

# Exhibit 8



US007752642B2

(12) **United States Patent**  
**Lemmons**

(10) **Patent No.:** **US 7,752,642 B2**  
(45) **Date of Patent:** **\*Jul. 6, 2010**

(54) **POST PRODUCTION VISUAL ALTERATIONS**

5,794,210 A 8/1998 Goldhaber et al.

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

(73) Assignee: **Intellocity USA Inc.**, San Francisco, CA (US)

(Continued)

**FOREIGN PATENT DOCUMENTS**

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

FR 2730837 A1 2/1995

This patent is subject to a terminal disclaimer.

(Continued)

**OTHER PUBLICATIONS**

(21) Appl. No.: **12/255,801**

"U.S. Appl. No. 10/212,289, Advisory Action mailed Mar. 12, 2007", 3 pgs.

(22) Filed: **Oct. 22, 2008**

(Continued)

(65) **Prior Publication Data**

US 2009/0094637 A1 Apr. 9, 2009

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

**Related U.S. Application Data**

(63) Continuation of application No. 10/212,289, filed on Aug. 2, 2002, now Pat. No. 7,444,659.

(57) **ABSTRACT**

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

Disclosed is a method and system in which "labels," comprising supplemental information such as advertising, promotional, or informational elements including interactive elements, may be superimposed post-production into a video stream. This can be done by using overlay screens including interactive overlay screens or by combining video segments. As such, the labels do not have to physically be part of the actual scene during filming. Once a video stream is created, a space for available advertising is designated either manually or automatically by pattern recognition techniques. A list of available advertising space is generated. During viewing of television broadcasts, advertisements are placed in the video signal. Labels are displayed by superimposing an HTML page that is blank except for the advertisement onto the video signal. Advertisements can be superimposed post-production, and can be personalized and localized. The advertisements can be customized on a per-household basis.

(51) **Int. Cl.**

**H04N 7/025** (2006.01)

**H04N 7/10** (2006.01)

(52) **U.S. Cl.** ..... **725/32; 725/34; 725/40; 725/44**

(58) **Field of Classification Search** ..... **725/32, 725/34, 40, 44**

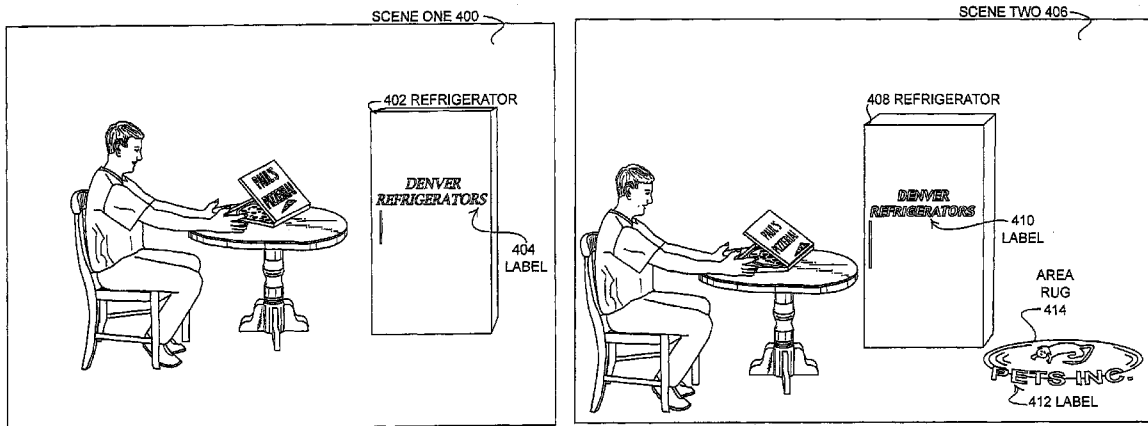
See application file for complete search history.

(56) **References Cited**

**U.S. PATENT DOCUMENTS**

- 5,264,933 A 11/1993 Rosser et al.
- 5,353,392 A 10/1994 Luquet et al.
- 5,515,485 A 5/1996 Luquet et al.
- 5,543,856 A 8/1996 Rosser et al.
- 5,774,666 A 6/1998 Portuesi

**20 Claims, 19 Drawing Sheets**



## US 7,752,642 B2

Page 2

## U.S. PATENT DOCUMENTS

5,929,850 A 7/1999 Broadwin et al.  
 6,177,931 B1 1/2001 Alexander et al.  
 6,240,555 B1 5/2001 Shoff et al.  
 6,263,189 B1 7/2001 Reagor  
 6,297,853 B1 10/2001 Sharir et al.  
 6,308,327 B1 10/2001 Liu et al.  
 6,324,519 B1 11/2001 Eldering  
 6,357,042 B2 3/2002 Srinivasan et al.  
 6,446,246 B1 9/2002 Suto  
 6,446,261 B1 9/2002 Rosser  
 6,493,872 B1 12/2002 Rangan et al.  
 7,444,656 B2 10/2008 Lemmons  
 7,444,659 B2 10/2008 Lemmons  
 2001/0023436 A1 9/2001 Srinivasan et al.  
 2002/0010923 A1 1/2002 Pack et al.  
 2002/0056090 A1 5/2002 Wagner et al.  
 2002/0059117 A1 5/2002 Yoch et al.  
 2002/0059588 A1 5/2002 Huber et al.  
 2002/0059590 A1 5/2002 Kitsukawa et al.  
 2002/0112249 A1 8/2002 Hendricks et al.  
 2002/0126990 A1 9/2002 Rasmussen et al.  
 2002/0131511 A1 9/2002 Zenoni  
 2002/0133817 A1 9/2002 Markel  
 2002/0147987 A1 10/2002 Reynolds et al.  
 2002/0174425 A1 11/2002 Markel et al.  
 2003/0028873 A1 2/2003 Lemmons  
 2003/0149983 A1 8/2003 Markel  
 2004/0031062 A1 2/2004 Lemmons

## FOREIGN PATENT DOCUMENTS

WO WO-9115921 A1 10/1991  
 WO WO-9510919 A1 4/1995  
 WO WO-9828906 A2 7/1998  
 WO WO-0043899 A1 7/2000  
 WO WO-03012744 A1 2/2003

## OTHER PUBLICATIONS

"U.S. Appl. No. 10/212,289, Advisory Action mailed Nov. 17, 2005", 3 pgs.  
 "U.S. Appl. No. 10/212,289, Appeal Brief mailed Feb. 17, 2006", 17 pgs.  
 "U.S. Appl. No. 10/212,289, Interview Summary mailed Jan. 28, 2005", 3 pgs.  
 "U.S. Appl. No. 10/212,289, Final Office Action mailed May 3, 2006", 23 pgs.

"U.S. Appl. No. 10/212,289, Final Office Action mailed Aug. 24, 2005", 26 pgs.  
 "U.S. Appl. No. 10/212,289, Final Office Action mailed Sep. 29, 2004", 21 pgs.  
 "U.S. Appl. No. 10/212,289, Non-Final Office Action mailed Feb. 17, 2004", 11 pgs.  
 "U.S. Appl. No. 10/212,289, Non-Final Office Action mailed Mar. 11, 2005", 23 pgs.  
 "U.S. Appl. No. 10/212,289, Non-Final Office Action mailed Aug. 23, 2007", 26 pgs.  
 "U.S. Appl. No. 10/212,289, Notice of Allowance mailed Jul. 1, 2008", 6 pgs.  
 "U.S. Appl. No. 10/212,289, Preliminary Amendment filed Jun. 25, 2003", 14 pgs.  
 "U.S. Appl. No. 10/212,289, Response filed Jan. 31, 2005 to Final Office Action mailed Sep. 29, 2004", 14 pgs.  
 "U.S. Appl. No. 10/212,289, Response filed Feb. 14, 2008 to Non-Final Office Action mailed Aug. 23, 2007", 10 pgs.  
 "U.S. Appl. No. 10/212,289, Response filed May 17, 2004 to Non-Final Office Action mailed Feb. 17, 2004", 14 pgs.  
 "U.S. Appl. No. 10/212,289, Response filed Jun. 13, 2005 to Non-Final Office Action mailed Mar. 11, 2005", 15 pgs.  
 "U.S. Appl. No. 10/212,289, Response filed Oct. 24, 2005 to Final Office Action mailed Aug. 24, 2005", 4 pgs.  
 "U.S. Appl. No. 10/212,289, Response filed Nov. 3, 2006 to Final Office Action mailed May 3, 2006", 27 pgs.  
 "U.S. Appl. No. 10/403,317, Final Office Action mailed Oct. 5, 2005", 20 pgs.  
 "U.S. Appl. No. 10/403,317, Non-Final Office Action mailed Apr. 7, 2005", 17 pgs.  
 "U.S. Appl. No. 10/403,317, Notice of Allowance mailed Jun. 27, 2008", 6 pgs.  
 "U.S. Appl. No. 10/403,317, Response filed Feb. 7, 2008 to Non-Final Office Action filed Apr. 7, 2005", 19 pgs.  
 "U.S. Appl. No. 10/403,317, Response filed Jul. 7, 2005 Non-Final Office Action mailed Apr. 7, 2005", 14 pgs.  
 "HTML Support—Multimedia and Images", [Online] Retrieved from the Internet: <URL: <http://www.citycat.ru/doc/HTML/IEexplorer.30/mmedia.htm#Marquee>>, (1996).  
 "International Application Serial No. PCT/US02/24463, International Search Report mailed Dec. 10, 2002", 7 pgs.  
 "International Application Serial No. PCT/US02/24463, Written Opinion mailed Feb. 25, 2004", 6 pgs.  
 "International Application Serial No. PCT/US02/24463, International Preliminary Examination Report mailed Oct. 12, 2004", 15 pgs.  
 Aaron, Giles, "Transparency Notes", [Online]. Retrieved from the Internet: <URL:[http://www.mit.edu:8001/people/nocturne/etc/Transparency\\_notes.html](http://www.mit.edu:8001/people/nocturne/etc/Transparency_notes.html)>, (Aug. 9, 1994), 2 pgs.

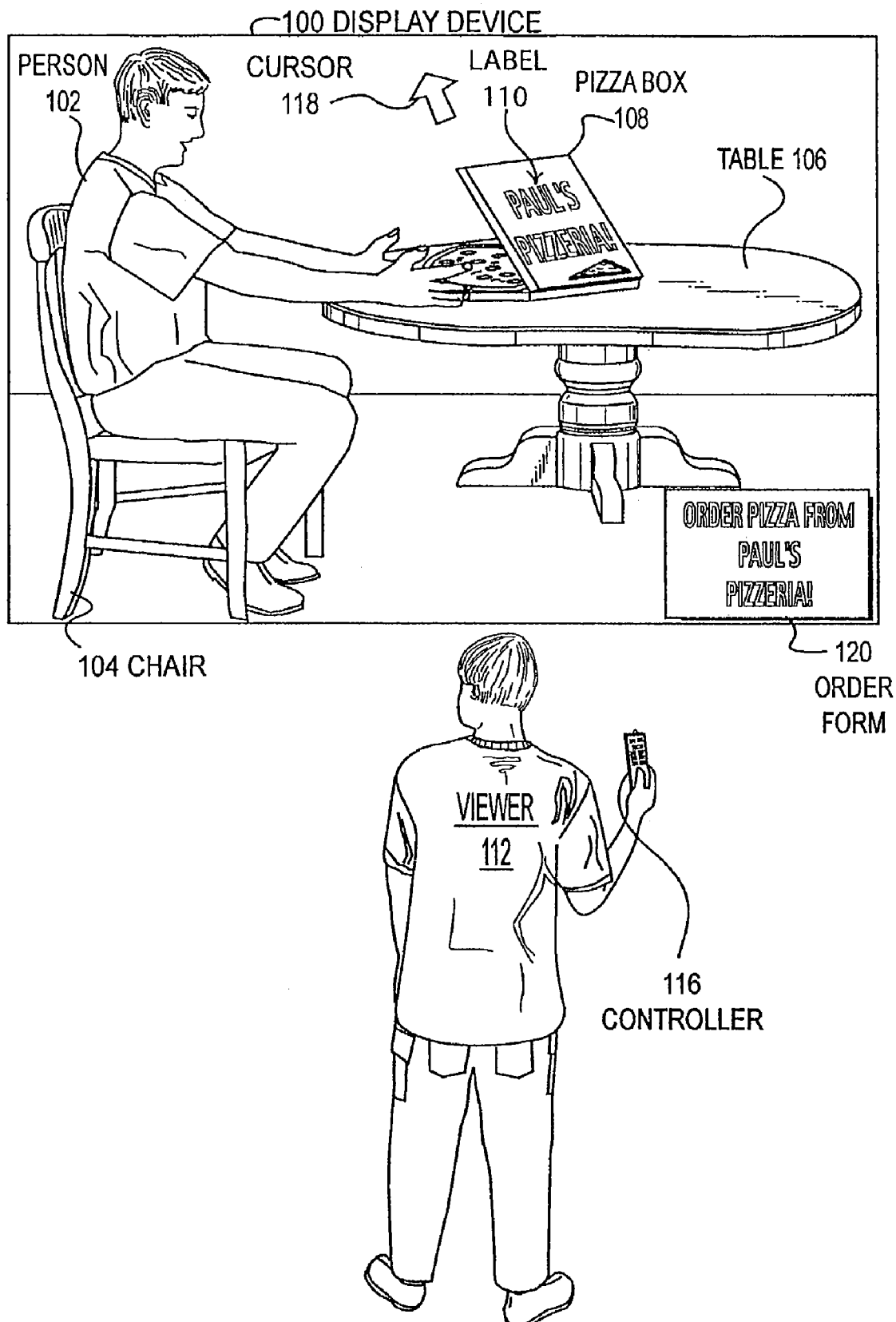


FIGURE 1

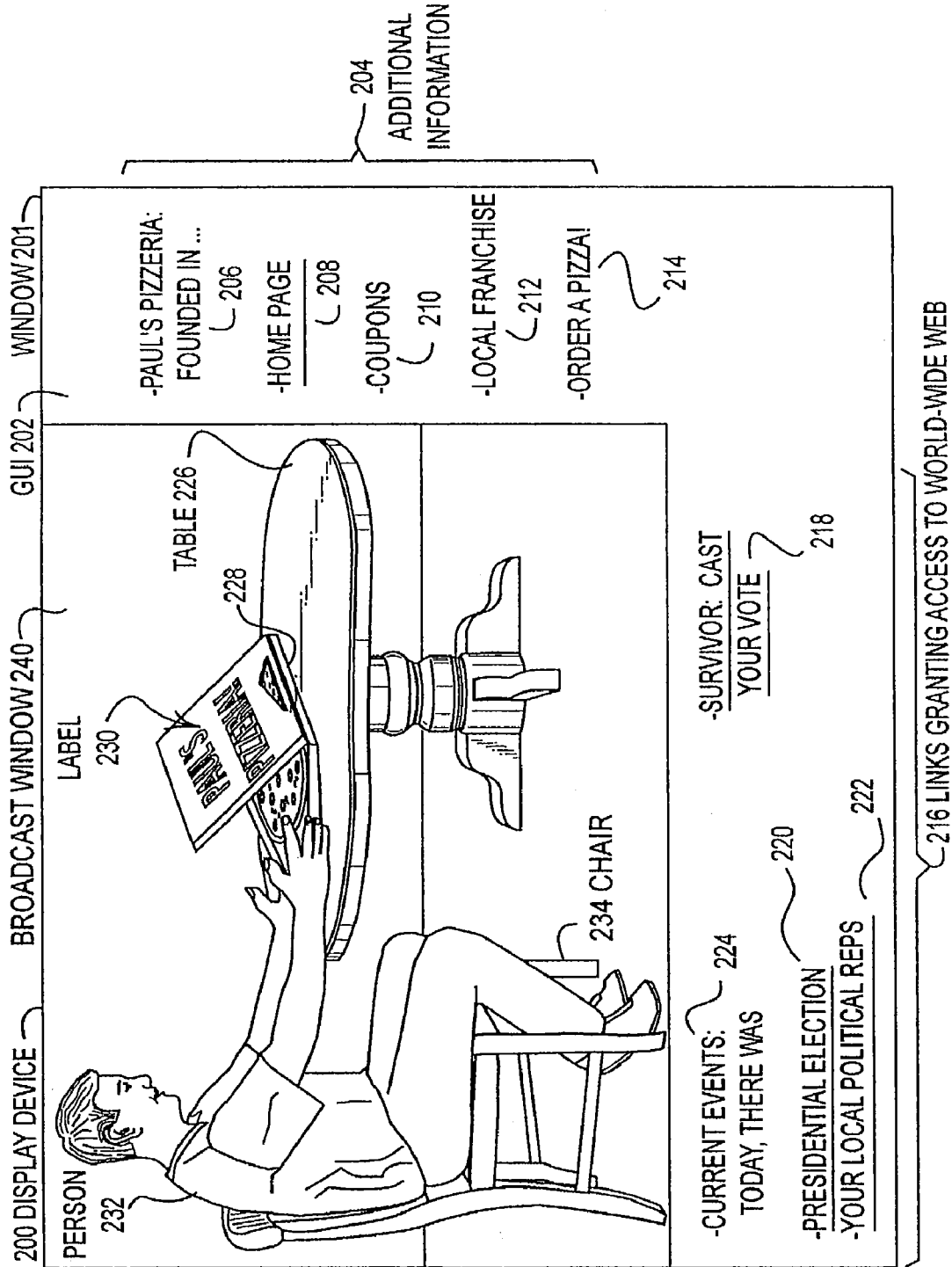


FIGURE 2

# 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.