

EXHIBIT L

(12) **United States Patent**
Alao et al.

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(54) **SERVICE PLATFORM SUITE MANAGEMENT SYSTEM**

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H04N 7/025 (2006.01)

(52) **U.S. Cl.** **725/32; 725/9; 725/34; 725/35; 725/36**

(58) **Field of Classification Search** **725/34-36, 725/9, 14**

See application file for complete search history.

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Primary Examiner—Christopher Kelley

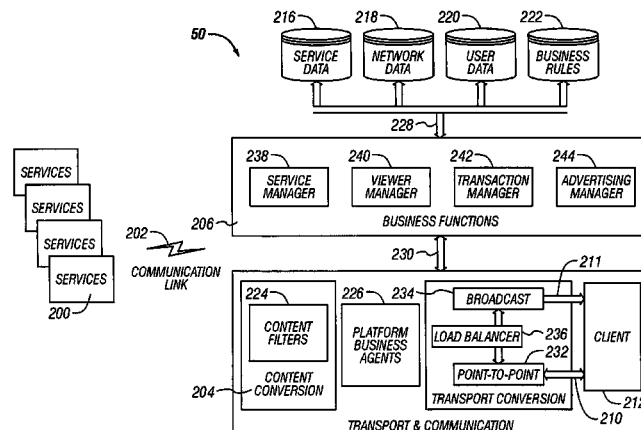
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(57) **ABSTRACT**

The present invention provides a method and apparatus for managing the presentation and regulation of E-Commerce, content and service providers access in an interactive television environment comprising interactions between a server, a client, and a service provider. Components are provided for managing and completing a purchase or delivery of an item offered by a service provider. A purchase transaction uses client information comprising partial client information from the client and a list of purchased items. Upon receiving partial information from the client, the server retrieves corresponding additional related information within its database and transmits this retrieved data from the server, along with the list of purchased items to complete the transaction. Business Agents are provided for logging the transaction, creating an electronic receipt, logging patches, logging error events, and viewer logging. The invention further comprises a method for measuring audience behavior and response to particular events or programs and advertisements; and a method for adaptive delivery of advertisements to a client. Advertisements are scheduled according to an agreement and manifested into campaign rules and desired run times. A profile of a viewer that resides on the client device is used as the criteria for selection of a particular advertisement from a broadcast and for polling of audience viewing habits. The present invention further monitors the integrity and connectivity of the interactive television network and service providers.

64 Claims, 14 Drawing Sheets



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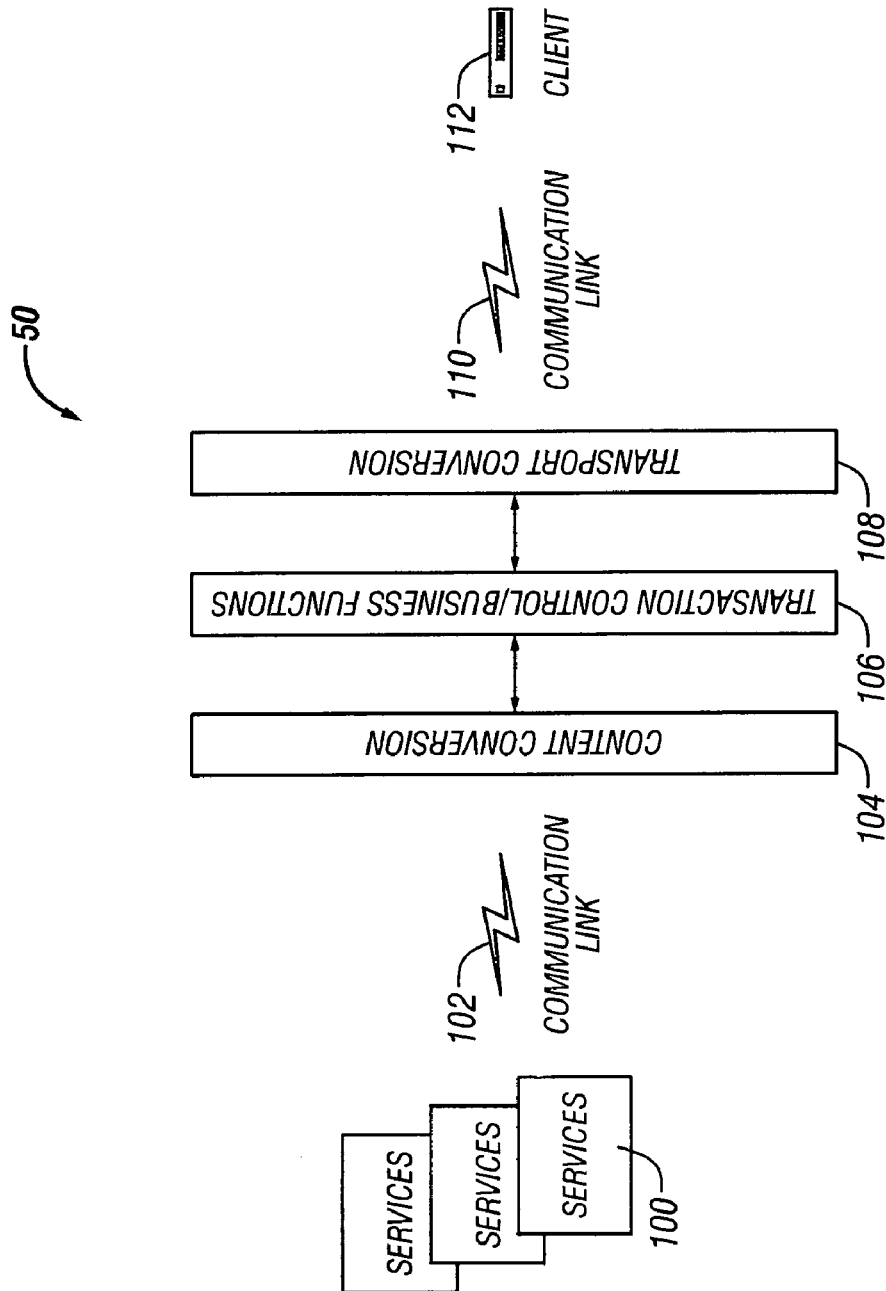


FIG. 1A

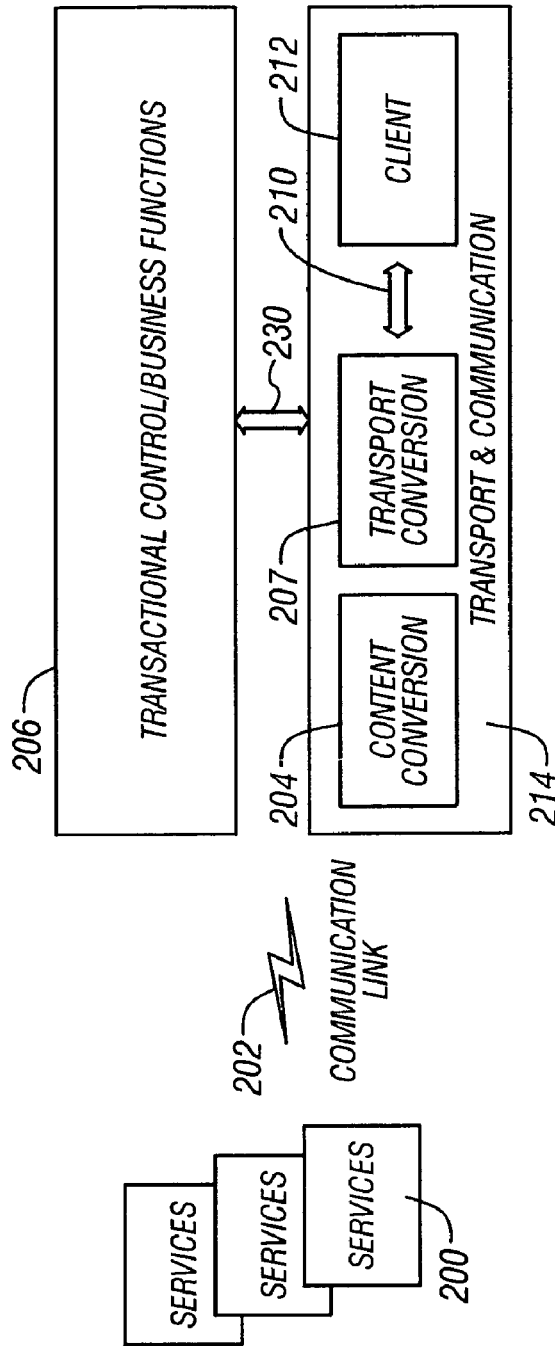


FIG. 1B

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