

US006771290B1

(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

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

(/3) Assignee: B.E. lechnology, 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**

§ 371 (c)(1),

(2), (4) Date: Apr. 11, 2001

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

Related U.S. Application Data

(63) Continuation-in-part of application No. 09/118,351, filed on Jul. 17, 1998, now Pat. No. 6,141,010.

(51)	Int. Cl. /	G06F 15/00
(52)	U.S. Cl	345/745; 717/170
(58)	Field of Search	
	345/763, 852	2, 853, 854, 839; 717/120

(56) References Cited

U.S. PATENT DOCUMENTS

4,602,279 A 7/1986 Freeman 5,347,632 A 9/1994 Filepp et al.

(List continued on next page.)

OTHER PUBLICATIONS

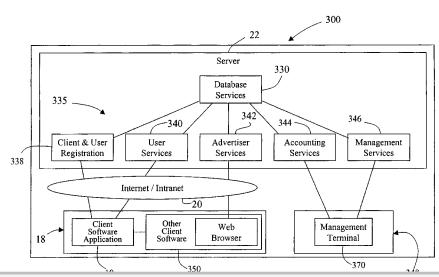
Brown, M., Using NetscapeTM 3, Special Edition 1996, p. 40, 43, 52, 53, 58, 59, 62–64, 94–109.

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

(57) ABSTRACT

A method and apparatus for providing an automatically upgradeable 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

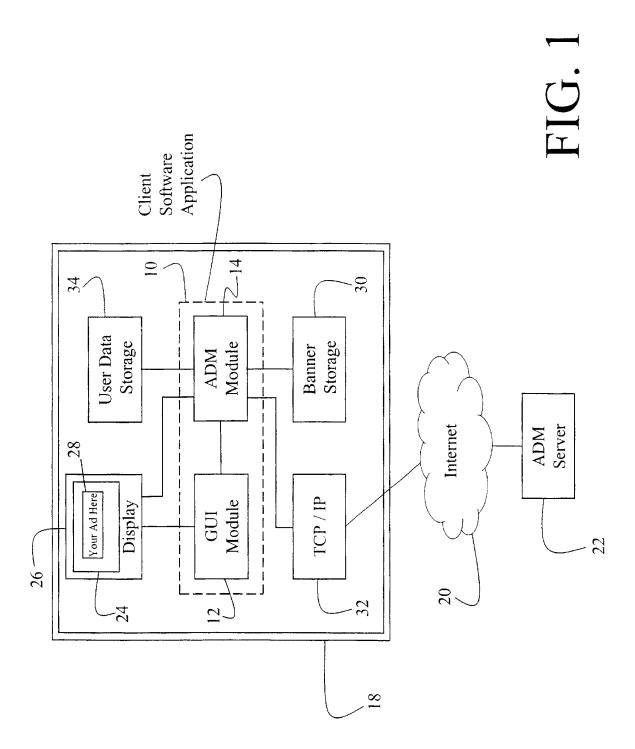




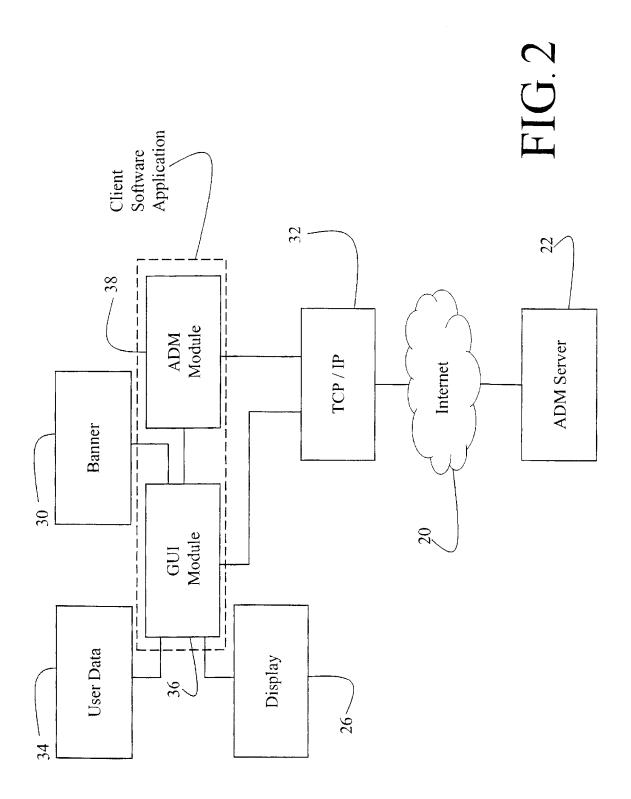
US 6,771,290 B1 Page 2

	U.S. PATE	NT DOCUMENTS	5,848,397 A 12/1998 Marsh et al.
			5,890,172 A 3/1999 Borman et al.
5,572,643		996 Judson	5,914,714 A 6/1999 Brown
5,584,025	A 12/19	996 Keithley et al.	5,917,491 A 6/1999 Bauersfeld
5,600,781	A 2/19	997 Root et al.	5,933,811 A 8/1999 Angles et al.
5,617,565	A 4/19	997 Augenbrauun et al.	5.937.392 A 8/1999 Alberts
5,710,884	A 1/19	998 Dedrick	5,948,061 A 9/1999 Merriman et al.
5,717,923	A 2/19	998 Dedrick	5,963,208 A * 10/1999 Dolan
5,724,521	A 3/19	998 Dedrick	5,977,970 A * 11/1999 Amro
5,732,218	A 3/19	998 Bland et al.	-,,,
5.740.549	A 4/19	998 Reilly et al.	* cited by examiner

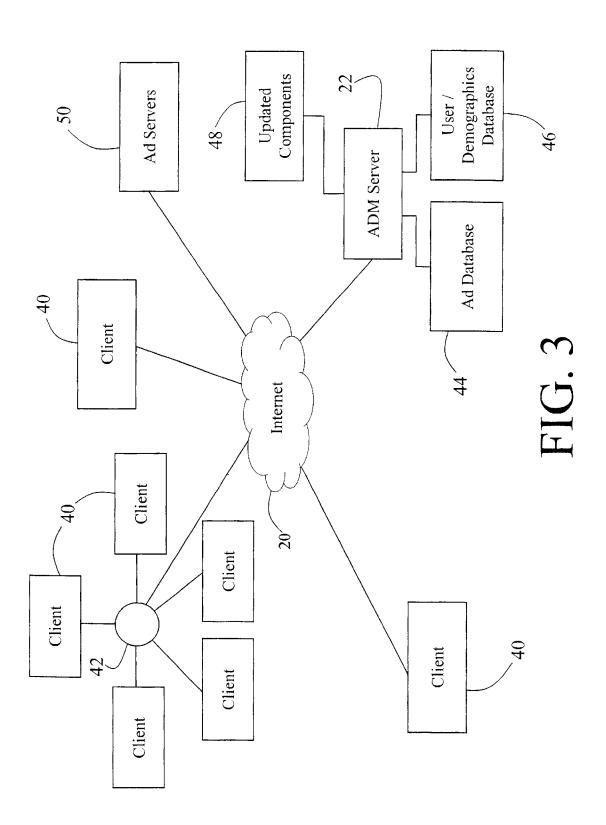














DOCKET A L A R M

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.

