UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SONY MOBILE COMMUNICATIONS (USA) INC. Petitioner

v.

B.E. TECHNOLOGY, L.L.C.

Patent Owner

Patent No. 6,771,290
Issue Date: Aug. 3, 2004
Title: COMPUTER INTERFACE METHOD AND APPARATUS WITH
PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED
ADVERTISING

PETITIONER'S DEMONSTRATIVES

SONY-1011

No. IPR2014-00029



List of Exhibits

Ex. No.	Exhibit Name
Sony-1001	U.S. Patent No. 6,771,290 ("the '290 Patent")
Sony-1002	Public PAIR Transaction History for U.S. Pat. App. 09/744,033
Sony-1003	U.S. Patent App. 09/744,033, Notice of Allowability (Mar. 19, 2004)
Sony-1004	U.S. Patent No. 6,141,010 ("the '010 Patent")
Sony-1005	Comparison of '290 Patent and '010 Patent Specifications
Sony-1006	Expert Declaration of Eric Burger
Sony-1007	Curriculum Vitae of Eric Burger
Sony-1008	International PCT App. Pub. WO 97/09682 to Kikinis ("Kikinis")
Sony-1009	U.S. Patent No. 6,049,831 to Gardell et al. ("Gardell")
Sony-1010	Excerpt from B.E. Technology, L.L.C.'s Initial Infringement Contentions to Sony Mobile Communications (USA) Inc.
Sony-1011	Petitioner's Demonstratives





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Presentation of Petitioners

IPR 2014-00029

IPR 2014-00031

IPR 2014-00040

IPR 2014-00044

U.S. Patent No. 6,771,290

Principal Prior Art at Issue

 PCT International Publication Number WO 97/09682 to Kikinis ("Kikinis"), published Mar. 13, 1997 is prior art under § 102(b)

The '290 Patent

(12) United States Pat Hoyle

(12) United States Patent Hoyle

(54) COMPUTER INTERFACE MET APPARATUS WITH PORTABLE ORGANIZATION SYSTEM AND TARGETED

(75) Inventor: Martin David Hoyle, Metairic, LA
(US)

(73) Assignce: B.E. Technology, LLC, Bay City, MI (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/744,033** (22) PCT Filed: **Jul. 16, 199**5

T No.: PCT/US99/16135

§ 371 (c)(1), (2), (4) Date: Apr. 11, 2001

(87) PCT Pub. No.: WO00/04434
PCT Pub. Date: Jan. 27, 2000

Related U.S. Application Data

(63) Continuation-in-part of application No. 00/118,351, filed on Jul. 17, 1998, now Pat. No. 6,141,010.
(51) Int. Cl.? G06F 15/00
(52) U.S. Cl. 345/745, 771/7/20
(58) Field of Search 345/745, 762, 345/745, 852, 853, 854, 839; 717/120

(56) References Cited

U.S. PATENT DOCUMENTS

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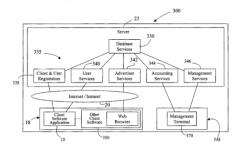
Brown, M., Using Netscape ** 3, Special Edition 1996, 40, 43, 52, 53, 58, 59, 62–64, 94–109.

Primary Examiner—Cao (Kevin) Nguyen
(74) Attorney, Agent, or Firm—Reising, Ethington. Barnes,
Viscolla P.C.

(57) ABSTRACT

A method and apparatus for providing an automatically upgradeable software application includes targeted advertis-ing based upon demographics and user interaction with the computer. The software application includes a display region used for banner advertising that is downloaded over a network such as the Internet. The software application is accessible from a server via the network and demographic information on the user is acquired by the server and used for determining what advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction with the computer. Data associated with each advertisement is used by the software application in determining when a particular advertisement is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (e.g., a spreadsheet program), a relevant adver-tisement will be displayed (e.g., an advertisement for a stock brokerage). This provides two-tiered, real-time targeting of advertising—both demographically and reactively. The soft-ware application includes programming that accesses the server to determine if one or more components of the application need upgrading. If so, the components can be downloaded and installed without further action by the user. A distribution tool is provided for software distribution and upgrading over the network. Also provided is a user profile that is accessible to any computer on the network. Furthermore, multiple users of the same computer can possess Internet web resources and files that are personalized, maintained and organized.

3 Claims, 16 Drawing Sheets



(54) COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED ADVERTISING

(10) Patent No.:

(45) Date of Patent:

(75) Inventor: Martin David Hoyle, Metairie, LA

(US)

73) Assignee: **B.E. Technology, LLC**, Bay City, MI

(US)

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(21) Appl. No.: **09/744,033**

(22) PCT Filed: Jul. 16, 1999

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