

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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GOOGLE INC.  
Petitioner

v.

B.E. TECHNOLOGY, LLC  
Patent Owner

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Case IPR2014-00031  
Patent 6,771,290 B1

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**PETITIONER GOOGLE'S DEMONSTRATIVES**

# Presentation of Petitioner

**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, Fig. 5c

(12) **United States Patent**  
**Hoyle**

(10) **Patent No.:** US 6,771,290 B1  
 (45) **Date of Patent:** Aug. 3, 2004



- (54) **COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED ADVERTISING**
- (75) **Inventor:** Martin David Hoyle, Metairie, LA (US)
- (73) **Assignee:** 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, 1999
- (86) **PCT No.:** PCT/US99/16135  
 1:371 (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**

- (65) **Continuation in part of application No. 09/118,311, filed on Jul. 17, 1999, now Pat. No. 6,141,036.**
- (51) **Int. Cl.:** G06F 15/00
- (52) **U.S. Cl.:** 345/745, 717/170
- (56) **Field of Search:** 345/745, 762, 345/763, 852, 853, 854, 836; 717/120

- (56) **References Cited**  
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**Primary Examiner—Cao (Kevin) Nguyen**  
 (74) **Attorney, Agent, or Firm—Reising, Ehrington, Barnes, Kowelle, P.C.**

**ABSTRACT**

A method and apparatus for providing an automatically upgradable software application includes targeted advertising 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 advertisement 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 software 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

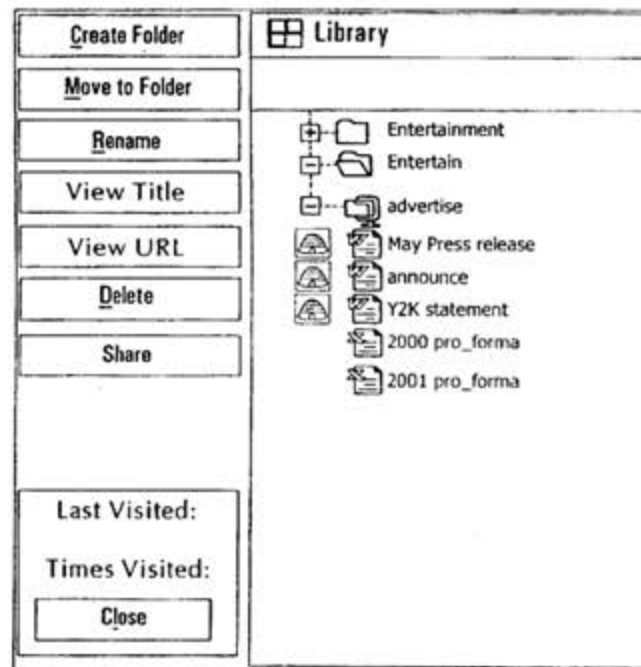
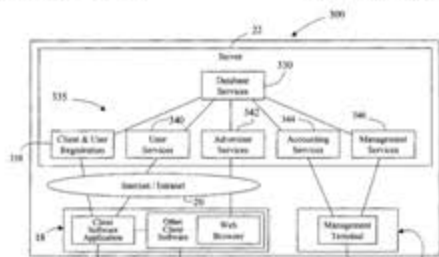


FIG. 5c

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