Exhibit 7

US007444656B2

(12) **United States Patent** (10) **Patent No.:** **US 7,444,656 B2**

Lemmons (45) **Date of Patent:** **Oct. 28, 2008**

(54) **POST PRODUCTION VISUAL ENHANCEMENT RENDERING**

(75) Inventor: **Thomas Lemmons**, Evergreen, CO (US)

(73) Assignee: **Intellocity USA, Inc.**

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 543 days.

(21) Appl. No.: **10/403,317**

(22) Filed: **Mar. 27, 2003**

(65) **Prior Publication Data**

US 2004/0031062 A1 Feb. 12, 2004

Related U.S. Application Data

(63) Continuation-in-part of application No. 10/212,289, filed on Aug. 2, 2002.

(60) Provisional application No. 60/309,714, filed on Aug. 2, 2001.

(51) **Int. Cl.**
H04N 7/025 (2006.01)
H04N 7/10 (2006.01)
H04N 5/445 (2006.01)
G06F 13/00 (2006.01)
G06F 3/00 (2006.01)

(52) **U.S. Cl.** **725/32**; 725/34; 725/35; 725/40

(58) **Field of Classification Search** 725/32, 725/34–35, 40
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

5,264,933	A	*	11/1993	Rosser et al.	.... 348/578
5,353,392	A		10/1994	Liquet et al.	.... 395/135
5,515,485	A		5/1996	Liquet et al.	.... 395/135
5,543,856	A		8/1996	Rosser et al.	
5,794,210	A		8/1998	Goldhaber et al.	.... 705/14
5,929,850	A		7/1999	Broadwin et al.	.... 345/327
6,177,931	B1		1/2001	Alexander et al.	

(Continued)

FOREIGN PATENT DOCUMENTS

FR	2 730 837 A	8/1996
WO	WO 9115921 A	10/1991
WO	WO 9510919	4/1995

OTHER PUBLICATIONS

U.S. Appl. No. 10/041,881, filed Oct. 24, 2001, Rasmussen et al.

(Continued)

Primary Examiner—Hunter B. Lonsberry
(74) *Attorney, Agent, or Firm*—Schwegman, Lundberg & Woessner P.A.

(57) **ABSTRACT**

Disclosed is a method and system that renders enhancement images onto receptor sites of a scene of a pre-existing program. A receptor site defines an area of a scene onto which an enhancement image may be rendered and provides information that may include size, scale, rotation, perspective, contour and coloration. Rendering processes may be direct, planar, conformal, blended, or migrated and may produce photorealistic images that appear to be a natural part of a scene. Selection of enhancements may be targeted or opportunistic and may employ secondary selection criteria including demographics, viewer preferences, pricing and other information. Receptor site identification may employ human or software resources, or a combination thereof. Receptor site information may be determined through human or software resources or a combination thereof and may include the acquisition of characteristics of a displayed object image that then may be applied to an enhancement image.

47 Claims, 14 Drawing Sheets

US 7,444,656 B2

Page 2

U.S. PATENT DOCUMENTS

6,240,555	B1	5/2001	Shoff et al.
6,263,189	B1	7/2001	Reagor 455/40
6,297,853	B1 *	10/2001	Sharir et al. 348/589
6,308,327	B1	10/2001	Liu et al. 725/37
6,324,519	B1	11/2001	Eldering 705/14
6,357,042	B2	3/2002	Srinivasan et al. 725/32
6,446,246	B1	9/2002	Suto
6,493,872	B1 *	12/2002	Rangan et al. 725/32
2001/0023436	A1	9/2001	Srinivasan et al. 709/219
2002/0010923	A1	1/2002	Pack et al. 725/32
2002/0056090	A1	5/2002	Wagner et al. 725/32
2002/0059117	A1	5/2002	Yoch et al. 705/27
2002/0059590	A1	5/2002	Kitsukawa et al. 725/36

2002/0112249 A1 *   8/2002   Hendricks et al. 725/136

OTHER PUBLICATIONS

U.S. Appl. No. 09/941,148, filed Aug. 27, 2001, Huber et al.
U.S. Appl. No. 10/046,618, filed Oct. 26, 2001, Markel et al.
U.S. Appl. No. 10/076,950, filed Feb. 12, 2002, Zenoni.
U.S. Appl. No. 10/103,545, filed Mar. 20, 2002, Reynolds et al.
U.S. Appl. No. 10/099,054, filed Mar. 13, 2002, Markel.
U.S. Appl. No. 10/357,155, filed Jan. 31, 2003, Markel.
U.S. Appl. No. 60/688,075, filed Oct. 17, 2003, Huber et al.
Aaron Giles, Transparency Notes, Aug. 19, 1994, http:www.mit.edu:8001/people/nocturne/etc/Transparency_notes.html.
International Preliminary Examination Report mailed Oct. 12, 2004.
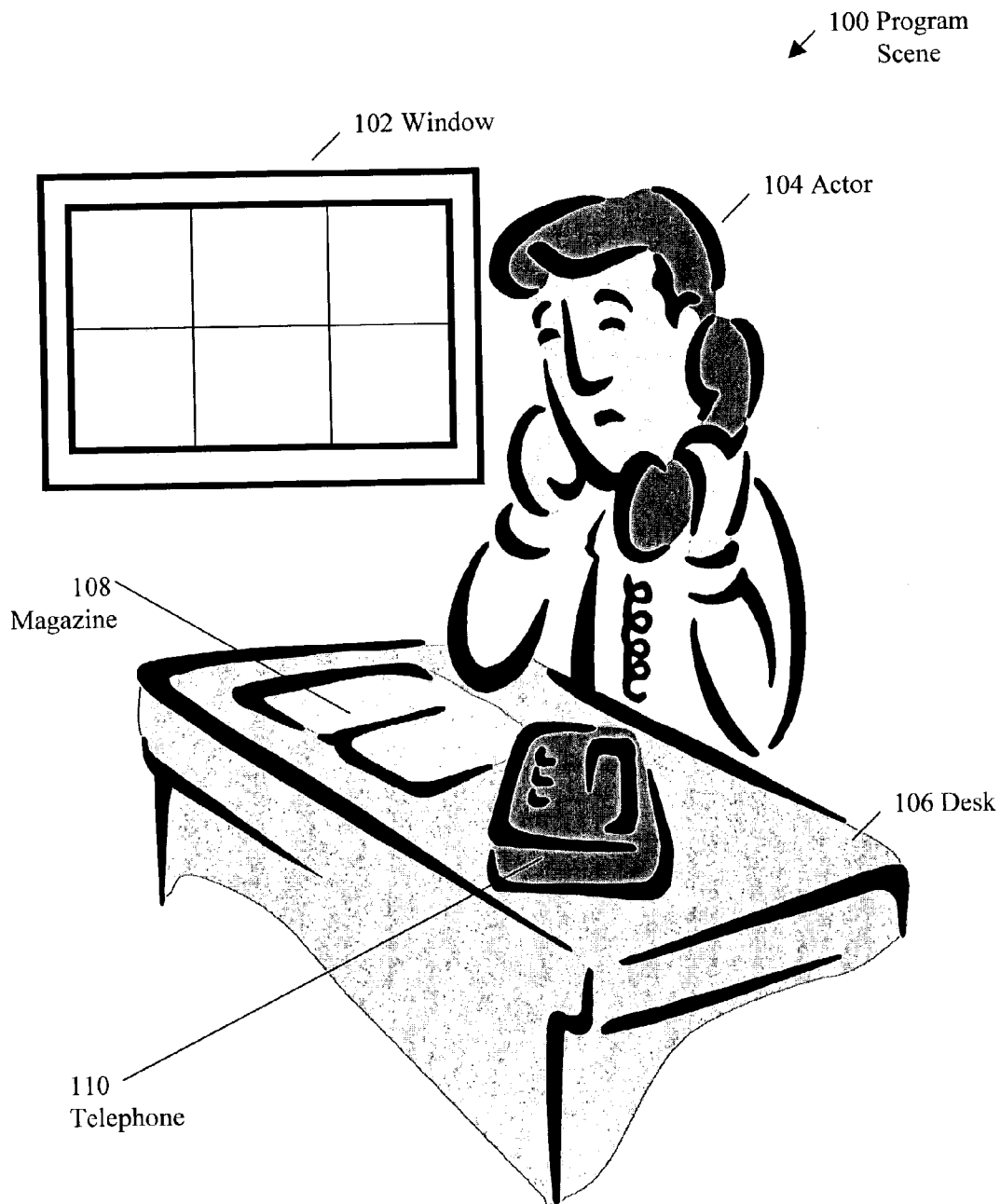
* cited by examiner

Figure 1

100 Program Scene

102 Window

104 Actor

108 Magazine

106 Desk

110 Telephone

Figure 2

DOCKET ALARM

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research

With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips

Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS
Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS
Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS
Sync your system to PACER to automate legal marketing.

fastcase®
Smarter legal research.