

# Exhibit E

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

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

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

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

**Bill To:**  
**Customer No:** 55823538  
**Bill To:** PETE SIRIANNI  
2563 CHERRY HILL LN  
HERMITAGE, PA 16148-2989  
**Phone:** (561) 699-8043  
**Email:** [SIRIANNIP07@AOL.COM](mailto:SIRIANNIP07@AOL.COM)  
**Order Invoice#:**  
**Order Status:**  
**Entry Date:**  
**Sales ID:**  
**Priority Code:**  
**Pay Method:**

**Date** Mon Jun 18 18:21:57 EDT 2001

**Ship to** [REDACTED]  
Novato CA 94947  
US United States  
415-[REDACTED]

1card1 [REDACTED] You must be so worried about your Dad. But if you can,  
1card2 try to take some time for yourself. Don't underestimate how  
1card3 hard this is for you, too. Love- [REDACTED]  
Card? yes  
Gift\_Wrap? yes  
Bill to [REDACTED]

San Francisco CA 94117  
US United States  
415-[REDACTED]

**E-Mail** [REDACTED]  
You can always see your order by going to  
<http://order.store.yahoo.com/OS/stat?shopcrabtree+74247+6d4d7519ba4dd45e76d1>

\$1.5209 | **Shop:** [brownies.com](http://brownies.com)  
Cotton Center Blvd. Suite 100  
Phoenix, AZ 85040  

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**Delivery Confirmation**

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**Order Status >**

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

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

<p>indicates to the first party that the notification communication session was initiated by an authorized source; and</p>	<p>including customer billing information such as billing person’s name (“Pete Sirianni”), billing address, billing telephone number and the billing person’s email address (“siriannip07@aol.com) to confirm/authenticate the shipment confirmation email was initiated by Brownies (the authorized source), and</p> <div data-bbox="793 625 1360 812"> <p><b>Bill To:</b></p> <table border="0"> <tr> <td><b>Customer No:</b> 55823538</td> <td><b>Order Invoice#:</b></td> </tr> <tr> <td><b>Bill To:</b> PETE SIRIANNI 2563 CHERRY HILL LN HERMITAGE, PA 16148-2989</td> <td><b>Order Status:</b></td> </tr> <tr> <td><b>Phone:</b> (561) 699-8043</td> <td><b>Entry Date:</b></td> </tr> <tr> <td><b>Email:</b> <a href="mailto:SIRIANNIP07@AOL.COM">SIRIANNIP07@AOL.COM</a></td> <td><b>Sales ID:</b> Novato CA 94947</td> </tr> <tr> <td></td> <td><b>Priority Code:</b> US United States</td> </tr> <tr> <td></td> <td><b>Pay Method:</b> 415-██████████</td> </tr> </table> </div> <div data-bbox="829 844 1297 1023"> <p>1.5209   <b>Shop:</b> <a href="http://brownies.com">brownies.com</a> Cotton Center Blvd. Suite 100 Phoenix, AZ 85040</p> <hr/> <p><b>Delivery Confirmation</b></p> </div> <div data-bbox="835 1128 1155 1193"> <p><a href="#">Order Status &gt;</a></p> </div>	<b>Customer No:</b> 55823538	<b>Order Invoice#:</b>	<b>Bill To:</b> PETE SIRIANNI 2563 CHERRY HILL LN HERMITAGE, PA 16148-2989	<b>Order Status:</b>	<b>Phone:</b> (561) 699-8043	<b>Entry Date:</b>	<b>Email:</b> <a href="mailto:SIRIANNIP07@AOL.COM">SIRIANNIP07@AOL.COM</a>	<b>Sales ID:</b> Novato CA 94947		<b>Priority Code:</b> US United States		<b>Pay Method:</b> 415-██████████	<p>information including customer billing information such as billing person’s name (“Pete Sirianni”), billing address, billing telephone number and the billing person’s email address (“siriannip07@aol.com) to confirm/authenticate the shipment confirmation email was initiated by Crabtree-evelyn.com (the authorized source), and</p> <div data-bbox="1360 690 1911 1055"> <p><b>Date</b> Mon Jun 18 18:21:57 EDT 2001 <b>Ship to</b> ██████████ Novato CA 94947 US United States 415-██████████</p> <p>1card1 ████████ You must be so worried about your Dad. But if you can, 1card2 try to take some time for yourself. Don't underestimate how 1card3 hard this is for you, too. Love- ██████████ Card? yes Gift_Wrap? yes <b>Bill to</b> ██████████ San Francisco CA 94117 US United States 415-██████████</p> <p><b>E-Mail</b> ██████████</p> <p>You can always see your order by going to <a href="http://order.store.yahoo.com/OS/stat?shopcrabtree+74247+6d4d7519ba4dd45e76d1">http://order.store.yahoo.com/OS/stat?shopcrabtree+74247+6d4d7519ba4dd45e76d1</a></p> </div>
<b>Customer No:</b> 55823538	<b>Order Invoice#:</b>													
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<b>Email:</b> <a href="mailto:SIRIANNIP07@AOL.COM">SIRIANNIP07@AOL.COM</a>	<b>Sales ID:</b> Novato CA 94947													
	<b>Priority Code:</b> US United States													
	<b>Pay Method:</b> 415-██████████													
<p>code that, during the notification communication session, enables the first party to select whether or not to engage in a communication session with a second party having access to particulars of the pickup or</p>	<p>Brownies computer program code sends shipment confirmation emails and embeds links within the notification to allow customers to get account</p>	<p>Crabtree-evelyn.com computer program code sends shipment confirmation emails and embeds links within the notification to allow customers to get</p>												

delivery.

information, edit shipment information, shipment tracking information, to the website and to customer service representatives – for additional information about the product(s).

account information, edit shipment information, shipment tracking information, to the website and to customer service representatives – for additional information about the product(s).

**Bill To:**  
**Customer No:** 55823538  
**Bill To:** PETE SIRIANNI  
2563 CHERRY HILL LN  
HERMITAGE, PA 16148-2989  
**Phone:** (561) 699-8043  
**Email:** [SIRIANNIP07@AOL.COM](mailto:SIRIANNIP07@AOL.COM)  
**Order Invoice#:**  
**Order Status:**  
**Entry Date:**  
**Sales ID:**  
**Priority Code:**  
**Pay Method:**

1.5209 | **Shop:** [brownies.com](http://brownies.com)  
Cotton Center Blvd. Suite 100  
Phoenix, AZ 85040

**Delivery Confirmation**

[Order Status >](#)

**Date** Mon Jun 18 18:21:57 EDT 2001  
**Ship to** [REDACTED]  
**Novato CA 94947**  
**US United States**  
**415-**[REDACTED]  
**1card1** [REDACTED] You must be so worried about your Dad. But if you can,  
**1card2** try to take some time for yourself. Don't underestimate how  
**1card3** hard this is for you, too. Love- [REDACTED]  
**Card?** yes  
**Gift\_Wrap?** yes  
**Bill to** [REDACTED]  
**San Francisco CA 94117**  
**US United States**  
**415-**[REDACTED]  
**E-Mail** [REDACTED]  
You can always see your order by going to  
<http://order.store.yahoo.com/OS/stat?shopcrabtree+74247+6d4d7519ba4dd45e76d1>

**From:** Shopcrabtree (through Yahoo! Store Order System) <[askus@crabtree-evelyn.com](mailto:askus@crabtree-evelyn.com)>

**Subject:** order shopcrabtree-74247 from Shopcrabtree

**Date:** June 18, 2001 at 3:21:58 PM PDT

**To:** [REDACTED]

This e-mail is to confirm receipt of your order from Crabtree & Evelyn. Any applicable discounts will be applied when your order is invoiced. All orders are invoiced and credit cards billed at the time of shipment.

Your order will ship within two business days of receipt from our Woodstock, CT distribution center. Please refer to the shipping table at [www.crabtree-evelyn.com](http://www.crabtree-evelyn.com) for estimated delivery time to your destination.

If you have any questions, call our customer service department between 9AM and 5:00PM ET, Monday through Friday.

Thank you for your order.

Sincerely,  
Crabtree & Evelyn  
P.O. Box 167  
102 Peake Brook Road  
Woodstock, CT 06281

You can always see your order by going to  
<http://order.store.yahoo.com/OS/stat?shopcrabtree+74247+6d4d7519ba4dd45e76d1>

Date Mon Jun 18 18:21:57 EDT 2001

Ship to [REDACTED]  
[REDACTED]  
Novato CA 94947  
US United States  
415-[REDACTED]

1card1 [REDACTED] You must be so worried about your Dad. But if you can,  
1card2 try to take some time for yourself. Don't underestimate how  
1card3 hard this is for you, too. Love-[REDACTED]

Card? yes

Gift\_Wrap? yes

Bill to [REDACTED]  
[REDACTED]  
San Francisco CA 94117  
US United States  
415-[REDACTED]

E-Mail [REDACTED]  
Via UPS ( HI, AK, PR, APO/FPO Ship Parcel Post )  
Payment Visa

Name	Code	Qty	Each	Options
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Relaxation Travel Kit Gift	13011	1	35.00	
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Subtotal 35.00

Shipping 6.00

Tax 2.56

Total 43.56