

Creative Internet Advertising Corp. wins enhanced damages in Yahoo patent infringement lawsuit

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In May 2009, a jury awarded **Creative Internet Advertising Corporation (CAIC)** just over \$6.6 million after finding

Yahoo! Inc.

willfully infringed a patent related to a background advertising system. Nine months later, a magistrate judge determined

Yahoo

's willful violation of the patent warranted enhanced damages and prejudgment interest, bringing the total awarded damages to \$12,462,291.

The **patent-at-issue, USP 6,205,432**, is entitled "*Background advertising system.*" The court found

Inc.

Yahoo!

's

message system has a feature that allows users to add interactive backgrounds to instant message conversations, infringing

CAIC

's patent both literally and under the doctrine of equivalents.

Creative Internet Advertising is a subsidiary of **Acacia Research Corp.**

Source(s):¹ "*The Simon Law Firm announces enhanced damages for Creative Internet Advertising Corp. in suit against Yahoo!*," *Businesswire.com*, February 4, 2010

(http://eon.businesswire.com/portal/site/eon/permalink/?ndmViewId=news_view&newsId=20100204006210&newsLang=en).²