



(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2003/0120541 A1**  
Siann et al. (43) **Pub. Date: Jun. 26, 2003**

(54) **STORAGE AND DELIVERY OF ELECTRONIC MEDIA CONTENT WITH ADVERTISING**

(57) **ABSTRACT**

(76) Inventors: **Jonathan I. Siann**, Rancho Santa Fe, CA (US); **Anthony J. Wechselberger**, Escondido, CA (US)

A method and device for electronically providing electronic media content and advertising content includes a media player and electronic media content from an electronic media content provider. The media player is electronically provided with the electronic media content via a first method of transmission. The media player is also electronically provided with advertising content, from an advertising content provider, via a second method of transmission. If necessary, the electronic media content is decrypted by the media player prior to the electronic media content being provided to the user. The media player electronically determines when advertising is to be played on the media player. Additionally, according to an embodiment, when the media player is disconnected from the first method of transmission, and the media player ceases to receive electronic media content via the first method of transmission, the media player is electronically provided with advertising content via the second method of transmission.

Correspondence Address:  
**BROBECK, PHLEGER & HARRISON LLP**  
12390 EL CAMINO REAL  
SAN DIEGO, CA 92130 (US)

(21) Appl. No.: **10/028,013**

(22) Filed: **Dec. 21, 2001**

**Publication Classification**

(51) **Int. Cl.<sup>7</sup>** ..... **G06F 17/60**  
(52) **U.S. Cl.** ..... **705/14; 725/32**

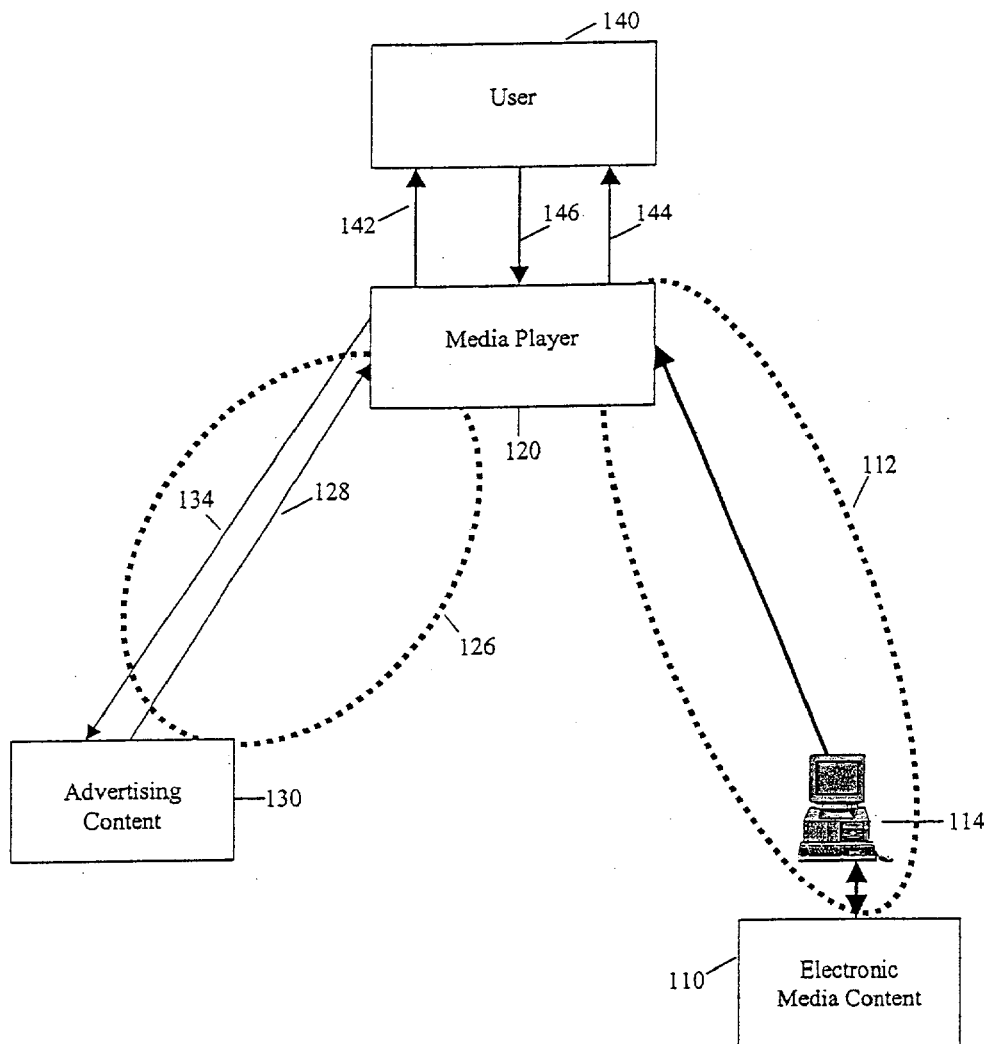


FIGURE 1A

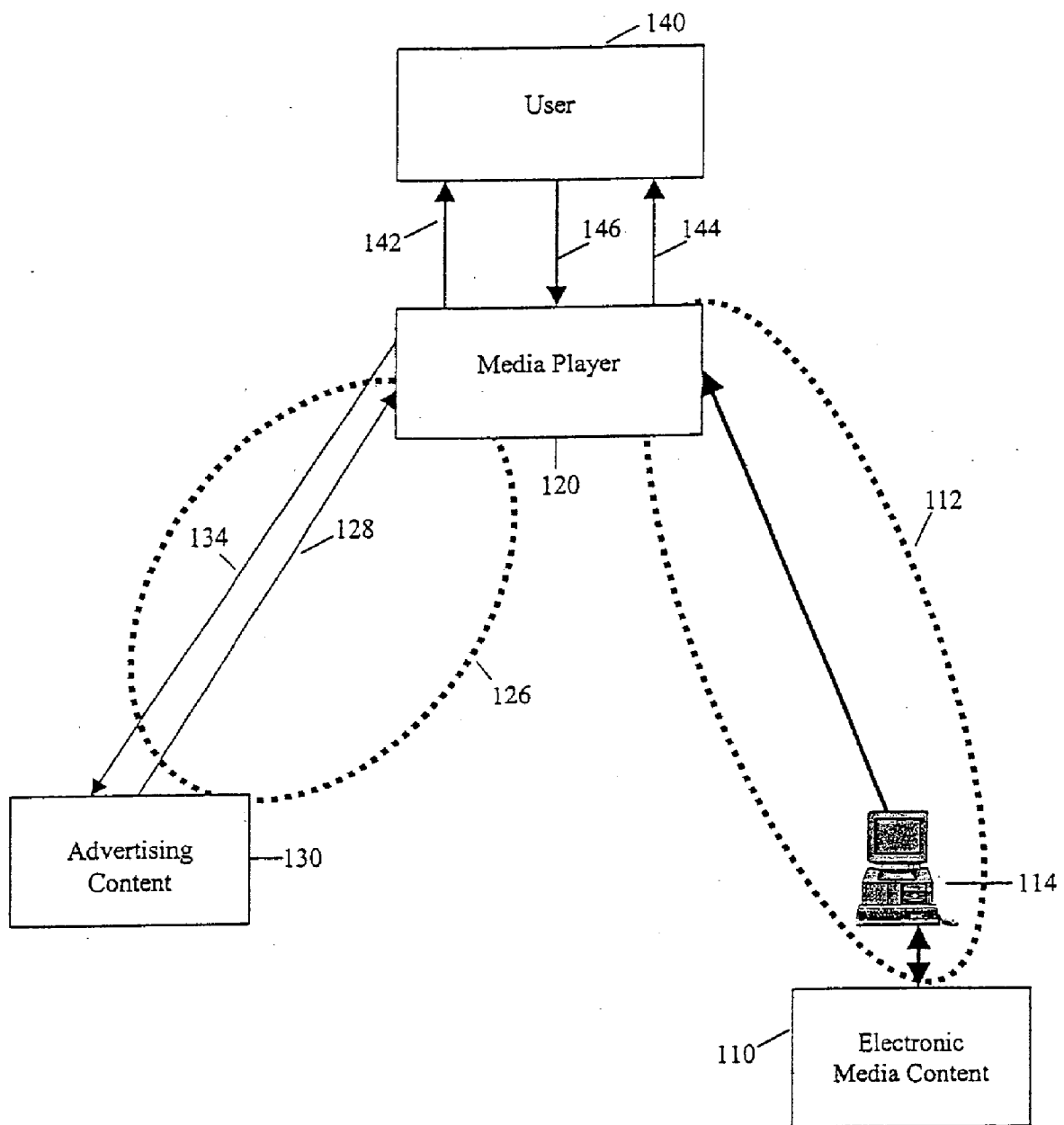
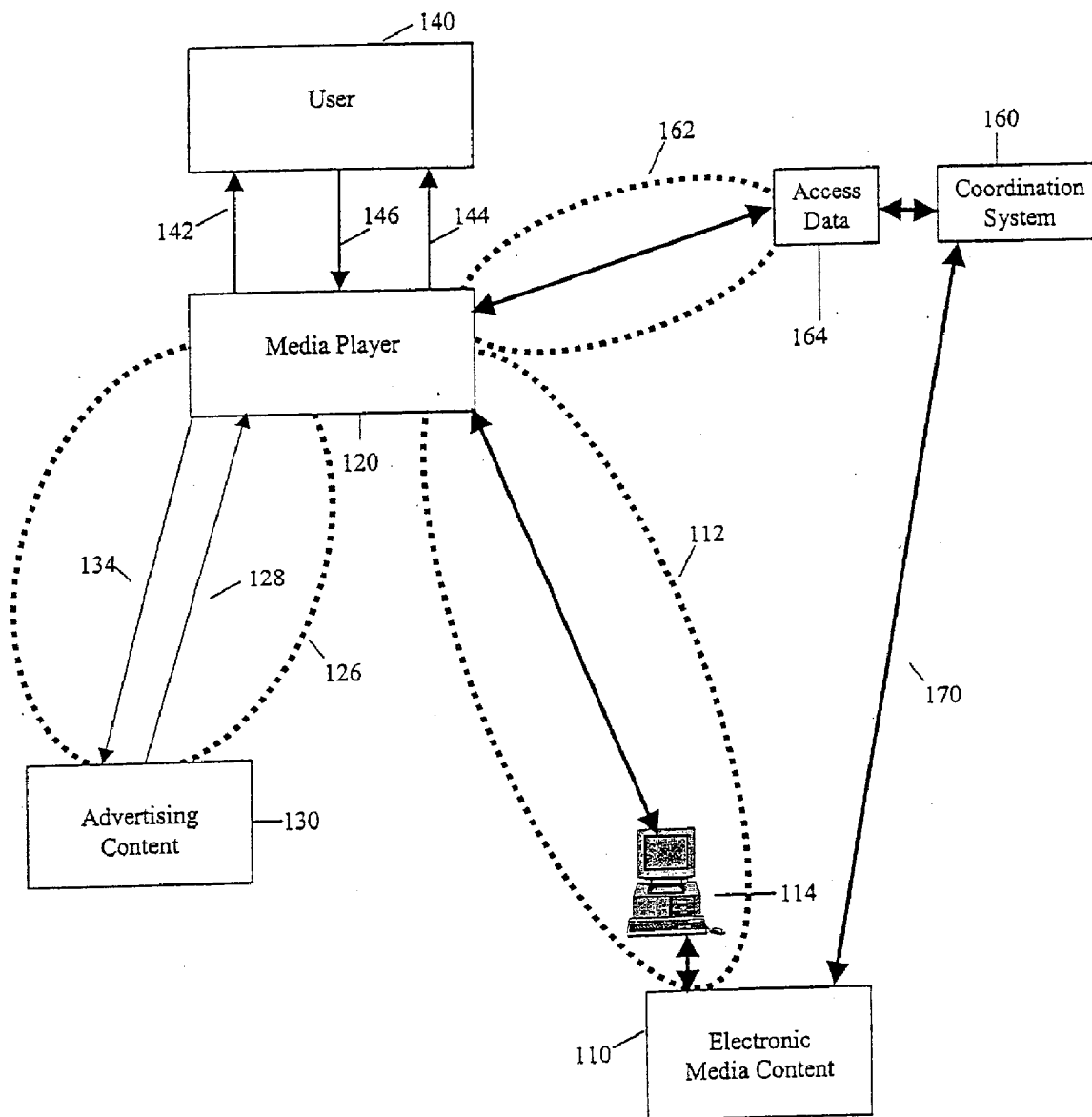


FIGURE 1B



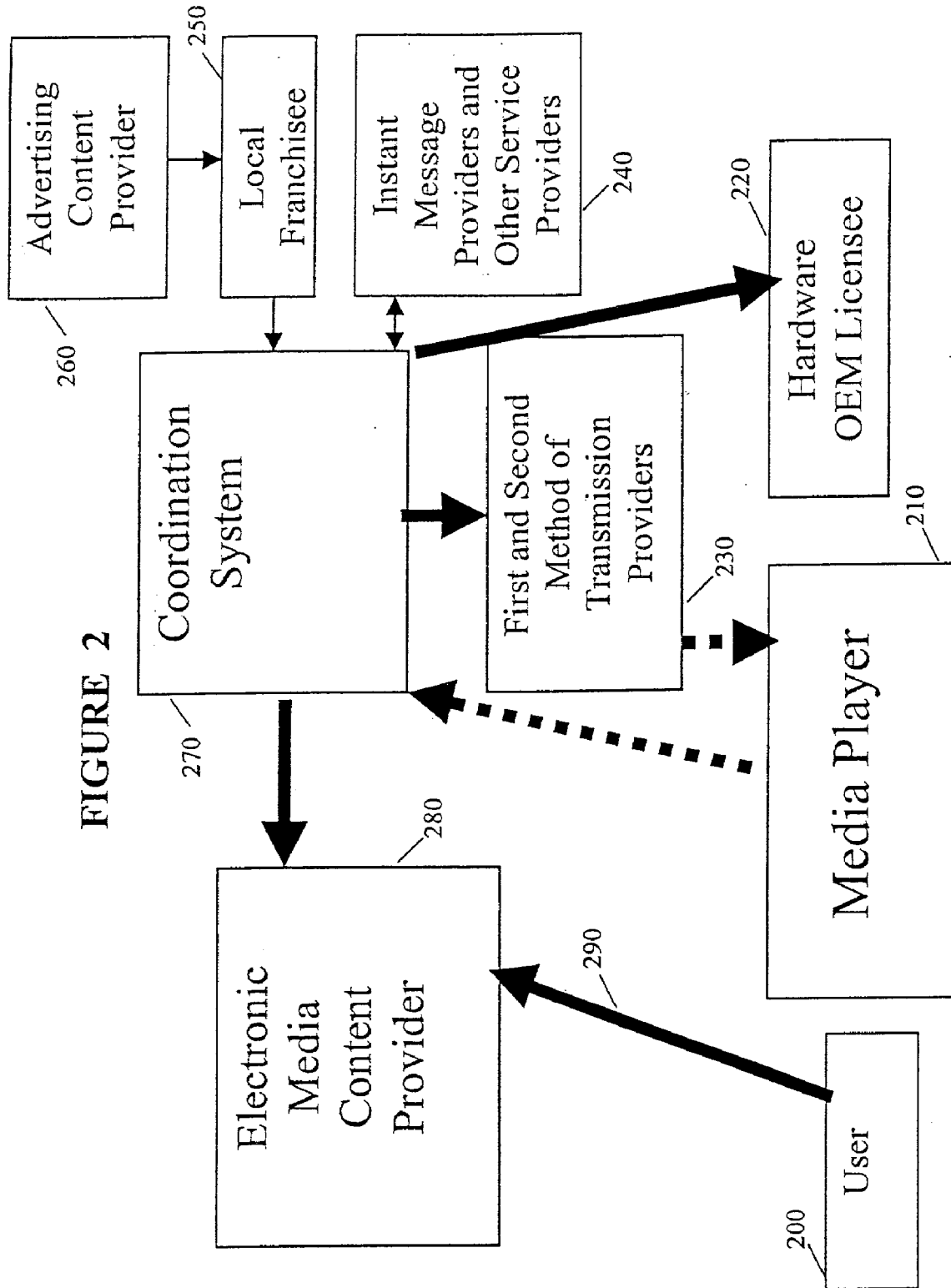


FIGURE 2

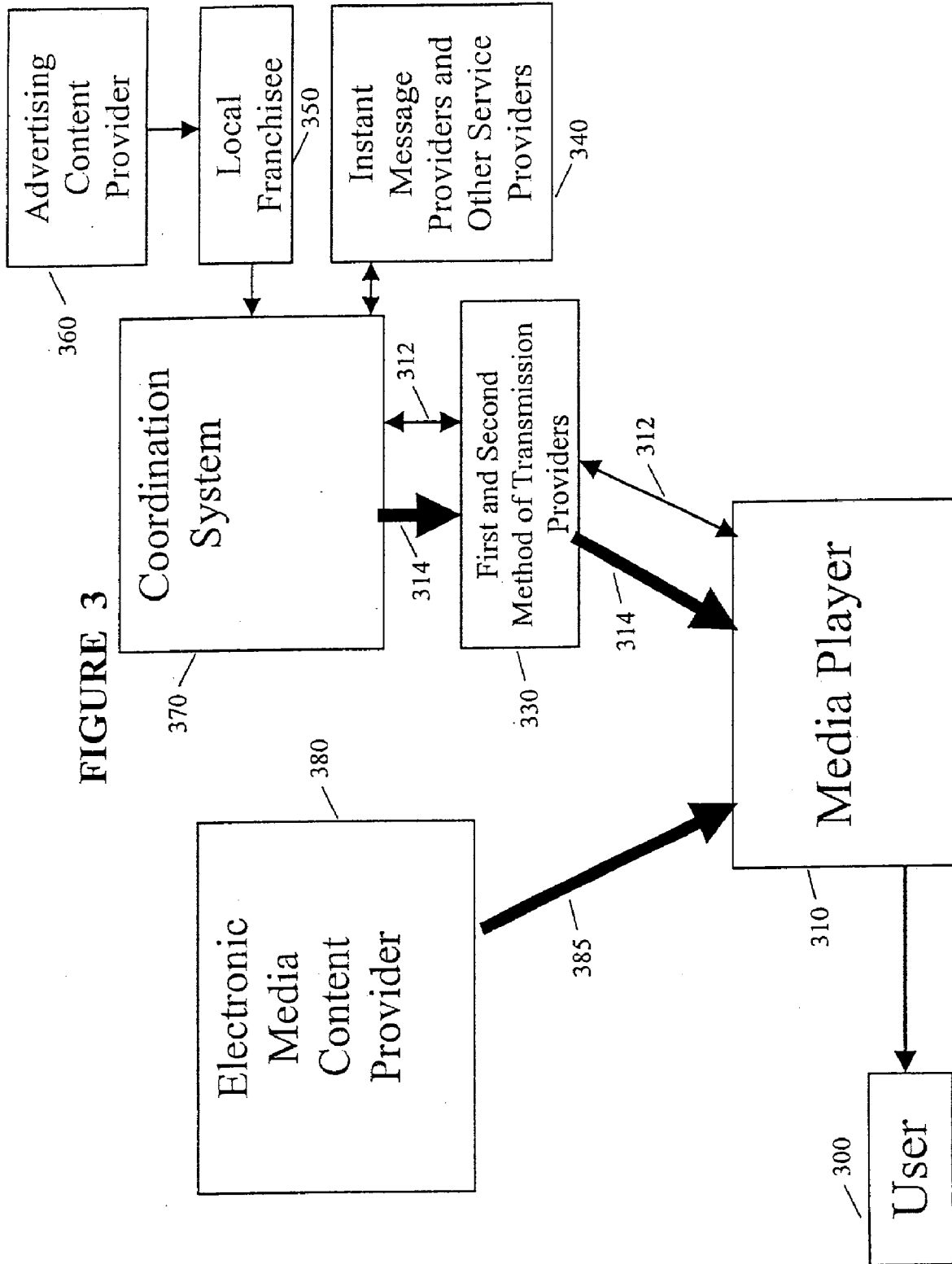


FIGURE 3

# 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.