

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MICROSOFT CORPORATION,
Petitioner

v.

B.E. TECHNOLOGY, LLC
Patent Owner

Case IPR2014-00040
Patent 6,771,290 B1

PETITIONER'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

(12) United States Patent
Hoyle

(12) United States Patent
Hoyle

(10) Patent No.: US 6,154,745
(45) Date of Patent: Jul. 16, 1999

(54) COMPUTER INTERFACE METHOD
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(d) by 0 days.
(21) Appl. No.: 09/744,033
(22) PCT Filed: Jul. 16, 1999
(86) PCT No.: PCT/US99/16135
§ 371 (c)(4).
(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. 09/116,351, filed on Jul. 17, 1998, now Pat. No. 6,141,010.
(61) Int. Cl. 7 G06F 15/00
(62) U.S. Cl. 714, 709
(89) Field of Search 345,745, 714, 709, 345,745, 702, 345,763, 852, 853, 854, 839, 717,120

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4,602,279 A 7/1986 Fischer
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(List continued on next page.)

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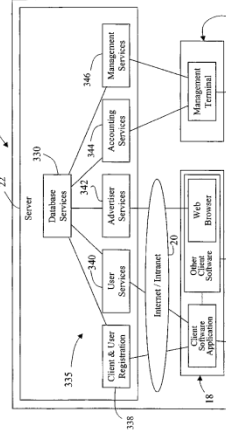


Primary Examiner: Cao (Kevin) Nguyen
(21) Attorney, Agent, or Firm: Reising, Ethington, Barnes, Kisselle, P.C.

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 window that is accessible to a user via 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 accordance with the user's profile and the advertisements 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 is displayed (e.g., an advertisement for a stock brokerage). The advertisement is targeted to the user based on 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. The user is notified of the need for upgrading and the 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



The '290 Patent, Fig. 5c



US 6,771,290 B1

(12) **United States Patent**
Hoyle

(54) **COMPUTER INTERFACE METHOD AND ORGANIZATION SYSTEM AND TARGETED ADVERTISING**

(75) **Inventor:** Martin David Hoyle, Metairie, LA (US)
 (73) **Assignee:** BE Technology, LLC, Bay City, MI (US)

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Related U.S. Application Data

(65) **Continuation-in-part of application No. 09/116,351, filed on Jul. 17, 1998, now Pat. No. 6,341,001.**

(31) **Int. Cl. 7** **G06F 15/00**

(51) **U.S. Cl.** **345,745, 71, 79**

(58) **Field of Search** **345,745, 702, 345,763, 852, 853, 854, 839, 717,120**

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Primary Examiner—Cao (Kevin) Nguyen
 (21) *Inventor, or Firm—Resing, Ehlington, Barnes, Kesselle, P.C.*

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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 window that is accessible to a user via 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 accordance with the user's profile and the advertisements 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 is displayed by the display (e.g., an advertisement for a stock market program). The advertisement is targeted to the user based upon 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. The user is notified of the need for upgrading via 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.

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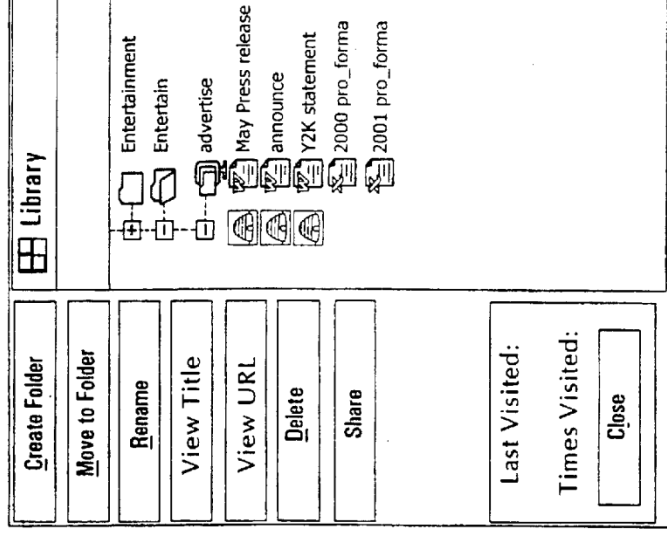
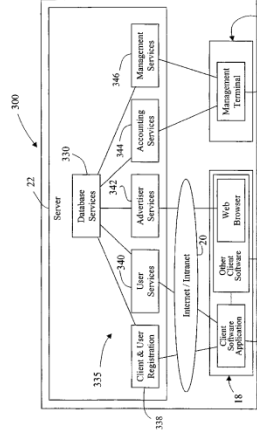


FIG. 5c

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