[1] max(X, Y, X) :- X >= Y.
[2] max(X,Y,Y) :- X < Y.

(We assume "even" is built in.)

?- max(5,4,M), even(M).

[1]

5 >= 4, even(5).

[2]

5 < 4, even(4).

[∗] no other choices, FAIL

[∗] indicates choice of a built-in rule