

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MICROSOFT CORPORATION
Petitioner

v.

B.E. TECHNOLOGY, L.L.C.
Patent Owner

Case IPR2014-00040
Patent 6,771,290 B1

Before SALLY C. MEDLEY, KALYAN K. DESHPANDE, and
LYNNE E. PETTIGREW, *Administrative Patent Judges*.

PETTIGREW, *Administrative Patent Judge*.

B.E. TECHNOLOGY, L.L.C.'S DEMONSTRATIVES

Google, Microsoft,
Sony, Samsung
v.
B.E. Technology, L.L.C.

IPR2014-00029, IPR2014-00031,
IPR2014-00033, IPR2014-00040, IPR2014-00044
Consolidated For Hearing

Proposed Grounds of Unpatentability

Anticipation of Claims 1-3 by :

International Publication No. WO
97/09682 (“Kikinis”)

* Microsoft is the only party challenging Claim 1

Proposed Grounds of Unpatentability

Obviousness of Claims 2-3 over:

U.S. Patent No. 5,706,502 (“Foley”)

*Google is the only party alleging obviousness over Foley.

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

(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**

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

(87) **PCT Pub. No.:** **WO00/04434**

PCT Pub. Date: **Jan. 27, 2000**

OTHER PUBLICATIONS

Brown, M., Using Netscape™ 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

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.