

EXHIBIT E

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 13/800,573 Confirmation No. 6753
Applicant : Ingemar J. Cox
Filed : March 13, 2013
For : METHOD FOR TAGGING AN ELECTRONIC MEDIA WORK TO
PERFORM AN ACTION
TC/A.U. : 2425
Examiner : CHEN, CAI Y
Docket No. : 63121/37
Customer No. : 1912

AMENDMENT

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated February 28, 2014, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2.

Remarks begin on page 10.

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Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (CURRENTLY AMENDED) A method comprising:
 - receiving, by a computer system including at least one computer, a first electronic media work;
 - ~~receiving, by the computer system, associated information related to an action to be performed in association with the media work;~~
 - correlating, ~~using by~~ the computer system using a non-exhaustive, near neighbor search, the first electronic media work and the ~~associated information~~ with an electronic media work identifier;
 - storing, by the computer system, correlation information associating the first electronic media work, the associated information, and the electronic media work identifier;
 - accessing, by the computer system, associated information related to an action to be performed in association with one or more electronic media works corresponding to the electronic media work identifier;
 - generating, by the computer system, a tag associated with the first electronic media work;
 - providing, from the computer system to a user electronic device, the first electronic media work and the associated tag;
 - obtaining, by the computer system from the user electronic device, a ~~query request~~ related to the associated tag;

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generating, ~~in response to the query,~~ using the computer system, machine-readable instructions based upon the associated information to be used in performing, at the user electronic device, the action; and

providing, from the computer system to the user electronic device, the machine-readable instructions to perform the action in response to the request.

2. (CURRENTLY AMENDED) The method of claim 1, wherein the associated information is related to one or more ~~items for sale~~ products or services.
3. (CURRENTLY AMENDED) The method of claim 2, wherein the associated information is related to names of the one or more ~~items for sale~~ products or services.
4. (CURRENTLY AMENDED) The method of claim 2, wherein the associated information is related to a product category associated with the one or more ~~items for sale~~ products or services.
5. (CURRENTLY AMENDED) The method of claim 2, wherein the associated information is related to a manufacturer of the one or more ~~items for sale~~ products or services.
6. (CURRENTLY AMENDED) The method of claim 2, wherein the associated information is related to a website associated with the one or more ~~items for sale~~ products or services.
7. (CURRENTLY AMENDED) The method of claim 1, wherein the first electronic media

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work comprises at least one of an audio, a video, or an image.

8. (CURRENTLY AMENDED) The method of claim 1, wherein the first electronic media work is received from a first electronic device, the associated information is received from a second electronic device, and the first electronic device, the second electronic device, and the user electronic device are different from one another.
9. (CANCELED)
10. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the user electronic device is at least one of a television, a set-top-box, a video recorder, a computer, a cell phone, a remote control, or a portable device.
11. (CANCELED)
12. (CANCELED)
13. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the associated information is related to an advertisement.
14. (ORIGINAL) The method of claim 13, wherein the action comprises electronically registering a user associated with the user electronic device with at least one of a service or a product related to the advertisement.

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