

# **Exhibit A**

## **Evidence of Use Regarding U.S. Patent No. 10,482,517**







The following claim chart includes illustrations, diagrams, and references relating to Defendant's Accused Product listed below. Various components cited herein are intended to illustrate theories of infringement and are not intended to exclude other components used in Defendant's devices from allegations of infringement. Upon information and belief, including based on public information, information appearing on Defendant's website, and various standard documents, other accused Estée Lauder devices similarly infringe, including those products that may be identified through discovery.. Accordingly, the infringement contentions, and evidence of infringement, set forth in these charts apply to each Accused Product, including those products that may be identified through discovery..

To the extent that multiple cases of infringement are set forth in the below chart, if no reference is made to a specific case with respect to a claim or claim element, the evidence of infringement applies to all cases of infringement set forth for that claim, or the claim(s) on which that claim depends.

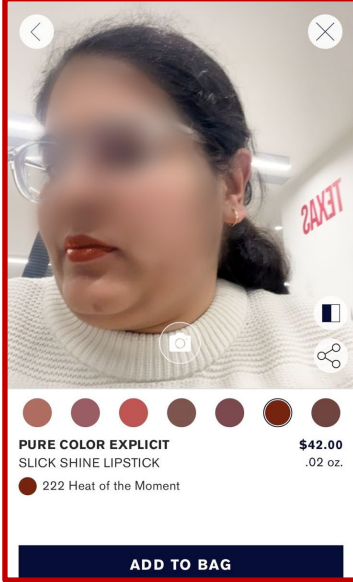
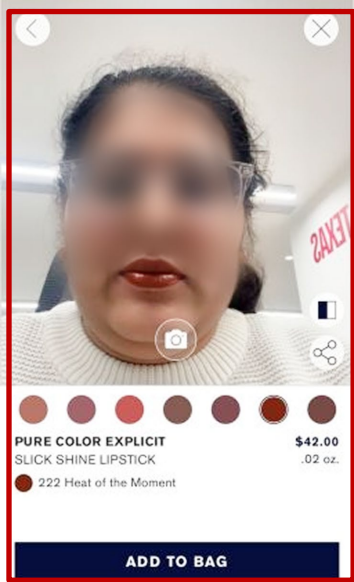













































To the extent there are any differences between the accused instrumentalities and the following claim elements, any such differences are insubstantial, and the claim(s) is infringed under the doctrine of equivalents.

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
A method for allowing a user to simulate wearing real-wearable items, the method being performed by one or more hardware processors configured by machine-readable instructions, the method comprising:	<p>The Estée Lauder Companies, Inc. (“Estée Lauder” or “Defendant”), using the Estée Lauder Virtual Try On (“Accused Product”), provides a method for allowing a user to simulate wearing real-wearable items, the method being performed by one or more hardware processors configured by machine-readable instructions.</p> <p>Estée Lauder provides the Virtual Try-on feature on its website which allows users to virtually try various products from their makeup category (such as lipsticks, foundations and more) using users’ device (e.g., smartphones, tablets etc.).</p> <p>[ESTEE LAUDER   VTO]</p> <p>Virtually Try Before You Buy</p> <p>Use our virtual tools to try on foundation, lipstick &amp; more in a variety of shades &amp; formulas—plus, find your ideal skincare!</p> <p>[Link: <a href="https://www.estee-lauder-virtual-try-on.com/">https://www.estee-lauder-virtual-try-on.com/</a>]</p> <p>[VIRTUAL TRY-ON]</p> <div><p>Try On a New Foundation</p><p>Using your phone camera, scan the QR code &amp; try on your perfect shade!</p></div>

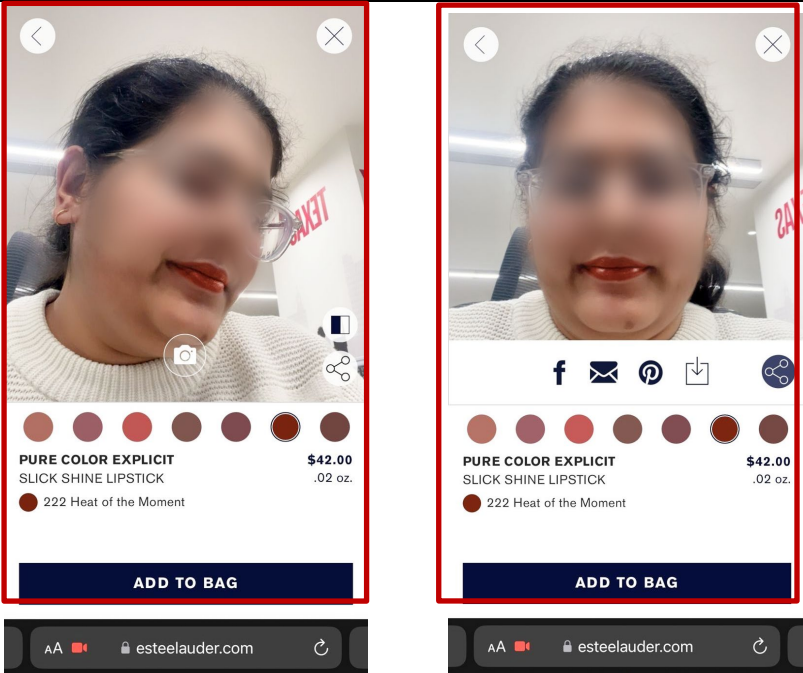
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><div><div>Try Before You Buy</div><div>Use our Lip Virtual Try-on Tool to try lipstick shades at home. Choose from a variety of formulas and find your perfect match.</div><div>TRY IT ON</div></div><div><p>You've got your skincare routine order down and you feel good about having the best skincare routine. <u>Now, onto makeup! Looking for the perfect makeup shade? Try one shade, or try them all with our Virtual Try-On Tool. It's the smartest way to find your shade using our foundation shade finder. The Estée Lauder foundation finder has your perfect foundation color match, best lipstick and best nude lipstick shades—just a click away.</u></p><p>[Link: <a href="https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5">https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5</a>]</p><p>[VIRTUAL TRY-ON TOOL: PURE COLOR ENVY LIPSTICK   ESTEE LAUDER]</p><div>Try Before You Buy</div><div>Find your perfect shades right from the comfort of your home.</div></div></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><div><p>Pure Color Matte Lipstick Intense, statement-making color. Velvet matte finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Creme Lipstick Intense, statement-making color. Satin-smooth creme finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Hi-Lustre Lipstick Lustrous color. Brilliant shine. Shimmer finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Whipped Matte Lip Color Weightless color and coverage. Velvet matte finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Explicit Slick Shine Lipstick Ultra precision. High intensity shine. Explicit color.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Explicit Silk Matte Lipstick Ultra precision. Dramatically dimensional matte. Explicit color.</p><p><a href="#">TRY IT ON</a></p></div></div> <p>[Link: <a href="https://www.estelauder.com/virtually-try-on-lipstick">https://www.estelauder.com/virtually-try-on-lipstick</a>]</p> <p>[UNITED STATES PRIVACY POLICY]</p>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div>PERSONAL INFORMATION WE PROCESS</div> <div><div>We may collect or process the following types of personal information about you. The specific personal information we collect about you will vary depending on how you interact with us.</div><div><ul style="list-style-type: none"><li>• <b>Contact information and personal identifiers</b>, such as your name, address, email address, telephone number, and username or social media handle.</li><li>• <b>Device identifiers</b>, such as information about your device like your MAC address, IP address, cookies, or other online identifiers.</li><li>• <b>Demographic information</b>, such as your age, sex, ethnicity, and gender.</li><li>• <b>Physical characteristics</b>, such as your hair type and color, skin type, and eye color.</li><li>• <b>Biometric information</b>, such as facial geometry if you use certain of our virtual try-on applications.</li></ul></div></div> <div><div>HOW WE COLLECT PERSONAL INFORMATION</div><div><div>We may collect personal information about you from various sources. For example:</div><div><ul style="list-style-type: none"><li>• <b>Directly from you</b>, such as when you make a purchase on one of our websites or in one of our retail stores, contact us with a question or complaint, <u>use one of our mobile applications or virtual try-on applications</u>, chat with an automated virtual agent or <u>live person on one of our websites</u>, create an account on one of our websites, register for one of our Brand loyalty programs or marketing lists, respond to a survey, participate in a contest or other promotion, make an appointment or sign-up to attend an event.</li></ul></div></div></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<p><b><u>Illinois Residents</u></b></p> <p>This section applies solely to Illinois residents and supplements our Privacy Policy above.</p> <div><p>As indicated in our Privacy Policy, we may collect sensitive personal information including biometric information such as facial geometry if you use certain of our virtual try-on applications. For Illinois residents who provide us with biometric information (such as during use of our virtual try-on applications), in accordance with Illinois state law, we will retain biometric information only until the occurrence of the first of the following:</p><ul style="list-style-type: none"><li>• The initial purpose for collecting or obtaining such biometric information has been satisfied, or</li><li>• Three years following your last interaction with us.</li></ul></div> <p>[Link: <a href="https://www.esteelauder.com/privacy">https://www.esteelauder.com/privacy</a>]</p> <p><b>[ESTEE LAUDER – VIRTUAL TRY-ON HANDS ON TESTING]</b></p> <div><div></div><div><div>AA                          </div><div>AA                   </div></div></div>









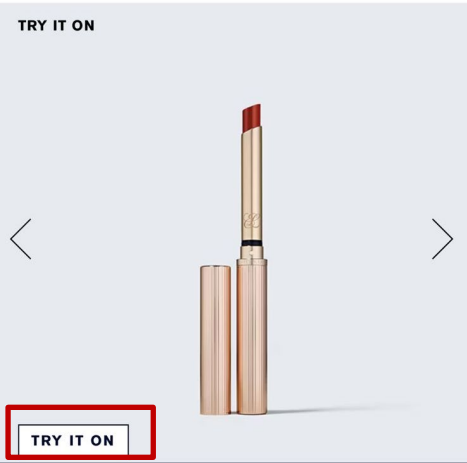
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div data-bbox="445 253 1243 922"><p>[Source: Screenshot taken from <a href="https://www.esteeauder.com/virtually-try-on-lipstick">https://www.esteeauder.com/virtually-try-on-lipstick</a> via hands-on testing on a Smartphone]</p></div>
obtaining, from a client computing platform, a live video feed;	<p>Estée Lauder, using the Accused Product, performs the step of obtaining, from a client computing platform, a live video feed.</p> <p>An Estée Lauder server obtains a live video feed from a client computing platform (e.g. on mobile devices such as smartphones and tablets).</p> <p>[ESTEE LAUDER   VTO]</p>

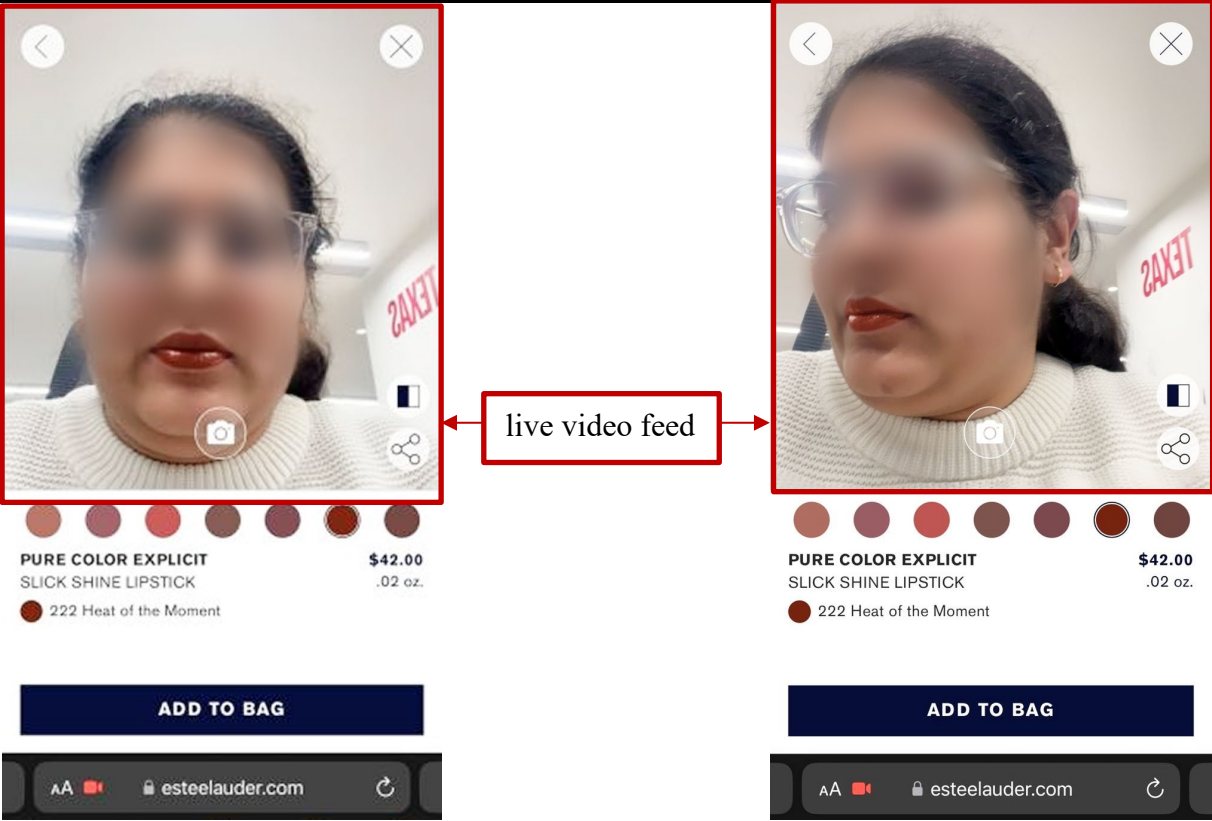
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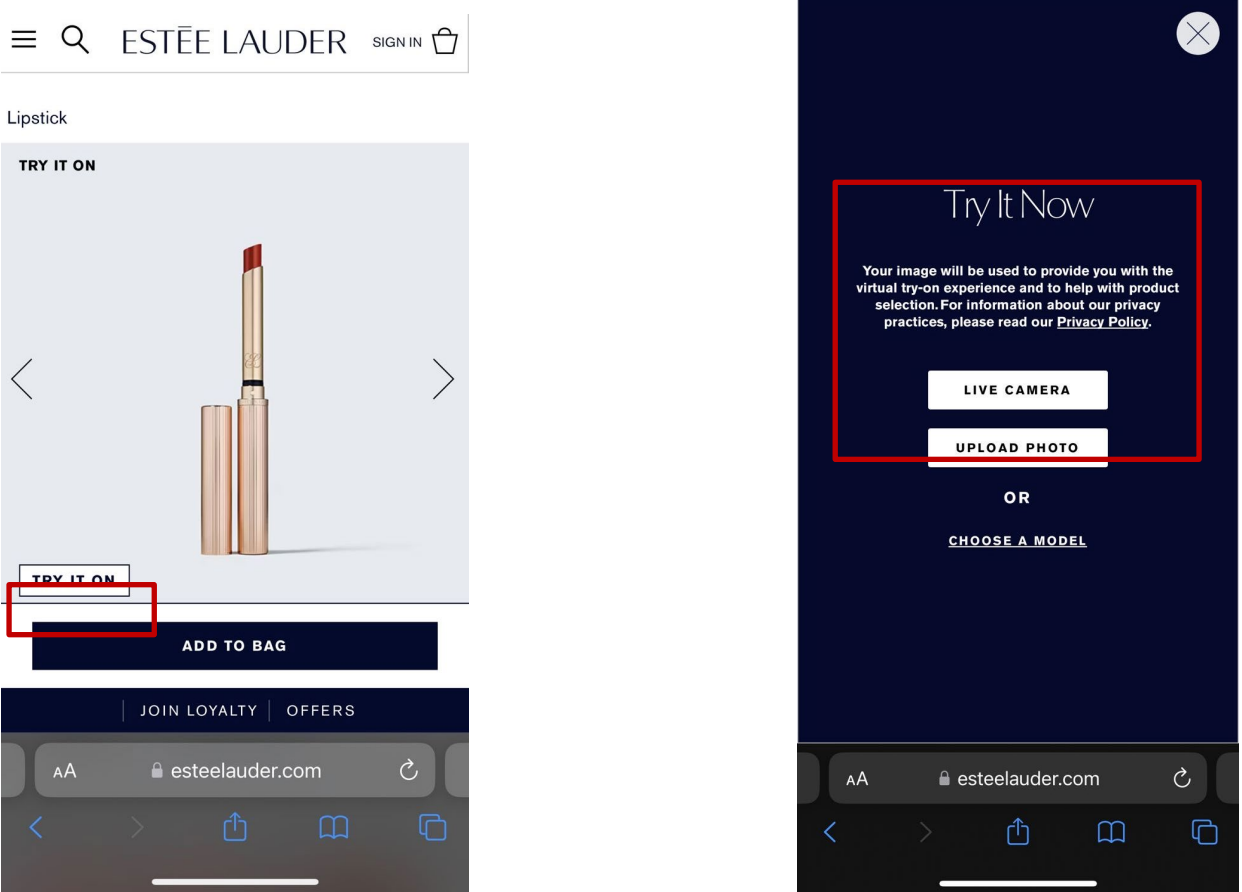
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><h2>PERSONAL INFORMATION WE PROCESS</h2><div><p>We may collect or process the following types of personal information about you. The specific personal information we collect about you will vary depending on how you interact with us.</p><ul style="list-style-type: none"><li>• <b>Contact information and personal identifiers</b>, such as your name, address, email address, telephone number, and username or social media handle.</li><li>• <b>Device identifiers</b>, such as information about your device like your MAC address, IP address, cookies, or other online identifiers.</li><li>• <b>Demographic information</b>, such as your age, sex, ethnicity, and gender.</li><li>• <b>Physical characteristics</b>, such as your hair type and color, skin type, and eye color.</li><li>• <b>Biometric information</b>, such as facial geometry if you use certain of our virtual try-on applications.</li></ul></div><h2>HOW WE COLLECT PERSONAL INFORMATION</h2><div><p>We may collect personal information about you from various sources. For example:</p><ul style="list-style-type: none"><li>• <b>Directly from you</b>, such as when you make a purchase on one of our websites or in one of our retail stores, contact us with a question or complaint, <u>use one of our mobile applications or virtual try-on applications</u>, chat with an automated virtual agent or <u>live person on one of our websites</u>, create an account on one of our websites, register for one of our Brand loyalty programs or marketing lists, respond to a survey, participate in a contest or other promotion, make an appointment or sign-up to attend an event.</li></ul></div></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<p><b>Illinois Residents</b></p> <p>This section applies solely to Illinois residents and supplements our Privacy Policy above.</p> <div><p>As indicated in our Privacy Policy, we may collect sensitive personal information including biometric information such as facial geometry if you use certain of our virtual try-on applications. For Illinois residents who provide us with biometric information (such as during use of our virtual try-on applications), in accordance with Illinois state law, we will retain biometric information only until the occurrence of the first of the following:</p><ul style="list-style-type: none"><li>• The initial purpose for collecting or obtaining such biometric information has been satisfied, or</li><li>• Three years following your last interaction with us.</li></ul></div> <p>[Link: <a href="https://www.estelauder.com/privacy">https://www.estelauder.com/privacy</a>]</p> <p>[VIRTUAL TRY-ON TOOL: PURE COLOR ENVY LIPSTICK   ESTEE LAUDER]</p> <p>Try Before You Buy</p> <div><p>Find your perfect shades right from the comfort of your home.</p><div><p>Pure Color Matte Lipstick Intense, statement-making color. Velvet matte finish. 2023.11.09</p><p>Pure Color Cream Lipstick Intense, statement-making color. Satin smooth cream finish. 2023.11.09</p><p>Pure Color 1/2-Lipstick Lipstick Lustrous color in bold doses. Shimmer finish. 2023.11.09</p><p>Pure Color Whipped Matte Lip Color Vibrant color and coverage. Ultra matte finish. 2023.11.09</p><p>Pure Color Lipstick Stick &amp; Shine Lipstick Ultra precision, high intensity color. Lipstick color. 2023.11.09</p><p>Pure Color Lipstick in Silk Matte Lipstick Ultra precision, dramatically dimensional matte lipstick color. 2023.11.09</p></div></div> <p>[Link: <a href="https://www.estelauder.com/virtually-try-on-lipstick">https://www.estelauder.com/virtually-try-on-lipstick</a>]</p>

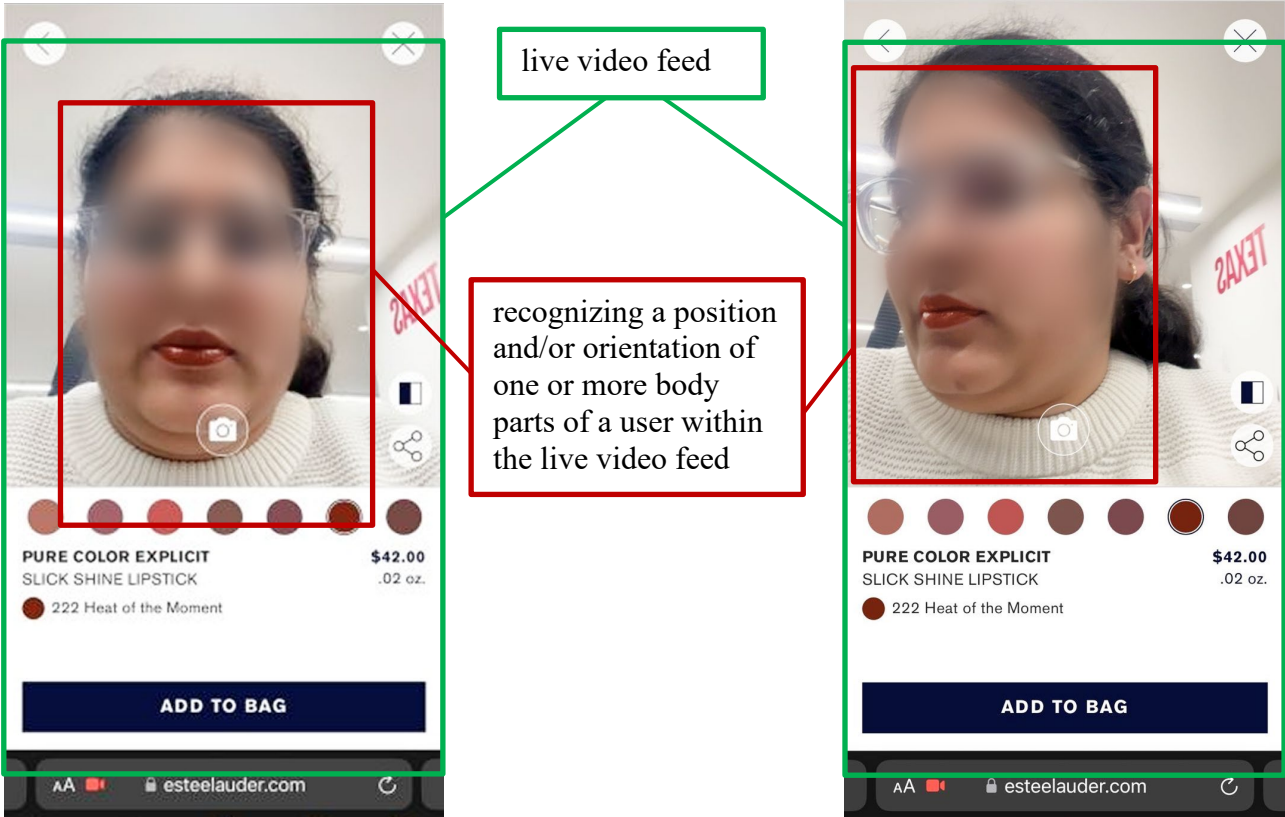
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<p>[ESTEE LAUDER – VIRTUAL TRY-ON HANDS ON TESTING]</p> <div><div><p>≡ 🔍 ESTÉE LAUDER SIGN IN 🛒</p><p>Lipstick</p><p>TRY IT ON</p><p>TRY IT ON</p><p>ADD TO BAG</p><p>JOIN LOYALTY   OFFERS</p><p>AA 🛡️ esteelauder.com ↻</p><p>&lt; &gt; 📎 📖 📄</p></div><div><p>✕</p><div><p>Try It Now</p><p>Your image will be used to provide you with the virtual try-on experience and to help with product selection. For information about our privacy practices, please read our <a href="#">Privacy Policy</a>.</p><p>LIVE CAMERA</p><p>UPLOAD PHOTO</p><p>OR</p><p><a href="#">CHOOSE A MODEL</a></p></div><p>AA 🛡️ esteelauder.com ↻</p><p>&lt; &gt; 📎 📖 📄</p></div></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div data-bbox="447 253 1652 1068"><p data-bbox="447 797 867 870">PURE COLOR EXPLICIT SLICK SHINE LIPSTICK \$42.00 .02 oz. 222 Heat of the Moment</p><p data-bbox="468 932 867 984">ADD TO BAG</p><p data-bbox="447 1003 886 1068">AA esteeauder.com</p><p data-bbox="1226 797 1646 870">PURE COLOR EXPLICIT SLICK SHINE LIPSTICK \$42.00 .02 oz. 222 Heat of the Moment</p><p data-bbox="1226 932 1631 984">ADD TO BAG</p><p data-bbox="1209 1003 1650 1068">AA esteeauder.com</p></div> <p data-bbox="447 1109 1866 1179">[Source: Screenshot taken from <a href="https://www.esteeauder.com/virtually-try-on-lipstick">https://www.esteeauder.com/virtually-try-on-lipstick</a> via hands-on testing on a Smartphone]</p>
recognizing a position and/or orientation of one or more body parts of a	Estée Lauder, using the Accused Product, performs the step of recognizing a position and/or orientation of one or more body parts of a user within the live video feed, the one or more body parts including a first body part. The Estée Lauder server recognizes a position and orientation of one or more body parts (e.g., face) of a user within the live video feed, the one or more body parts including a first body part.

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
user within the live video feed, the one or more body parts including a first body part;	<div><div>[VIRTUAL TRY-ON TOOL: PURE COLOR ENVY LIPSTICK   ESTEE LAUDER]</div><div>Try Before You Buy</div><div>Find your perfect shades right from the comfort of your home.</div><div><div><p>Pure Color Matte Lipstick Intense, statement-making color. Velvet matte finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Creme Lipstick Intense, statement-making color. Satin smooth creme finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Hi-Lustre Lipstick Lustrous color, brilliant shine. Shimmer finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Whipped Matte Lip Color Weightless color and coverage. Velvet matte finish.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Explicit Slick Shine Lipstick Ultra precision. High intensity shine. Explicit color.</p><p><a href="#">TRY IT ON</a></p></div><div><p>Pure Color Explicit Silk Matte Lipstick Ultra precision. Dramatically dimensional matte. Explicit color.</p><p><a href="#">TRY IT ON</a></p></div></div><div>[Link: <a href="https://www.esteeauder.com/virtually-try-on-lipstick">https://www.esteeauder.com/virtually-try-on-lipstick</a>]</div><div>[ESTEE LAUDER – VIRTUAL TRY-ON HANDS ON TESTING]</div></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	 <p>The image displays two side-by-side screenshots of the Estée Lauder mobile app interface, illustrating a virtual try-on feature.</p> <p><b>Left Screenshot (Product Page):</b></p> <ul style="list-style-type: none"><li>The top navigation bar includes the Estée Lauder logo, a search icon, and a "SIGN IN" link.</li><li>The product category "Lipstick" is displayed.</li><li>The main product image shows a lipstick tube. A red box highlights the "TRY IT ON" button located below the product image.</li><li>Below the product image is an "ADD TO BAG" button.</li><li>The bottom navigation bar includes links for "JOIN LOYALTY" and "OFFERS".</li><li>The bottom status bar shows the URL "esteelauder.com" and standard mobile navigation icons.</li></ul> <p><b>Right Screenshot (Try-On Overlay):</b></p> <ul style="list-style-type: none"><li>The overlay is titled "Try It Now".</li><li>A red box highlights the "LIVE CAMERA" and "UPLOAD PHOTO" buttons.</li><li>Below these buttons is an "OR" separator and a "CHOOSE A MODEL" link.</li><li>The bottom status bar shows the URL "esteelauder.com" and standard mobile navigation icons.</li></ul>









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	<div><p>live video feed</p><p>recognizing a position and/or orientation of one or more body parts of a user within the live video feed</p><p>PURE COLOR EXPLICIT SLICK SHINE LIPSTICK 222 Heat of the Moment \$42.00 .02 oz. ADD TO BAG</p><p>esteeauder.com</p></div> <p>[Source: Screenshot taken from <a href="https://www.esteeauder.com/virtually-try-on-lipstick">https://www.esteeauder.com/virtually-try-on-lipstick</a> via hands-on testing on a Smartphone]</p> <p>[ESTEE LAUDER   VTO]</p>

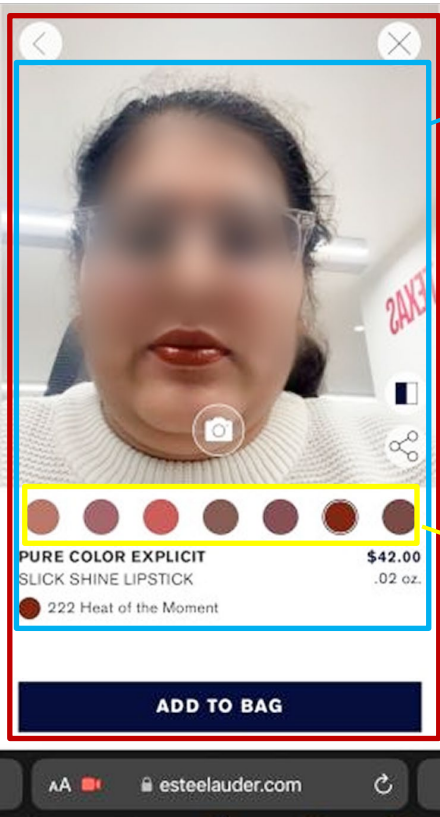



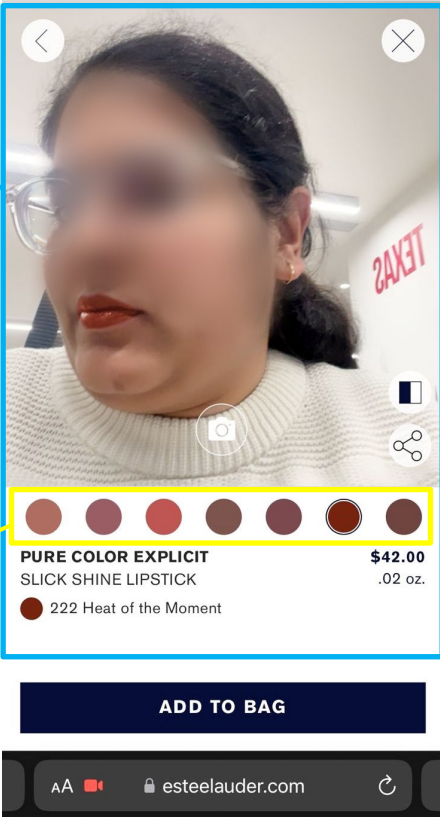





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	<div><div><div>Virtually Try Before You Buy</div><div>Use our virtual tools to try on foundation, lipstick &amp; more in a variety of shades &amp; formulas—plus, find your ideal skincare!</div></div><div>[Link: <a href="https://www.estee-lauder-virtual-try-on.com/">https://www.estee-lauder-virtual-try-on.com/</a>]</div><div>[VIRTUAL TRY-ON]</div><div>Try On a New Foundation</div><div>Using your phone camera, scan the QR code &amp; try on your perfect shade!</div><div><div><div>Try Before You Buy</div><div>Use our Lip Virtual Try-on Tool to try lipstick shades at home. Choose from a variety of formulas and find your perfect match.</div><div>TRY IT ON</div></div></div><div><div>You've got your skincare routine order down and you feel good about having the best skincare routine. Now, onto makeup! Looking for the perfect makeup shade? Try one shade, or try them all with our Virtual Try-On Tool. It's the smartest way to find your shade using our foundation shade finder. The Estée Lauder foundation finder has your perfect foundation color match, best lipstick and best nude lipstick shades—just a click away.</div><div>[Link: <a href="https://www.esteeauder.com/virtually-try-on-makeup-skincare?srsId=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5">https://www.esteeauder.com/virtually-try-on-makeup-skincare?srsId=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5</a>]</div></div></div>

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providing a virtual-outfitting interface for presentation to the user via the client computing platform, the virtual-outfitting interface including two or more separate portions simultaneously presented in the virtual-outfitting interface, the two or more	<p>Estée Lauder, using the Accused Product, performs the step of providing a virtual-outfitting interface for presentation to the user via the client computing platform, the virtual-outfitting interface including two or more separate portions simultaneously presented in the virtual-outfitting interface, the two or more separate portions including a main display portion and an icon that is overlaid upon the main display portion.</p> <p>For example, the Estée Lauder server provides a virtual-outfitting interface for presentation to the user via the mobile devices such as smartphones and tablets (“client computing platform”). The virtual-outfitting interface includes two different portions that are simultaneously presented to the user. The two different portions include a main display portion and color swatches (“icon”) that are overlaid upon the main display portion, as shown in the screenshots below.</p> <p>[VIRTUAL TRY-ON TOOL: PURE COLOR ENVY LIPSTICK   ESTEE LAUDER]</p> <p>Try Before You Buy</p> <div><p>Find your perfect shades right from the comfort of your home.</p></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
<p>separate portions including a main display portion and an icon that is overlaid upon the main display portion,</p>	<div data-bbox="455 303 1066 857"><div><p>Pure Color Matte Lipstick Intense, statement making color. Velvet matte finish. <a href="#">TRY IT ON</a></p></div><div><p>Pure Color Creme Lipstick Intense, statement making color. Satin smooth creme finish. <a href="#">TRY IT ON</a></p></div><div><p>Pure Color Hi-Lustre Lipstick Lustrous color, brilliant shine. Shimmer finish. <a href="#">TRY IT ON</a></p></div><div><p>Pure Color Whipped Matte Lip Color Weightless color and coverage. Velvet matte finish. <a href="#">TRY IT ON</a></p></div><div><p>Pure Color Explicit Slick Shine Lipstick Ultra precision. High intensity shine. Explicit color. <a href="#">TRY IT ON</a></p></div><div><p>Pure Color Explicit Silk Matte Lipstick Ultra precision. Dramatically dimensional matte, explicit color. <a href="#">TRY IT ON</a></p></div></div> <p>[Link: <a href="https://www.esteelauder.com/virtually-try-on-lipstick">https://www.esteelauder.com/virtually-try-on-lipstick</a>]</p> <p>[ESTEE LAUDER – VIRTUAL TRY-ON HANDS ON TESTING]</p>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><p>main display portion</p><p>virtual-outfitting interface</p><p>icon that is overlaid upon the main display portion</p><p>PURE COLOR EXPLICIT SLICK SHINE LIPSTICK \$42.00 .02 oz. 222 Heat of the Moment</p><p>ADD TO BAG</p><p>AA   esteelauder.com </p></div> <div><p>main display portion</p><p>virtual-outfitting interface</p><p>icon that is overlaid upon the main display portion</p><p>PURE COLOR EXPLICIT SLICK SHINE LIPSTICK \$42.00 .02 oz. 222 Heat of the Moment</p><p>ADD TO BAG</p><p>AA   esteelauder.com </p></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><p>main display portion</p><p>icon that is overlaid upon the main display portion</p><p>PURE COLOR EXPLICIT SLICK SHINE LIPSTICK \$42.00 .02 oz. 222 Heat of the Moment</p><p>ADD TO BAG</p><p>AA   esteelauder.com </p><p>[Source: Screenshot taken from <a href="https://www.esteeauder.com/virtually-try-on-lipstick">https://www.esteeauder.com/virtually-try-on-lipstick</a> via hands-on testing on a Smartphone]</p><p>[VIRTUAL TRY-ON]</p><p>Try On a New Foundation</p><p>Using your phone camera, scan the QR code &amp; try on your perfect shade!</p></div>

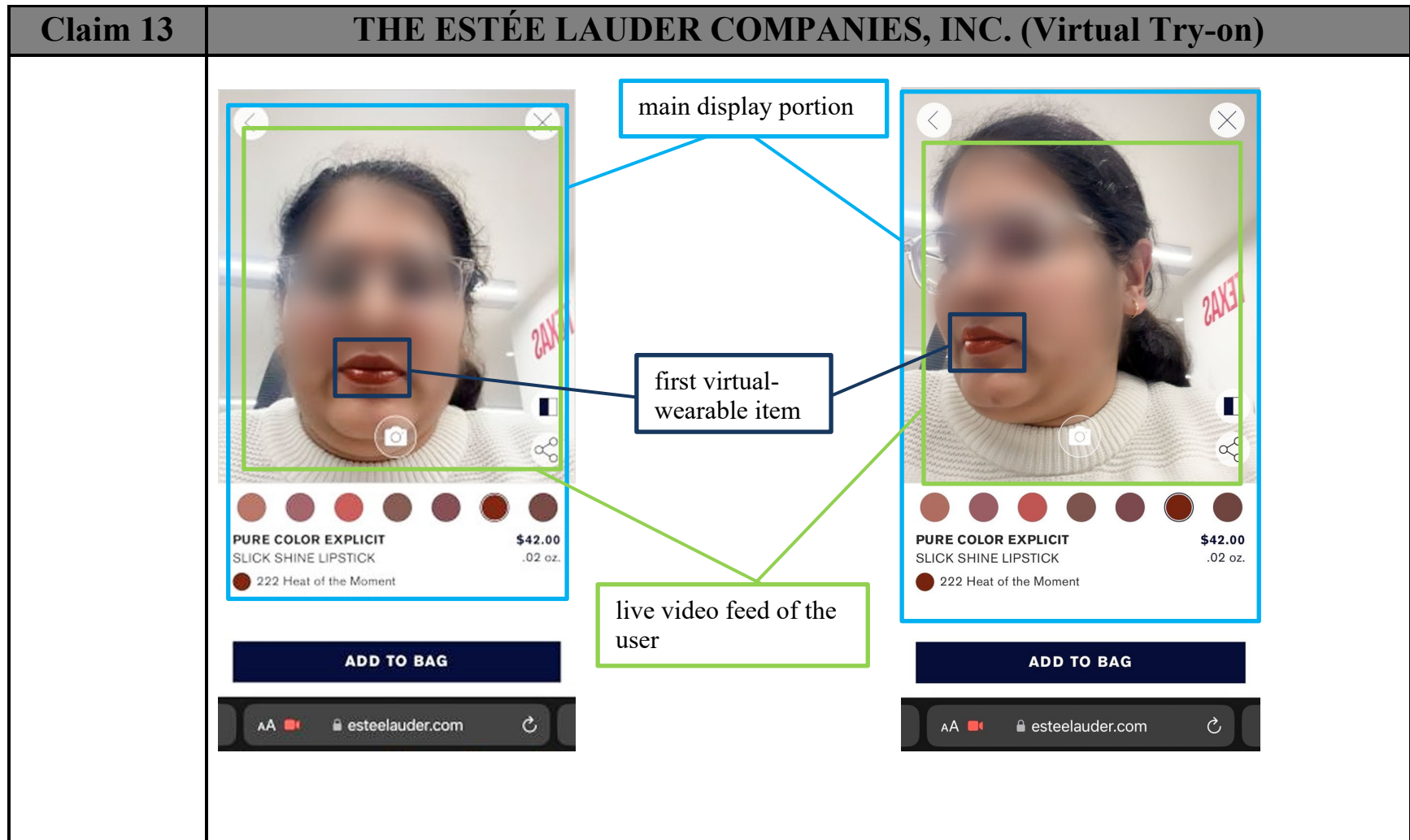


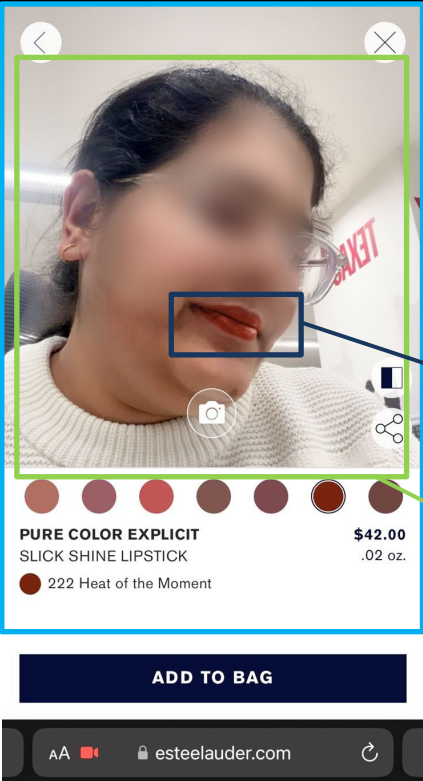
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><div><div>Try Before You Buy</div><div>Use our Lip Virtual Try-on Tool to try lipstick shades at home. Choose from a variety of formulas and find your perfect match.</div><div>TRY IT ON</div></div><div><p>You've got your skincare routine order down and you feel good about having the best skincare routine. <u>Now, onto makeup! Looking for the perfect makeup shade? Try one shade, or try them all with our Virtual Try-On Tool. It's the smartest way to find your shade using our foundation shade finder. The Estée Lauder foundation finder has your perfect foundation color match, best lipstick and best nude lipstick shades—just a click away.</u></p><p>[Link: <a href="https://www.esteelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5">https://www.esteelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5</a>]</p><p>[UNITED STATES PRIVACY POLICY]</p><p>PERSONAL INFORMATION WE PROCESS</p><div><div>We may collect or process the following types of personal information about you. The specific personal information we collect about you will vary depending on how you interact with us.</div><div><ul style="list-style-type: none"><li>• <b>Contact information and personal identifiers</b>, such as your name, address, email address, telephone number, and username or social media handle.</li><li>• <b>Device identifiers</b>, such as information about your device like your MAC address, IP address, cookies, or other online identifiers.</li><li>• <b>Demographic information</b>, such as your age, sex, ethnicity, and gender.</li><li>• <b>Physical characteristics</b>, such as your hair type and color, skin type, and eye color.</li><li>• <b>Biometric information</b>, such as facial geometry if you use certain of our virtual try-on applications.</li></ul></div></div></div></div>



Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><h2>HOW WE COLLECT PERSONAL INFORMATION</h2><div><a href="#">^ top</a></div><div><div>We may collect personal information about you from various sources. For example:</div><ul style="list-style-type: none"><li>• <b>Directly from you</b>, such as when you make a purchase on one of our websites or in one of our retail stores, contact us with a question or complaint, <u>use one of our mobile applications or virtual try-on applications</u>, chat with an automated virtual agent or <u>live person on one of our websites</u>, create an account on one of our websites, register for one of our Brand loyalty programs or marketing lists, respond to a survey, participate in a contest or other promotion, make an appointment or sign-up to attend an event.</li></ul><h3>Illinois Residents</h3><p>This section applies solely to Illinois residents and supplements our Privacy Policy above.</p><div><div>As indicated in our Privacy Policy, we may collect sensitive personal information including biometric information such as facial geometry if you use certain of our virtual try-on applications. For Illinois residents who provide us with biometric information (such as during use of our virtual try-on applications), in accordance with Illinois state law, we will retain biometric information only until the occurrence of the first of the following:</div><ul style="list-style-type: none"><li>• The initial purpose for collecting or obtaining such biometric information has been satisfied, or</li><li>• Three years following your last interaction with us.</li></ul><p>[Link: <a href="https://www.esteelauder.com/privacy">https://www.esteelauder.com/privacy</a>]</p></div></div></div>
wherein the main display portion includes a composite video feed that	<p>Estée Lauder, using the Accused Product, performs the step of wherein the main display portion includes a composite video feed that incorporates the live video feed of the user and a first virtual-wearable item.</p> <p>For example, the main display portion includes a composite video feed, which is the combination of the user’s live video and the first virtual-wearable item, i.e., a lipstick and/or foundation as shown in the screenshots below.</p>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
incorporates the live video feed of the user and a first virtual-wearable item	<p>[VIRTUAL TRY-ON TOOL: PURE COLOR ENVY LIPSTICK   ESTEE LAUDER]</p> <p>Try Before You Buy</p> <p>Find your perfect shades right from the comfort of your home.</p> <p>[Link: <a href="https://www.estelauder.com/virtually-try-on-lipstick">https://www.estelauder.com/virtually-try-on-lipstick</a>]</p> <p>[ESTEE LAUDER – VIRTUAL TRY-ON HANDS ON TESTING]</p>



Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><p>main display portion</p><p>first virtual-wearable item</p><p>live video feed of the user</p><p>PURE COLOR EXPLICIT SLICK SHINE LIPSTICK \$42.00 .02 oz. 222 Heat of the Moment</p><p>ADD TO BAG</p><p>AA esteelauder.com</p></div> <p>[Source: Screenshot taken from <a href="https://www.esteelauder.com/virtually-try-on-lipstick">https://www.esteelauder.com/virtually-try-on-lipstick</a> via hands-on testing on a Smartphone]</p> <p>[VIRTUAL TRY-ON]</p> <p>Try On a New Foundation</p> <p>Using your phone camera, scan the QR code &amp; try on your perfect shade!</p>

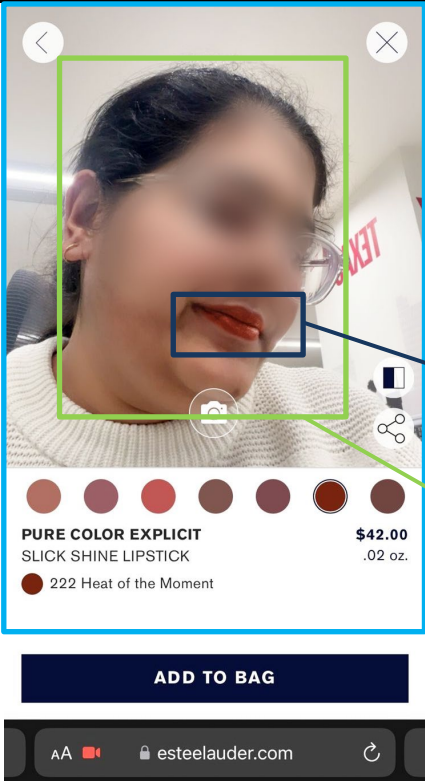
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><div><div>Try Before You Buy</div><div>Use our Lip Virtual Try-on Tool to try lipstick shades at home. Choose from a variety of formulas and find your perfect match.</div><div>TRY IT ON</div></div><div><p>You've got your skincare routine order down and you feel good about having the best skincare routine. <u>Now, onto makeup! Looking for the perfect makeup shade? Try one shade, or try them all with our Virtual Try-On Tool. It's the smartest way to find your shade using our foundation shade finder. The Estée Lauder foundation finder has your perfect foundation color match, best lipstick and best nude lipstick shades—just a click away.</u></p><p>[Link: <a href="https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5">https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5</a>]</p><p>[UNITED STATES PRIVACY POLICY]</p><p>PERSONAL INFORMATION WE PROCESS</p><div><div>We may collect or process the following types of personal information about you. The specific personal information we collect about you will vary depending on how you interact with us.</div><div><ul style="list-style-type: none"><li>• <b>Contact information and personal identifiers</b>, such as your name, address, email address, telephone number, and username or social media handle.</li><li>• <b>Device identifiers</b>, such as information about your device like your MAC address, IP address, cookies, or other online identifiers.</li><li>• <b>Demographic information</b>, such as your age, sex, ethnicity, and gender.</li><li>• <b>Physical characteristics</b>, such as your hair type and color, skin type, and eye color.</li><li>• <b>Biometric information</b>, such as facial geometry if you use certain of our virtual try-on applications.</li></ul></div></div></div></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div>HOW WE COLLECT PERSONAL INFORMATION</div> <div><div>^ top</div><div>We may collect personal information about you from various sources. For example:</div><div><ul style="list-style-type: none"><li>• <b>Directly from you</b>, such as when you make a purchase on one of our websites or in one of our retail stores, contact us with a question or complaint, <u>use one of our mobile applications or virtual try-on applications</u>, chat with an automated virtual agent or <u>live person on one of our websites</u>, create an account on one of our websites, register for one of our Brand loyalty programs or marketing lists, respond to a survey, participate in a contest or other promotion, make an appointment or sign-up to attend an event.</li></ul></div><div><b>Illinois Residents</b> This section applies solely to Illinois residents and supplements our Privacy Policy above.<div><div>As indicated in our Privacy Policy, we may collect sensitive personal information including biometric information such as facial geometry if you use certain of our virtual try-on applications. For Illinois residents who provide us with biometric information (such as during use of our virtual try-on applications), in accordance with Illinois state law, we will retain biometric information only until the occurrence of the first of the following:<ul style="list-style-type: none"><li>• The initial purpose for collecting or obtaining such biometric information has been satisfied, or</li><li>• Three years following your last interaction with us.</li></ul></div></div><div>[Link: <a href="https://www.esteeauder.com/privacy">https://www.esteeauder.com/privacy</a>]</div></div></div>
wherein a position, size, and/or orientation of the first virtual-wearable item is determined such that the first	<p>Estée Lauder, using the Accused Product, performs the step of wherein a position, size, and/or orientation of the first virtual-wearable item is determined such that the first virtual-wearable item moves within the main display portion according to the position and/or orientation of the user within the live video feed so that the user appears to be wearing the first virtual-wearable item in real time in the main display portion.</p> <p>For example, as shown in the given below screenshots, the position, size, and orientation of the first virtual-wearable item, i.e., a lipstick and/or foundation, is identified and adjusted within the main display portion to correspond with the orientation and position of the user in the live video, so that the user appears to be wearing the</p>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
virtual-wearable item moves within the main display portion according to the position and/or orientation of the user within the live video feed so that the user appears to be wearing the first virtual-wearable item in real time in the main display portion; and	<p>lipstick and/or foundation in real time in the main display portion. The main display portion provides a realistic experience as the lipstick and/or foundation stays constant on lips and/or face even when the user moves.</p> <p>[VIRTUAL TRY-ON TOOL: PURE COLOR ENVY LIPSTICK   ESTEE LAUDER]</p> <p>Try Before You Buy</p> <p>Find your perfect shades right from the comfort of your home.</p> <p>[Link: <a href="https://www.estelauder.com/virtually-try-on-lipstick">https://www.estelauder.com/virtually-try-on-lipstick</a>]</p> <p>[ESTEE LAUDER – VIRTUAL TRY-ON HANDS ON TESTING]</p>



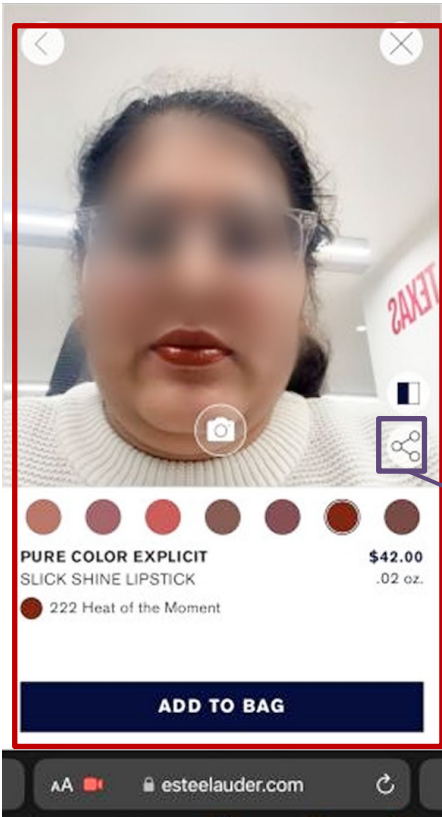
<p><b>Claim 13</b></p>	<p><b>THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)</b></p>
	<p>main display portion</p> <p>first virtual-wearable item moves according to the position of user within the live video feed</p> <p>position of the user in live video feed</p>

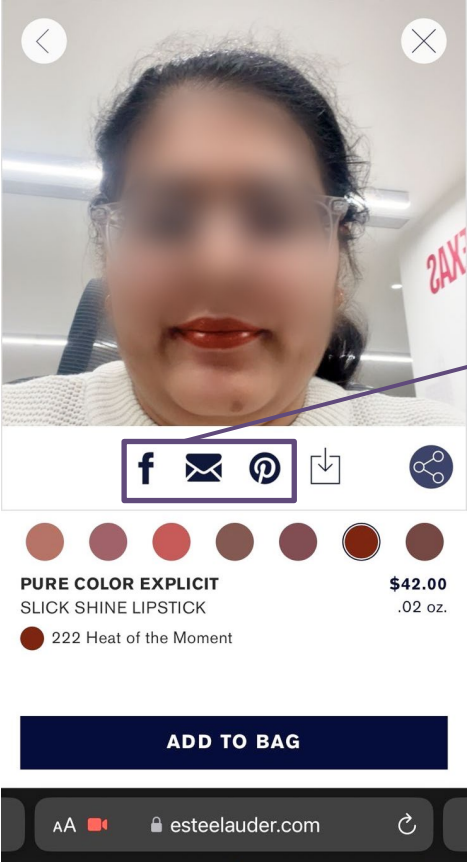
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><p>main display portion</p><p>first virtual-wearable item moves according to the position of user within the live video feed</p><p>position of the user in live video feed</p><p>PURE COLOR EXPLICIT SLICK SHINE LIPSTICK \$42.00 .02 oz. 222 Heat of the Moment</p><p>ADD TO BAG</p><p>AA esteeauder.com</p><p>[Source: Screenshot taken from <a href="https://www.esteeauder.com/virtually-try-on-lipstick">https://www.esteeauder.com/virtually-try-on-lipstick</a> via hands-on testing on a Smartphone]</p><p>[VIRTUAL TRY-ON]</p><p>Try On a New Foundation</p><p>Using your phone camera, scan the QR code &amp; try on your perfect shade!</p></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><div><div>Try Before You Buy</div><div>Use our Lip Virtual Try-on Tool to try lipstick shades at home. Choose from a variety of formulas and find your perfect match.</div><div>TRY IT ON</div></div><div><p>You've got your skincare routine order down and you feel good about having the best skincare routine. <u>Now, onto makeup! Looking for the perfect makeup shade? Try one shade, or try them all with our Virtual Try-On Tool. It's the smartest way to find your shade using our foundation shade finder. The Estée Lauder foundation finder has your perfect foundation color match, best lipstick and best nude lipstick shades—just a click away.</u></p><p>[Link: <a href="https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5">https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5</a>]</p><p>[UNITED STATES PRIVACY POLICY]</p><p>PERSONAL INFORMATION WE PROCESS</p><div><div>We may collect or process the following types of personal information about you. The specific personal information we collect about you will vary depending on how you interact with us.</div><div><div><div>• <b>Contact information and personal identifiers</b>, such as your name, address, email address, telephone number, and username or social media handle.</div><div>• <b>Device identifiers</b>, such as information about your device like your MAC address, IP address, cookies, or other online identifiers.</div><div>• <b>Demographic information</b>, such as your age, sex, ethnicity, and gender.</div><div>• <b>Physical characteristics</b>, such as your hair type and color, skin type, and eye color.</div><div>• <b>Biometric information</b>, such as facial geometry if you use certain of our virtual try-on applications.</div></div></div></div></div></div>

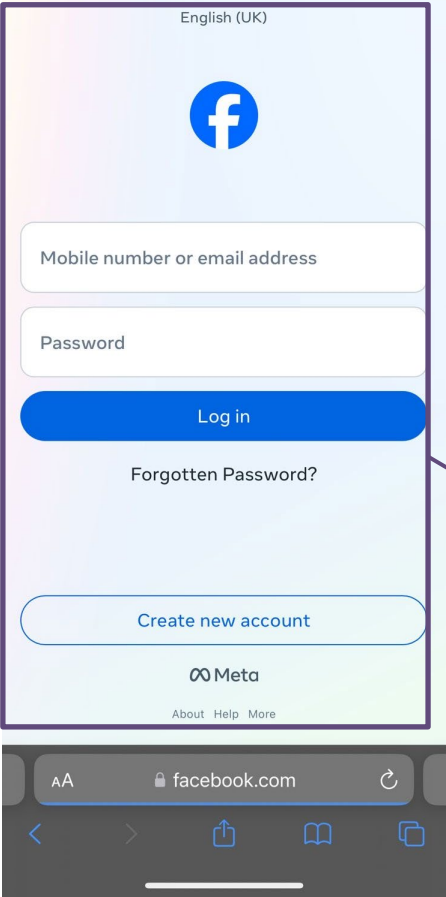
Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><h2>HOW WE COLLECT PERSONAL INFORMATION</h2><div><a href="#">^ top</a></div><div><div>We may collect personal information about you from various sources. For example:</div><ul style="list-style-type: none"><li>• <b>Directly from you</b>, such as when you make a purchase on one of our websites or in one of our retail stores, contact us with a question or complaint, <u>use one of our mobile applications or virtual try-on applications</u>, chat with an automated virtual agent or <u>live person on one of our websites</u>, create an account on one of our websites, register for one of our Brand loyalty programs or marketing lists, respond to a survey, participate in a contest or other promotion, make an appointment or sign-up to attend an event.</li></ul><p><b>Illinois Residents</b></p><p>This section applies solely to Illinois residents and supplements our Privacy Policy above.</p><div><div>As indicated in our Privacy Policy, we may collect sensitive personal information including biometric information such as facial geometry if you use certain of our virtual try-on applications. For Illinois residents who provide us with biometric information (such as during use of our virtual try-on applications), in accordance with Illinois state law, we will retain biometric information only until the occurrence of the first of the following:</div><ul style="list-style-type: none"><li>• The initial purpose for collecting or obtaining such biometric information has been satisfied, or</li><li>• Three years following your last interaction with us.</li></ul><p>[Link: <a href="https://www.esteelauder.com/privacy">https://www.esteelauder.com/privacy</a>]</p></div></div></div>
providing a social-networking tool graphically presented in the	Estée Lauder, using the Accused Product, performs the step of providing a social-networking tool graphically presented in the virtual-outfitting interface, the social-networking tool allowing the user to interface with one or more social-networking services with which the user is associated.

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
virtual-outfitting interface, the social-networking tool allowing the user to interface with one or more social-networking services with which the user is associated.	<p>For example, the Estée Lauder server provides a social-networking tool that is displayed in the virtual-outfitting interface. The social-networking tool allows the user to interact with Facebook, E-mail and/or Pinterest (“social-networking service”) with which the user is associated.</p> <p>[VIRTUAL TRY-ON TOOL: PURE COLOR ENVY LIPSTICK   ESTEE LAUDER]</p> <p>Try Before You Buy</p> <p>Find your perfect shades right from the comfort of your home.</p> <p>[Link: <a href="https://www.estelauder.com/virtually-try-on-lipstick">https://www.estelauder.com/virtually-try-on-lipstick</a>]</p> <p>[ESTEE LAUDER – VIRTUAL TRY-ON HANDS ON TESTING]</p>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><p>virtual-outfitting interface</p><p>social-networking tool graphically presented in the virtual-outfitting interface</p></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	 <p>social-networking services with which the user is associated</p>



Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><p>[Source: Screenshot taken from <a href="https://www.esteeauder.com/virtually-try-on-lipstick">https://www.esteeauder.com/virtually-try-on-lipstick</a> via hands-on testing on a Smartphone]</p><p><b>[VIRTUAL TRY-ON]</b></p></div>

Claim 13	THE ESTÉE LAUDER COMPANIES, INC. (Virtual Try-on)
	<div><div>Try On a New Foundation</div><div>Using your phone camera, scan the QR code &amp; try on your perfect shade!</div><div><div>Try Before You Buy</div><div>Use our Lip Virtual Try-on Tool to try lipstick shades at home. Choose from a variety of formulas and find your perfect match.</div><div>TRY IT ON</div></div><div><p>You've got your skincare routine order down and you feel good about having the best skincare routine. Now, onto makeup! Looking for the perfect makeup shade? Try one shade, or try them all with our Virtual Try-On Tool. It's the smartest way to find your shade using our foundation shade finder. The Estée Lauder <u>foundation finder</u> has your perfect foundation color match, best lipstick and best nude lipstick shades—just a click away.</p><p>[Link: <a href="https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5">https://www.estelauder.com/virtually-try-on-makeup-skincare?srsltid=AfmBOoqL-Yxk_bbBtJBwoNu0GMp2h_9_OBuSSjyft7iADDr5Hci9LDO5</a>]</p></div></div>