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102095
PATENTS
Goley

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of :
John C. Harvey and James W. Cuddihy : Examiner:
Serial No. To be Accorded : Group Unit:
Filed Herewith : Atty Dkt: 5634.121

For **SIGNAL PROCESSING APPARATUS AND METHODS**

PRELIMINARY AMENDMENT

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Goley
102095

Sir:

Prior to initiating the Examination of the above-described continuation application, Applicants herewith submit the following Preliminary Amendment.

IN THE CLAIMS

Please cancel claim 1 and add the following claim:

2. ~~A method of processing signals at a remote site based on a broadcast or~~
cablecast transmission including:
- (a) the step of storing a subscriber datum at a computer at said remote site, said subscriber datum being one of the group:
- (1) an investment datum;
- (2) an financial datum;

Zynga Exhibit 1003

1 *sub B1*
conceded (3) ~~an income datum;~~
2 (4) a taste preference datum; and
3 (5) an interest datum;
4 (b) the step of programming said computer to respond to a control signal;
5 (c) the step of transmitting some information content and control signal to said
6 remote station in a broadcast or cablecast transmission, said information
7 content describing a product or service;
8 (d) the step of receiving said information content and control signal;
9 (e) the step of generating a benefit datum by processing subscriber datum in
10 response to said control signal;
11 (f) the step of delivering said information content and said benefit datum at an
12 output device at said remote station; and
13 (g) the step of inputting a subscriber reaction to said delivered information
14 ~~content and benefit datum.~~

IN THE SPECIFICATION

On page 1, please ~~rewrite~~ the paragraph in the "Cross-Reference to Related Applications" as follows:

A²

This is a continuation of application serial no. 08/113,329, filed August 30, 1993, herein incorporated by reference in its entirety, which is a continuation of application serial no. 056,501, filed May 3, 1993, now U.S. Patent 5,335,277, which was a continuation of application serial no. 849,226, filed March 10, 1992, now U.S. Patent No. 5,233,654, which was a continuation of application serial no. 588,126, filed Sept. 25, 1990,

now U.S. Patent No. 5,109,414, which was a continuation of application serial no.

096,096, filed Sept. 11, 1987, now U.S. Patent No. 4,965,825, which was a continuation-

in-part of application serial no. 829,531, filed Feb. 14, 1986, now U.S. Patent No.

4,704,725, which was a continuation of application serial no. 317,510, filed Nov. 3, 1981,

now U.S. Patent No. 4,694,490.

Respectfully submitted,

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