn't add a ton of credibility, but there's no downside to adding references. You can request a reference though email or, if you've connected your Facebook account, through Facebook.

## Best Airbnb about me examples

Here's another example of an Airbnb profile. For each example, I've indicated what's good about the profile and what can be improved.



**Hey, I'm Xavier!**

New York, New York, United States · Joined in September 2016

Report this user

Hello all and welcome!


I am excited to be a part of this community and to be able to help people feel right at home.



I love seeing the world - my favorite destinations being Paris, Stockholm, and Spain.

Look forward to making wonderful new friendships with people around the globe! :)

Find me on world's most popular photo sharing app! name: "Xavierwins"

Verified info

Government ID 

 Reviews  Verified

### What's great about this profile

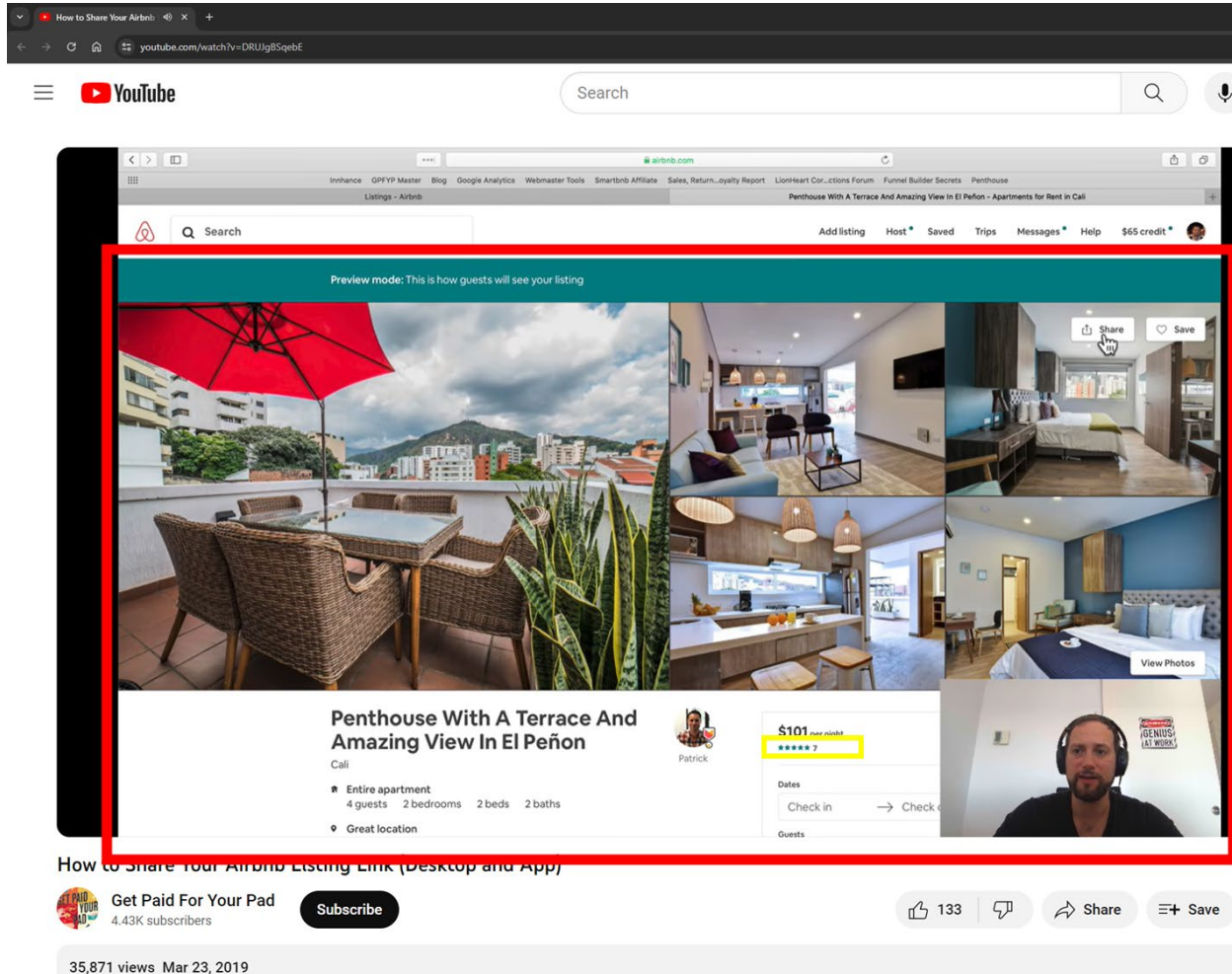
**Profile photo:** picture is clear, host is smiling and the photo also shows the host engaging in something that he is passionate about. Sports and football-loving guests will immediately be able to relate. First impression of this host: friendly guy who likes sports.

**Profile description:** the description communicates a lot of positive things: the host is excited to be part of Airbnb and he loves meeting new people. Definitely the type of person that I would want to stay with. He also shares his favorite travel destinations.

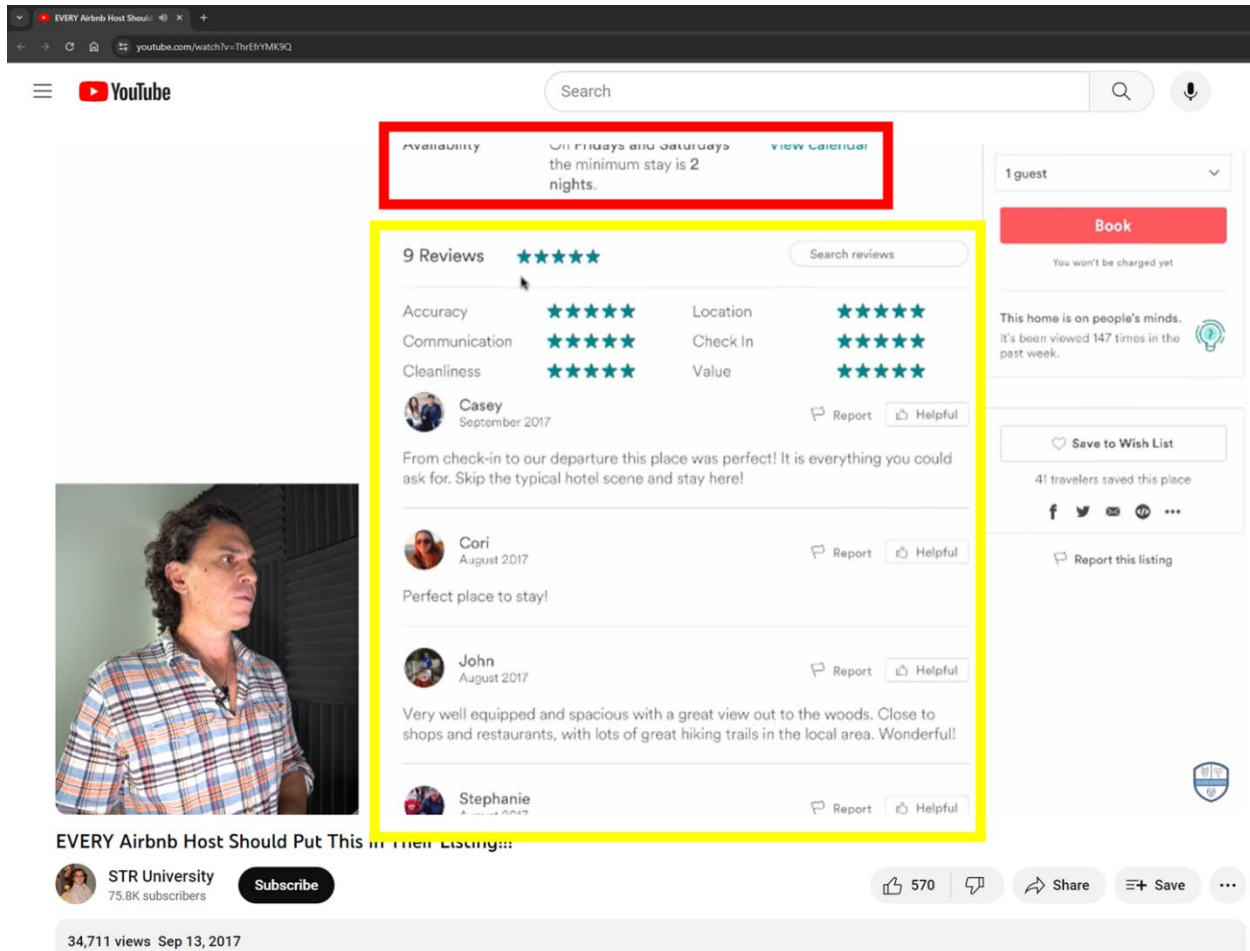
(E.g., <https://getpaidforyourpad.com/blog/how-to-create-a-great-airbnb-profile/>).

51. The Accused Instrumentality employs a web-based graphical user interface enabling its users to electronically access an electronic voting subsystem, enabling tracking of voting or electronic rating, configured to enable a user to electronically transmit data indicating a vote for or rating of (e.g., by the user's choices with respect to a selection of one or more Stars

and textual content in the form of a Review) an electronically available multimedia content (e.g., a multimedia Homestay Listing provided by a submitter, with accompanying photo and/or textual content). Airbnb uses function-specific subsystems, for example as discussed below.



(E.g., <https://www.youtube.com/watch?v=DRUJgBSqebE>).



(E.g., [https://www.youtube.com/watch?v=zZ5B\\_d8nvvU](https://www.youtube.com/watch?v=zZ5B_d8nvvU)).

52. Plaintiff has been damaged as a result of Defendant’s infringing conduct. Defendant is thus liable to Plaintiff for damages in an amount that adequately compensates Plaintiff for such Defendant’s infringement of the ‘665 Patent, *i.e.*, in an amount that by law cannot be less than would constitute a reasonable royalty for the use of the patented technology, together with interest and costs as fixed by this Court under 35 U.S.C. § 284.

53. To the extent marking is required, VCA has complied with all marking requirements.

**V. JURY DEMAND**

Plaintiff, under Rule 38 of the Federal Rules of Civil Procedure, requests a trial by jury of any issues so triable by right.

**VI. PRAYER FOR RELIEF**

WHEREFORE, Plaintiff respectfully requests that the Court find in its favor and against Defendant, and that the Court grant Plaintiff the following relief:

- a. Judgment that one or more claims of United States Patent No. 9,501,480 have been infringed, either literally and/or under the doctrine of equivalents, by Defendant;
- b. Judgment that one or more claims of United States Patent No. 9,477,665 have been infringed, either literally and/or under the doctrine of equivalents, by Defendant;
- c. Judgment that Defendant account for and pay to Plaintiff all damages to and costs incurred by Plaintiff because of Defendant's infringing activities and other conduct complained of herein, and an accounting of all infringements and damages not presented at trial;
- d. That Plaintiff be granted pre-judgment and post-judgment interest on the damages caused by Defendant's infringing activities and other conduct complained of herein; and
- e. That Plaintiff be granted such other and further relief as the Court may deem just and proper under the circumstances.

February 17, 2024

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