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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : John C. Harvey and
James W. Cuddihy

Serial No. : 08/447,496

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For : SIGNAL PROCESSING APPARATUS AND METHODS

Group Art Unit : 2614

Examiner : David E. Harvey

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Commissioner for Patents
Washington, D.C. 20231

AMENDMENT AND REQUEST FOR RECONSIDERATION UNDER 37 C.F.R. § 1.111

I. AMENDMENT

This Amendment and Request for Reconsideration replies to the Office action mailed September 6, 2002. Applicants respectfully request that the following amendments be entered into the above-captioned application:

A. In The Claims

Applicants request entry of the following amendments to the claims.

~~Claims 2-5, 9-14, 16 and 18-21 are amended.~~

Claims 2-5, 9-14, 16 and 18-21 are pending.

Zynga Exhibit 1007

2. (Four Times Amended) A method of processing signals at a receiver station based on at least one information transmission, the method comprising the steps of:

(a) receiving information content and a first control signal in said at least one information transmission, said information content describing at least one of a product and a service;

(b) generating a benefit datum in response to said first control signal by processing subscriber specific data;

(c) delivering said information content and said benefit datum at an output device at said receiver station, wherein said information content and said benefit datum explain a benefit of acquiring said product or service specific to said subscriber;

(d) receiving a subscriber input after said step of delivering; and

(e) controlling said receiver station based on said subscriber input.

3. (Twice Amended) The method of claim 2, further comprising the step of storing said subscriber specific data at a computer at said receiver station.

4. (Twice Amended) The method of claim 2 wherein said subscriber input modifies said subscriber specific data.

5. (Three Times Amended) A method of communicating recommendations to a subscriber, said method comprising the steps of:

(1) storing subscriber specific data of said subscriber at a subscriber station;

(2) receiving at said subscriber station at least one first instruct signal which is effective to cause said subscriber station to present a first subscriber specific recommendation to said subscriber based on said stored subscriber specific data;

(3) receiving subscriber input at said subscriber station responsive to said first subscriber specific recommendation; and

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(4) transmitting information to a remote station based on said subscriber input.

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9. (Three Times Amended) The method of claim 5, said method further comprising receiving at said subscriber station at least one second instruct signal which is effective to cause said subscriber station to present a second subscriber specific recommendation based on said subscriber input and said stored subscriber specific data.

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10. (Twice Amended) The method of claim 2, wherein said information content comprises a commercial.

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11. (Three Times Amended) The method of claim 10, wherein said commercial is stored at said receiver station prior to said step of delivering.

12. (Three Times Amended) The method of claim 10, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.

13. (Twice Amended) The method of claim 11, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.

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14. (Twice Amended) The method of claim 13 wherein said step of delivering is performed based on a schedule.

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16. (Three Times Amended) The method of claim 14, wherein said schedule is stored at said receiver station.

18. (Three Times Amended) A method of processing signals at a receiver station based on one of at least one broadcast transmission and at least one cablecast transmission, the method comprising the steps of:

- F9
- (a) receiving at said receiver station a first control signal and at least one of video and audio in said at least one transmission;
 - (b) generating information by processing data at said receiver station in response to said first control signal;
 - (c) delivering said at least one of video and audio at an output device at said receiver station;
 - (d) receiving a subscriber response to said delivered at least one of video and audio;
 - (e) completing a second control signal based on said received subscriber response and said generated information; and
 - (f) controlling said receiver station in accordance with said second control signal.

19. (Twice Amended) The method of claim 5, wherein said instruct signal is received from a first transmitter, and said subscriber specific recommendation is further based on information specific to said first transmitter.

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20. (Twice Amended) The method of claim 19, wherein said first transmitter receives at least a portion of said instruct signal from a second transmitter, and said subscriber specific recommendation is further based on information specific to said second transmitter.

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21. (Amended) A method of delivering a receiver specific output at a video receiver station to explain a benefit of an offer made to a specific user through said video receiver station including:

receiving at least one information transmission at said video receiver station, said at least one information transmission including video, generally applicable information and a control signal;
storing said generally applicable information and said control signal at said video receiver station;
outputting said video at a video monitor;
selecting at least one receiver specific benefit datum to output from said generally applicable information in accordance with said control signal; and
outputting said selected at least one receiver specific benefit datum in a time of specific relevance during said outputting of said video in response to at least a second control signal, wherein said outputting of said video and said outputting of said selected at least one receiver specific benefit datum explain said benefit of said offer to said specific user of said video receiver station.

II. REMARKS

Applicants have reviewed the Office action mailed September 6, 2002 and fully address herein the following objections and rejection contained therein.

Sections II and III of the Office action recite a number of issues that are neither rejections of nor objections to the claims of the instant application. Applicants address Sections II and III of the Office action below, but note that the issues raised are not relevant to the patentability of the claims in this application. For this reason, Sections II and III of the Office action are improper and should therefore be withdrawn in their entireties.

Section III of the Office action is followed by Sections IV-VI that assert the following objections to and rejections of the pending claims and drawings.

In Section IV the Examiner objects to the drawings under 37 C.F.R. § 1.83(a).

In Section V.1, claims 2-5, 9-14, 16 and 18-21 were rejected under 35 U.S.C. § 112, first paragraph, as containing new matter and/or subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

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