

# Exhibit 1



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**Shkedi**

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(54) **SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK**

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This patent is subject to a terminal disclaimer.

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**Related U.S. Application Data**

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**H04N 7/10** (2006.01)

(52) **U.S. Cl.**  
USPC ..... **725/34; 725/36; 709/218; 705/14; 705/14.49; 705/14.53; 705/14.54; 705/14.66**

(58) **Field of Classification Search**  
USPC ..... **725/34-36; 709/218; 705/14, 14.25, 705/14.4, 14.41, 14.49, 14.53, 14.54, 14.55, 705/14.66, 14.73**

See application file for complete search history.

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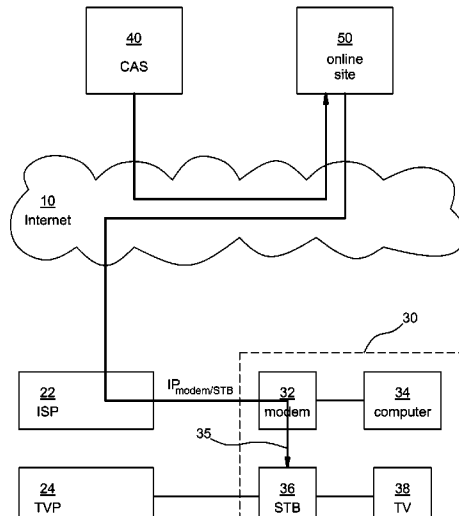
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(57) **ABSTRACT**

In a method for delivering targeted television advertisements based on online behavior, IP addresses indicating online access devices and IP addresses indicating television set-top boxes are electronically associated for a multitude of users. Using user profile information derived from online activity from one of the online access IP addresses, a television advertisement is selected, such as by using behavioral targeting or demographic information, and automatically directed to the set-top box indicated by the set-top IP address associated with that online access IP address. Preferably neither the user profile information nor the electronic association of online access and set-top box IP addresses includes personally identifiable information.

**44 Claims, 18 Drawing Sheets**



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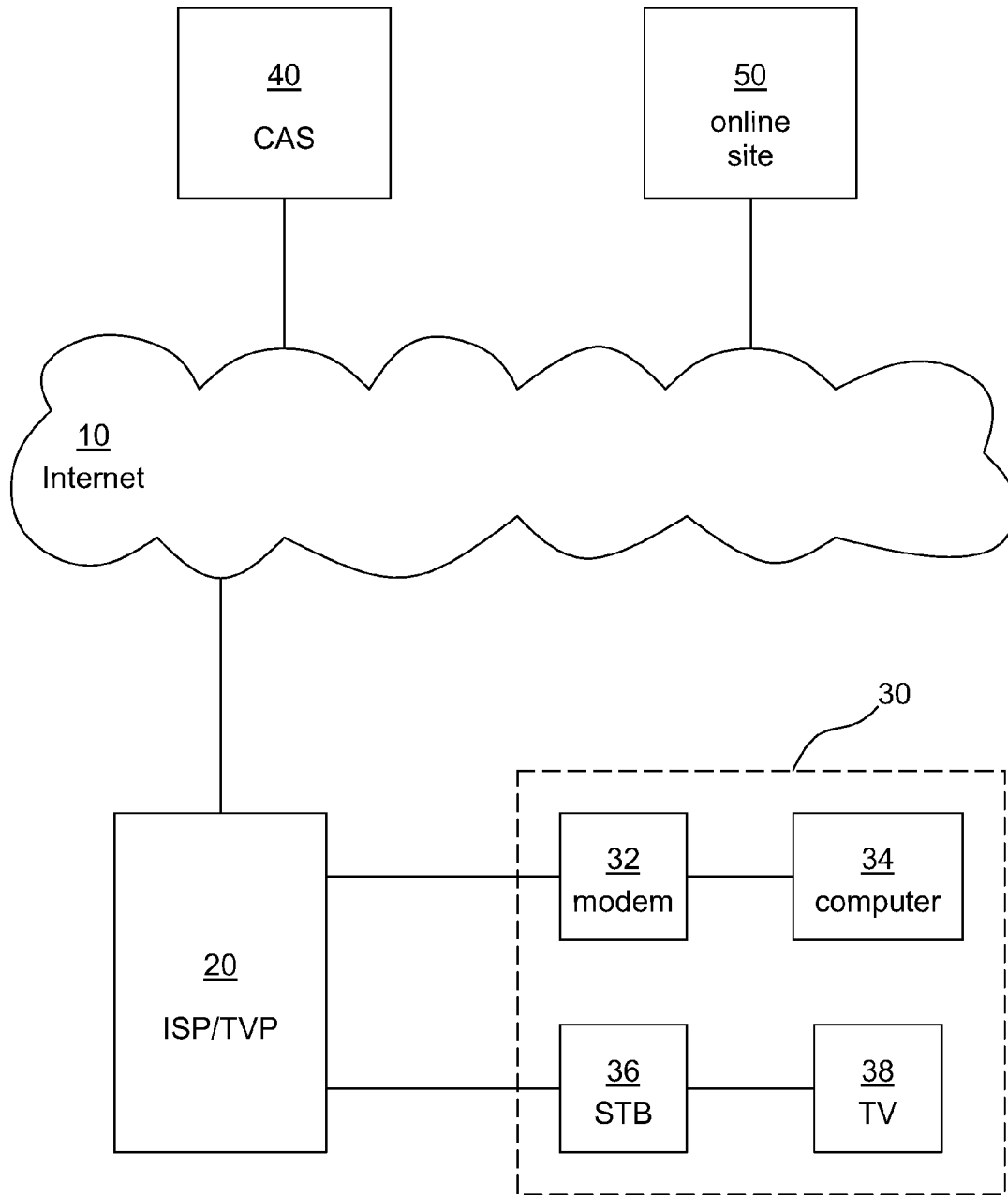


FIG. 1

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