jc518 U.S. PTO
09/118351
07/17/98

Class	Subclass
345	356

ISSUE CLASSIFICATION

[redacted]

PATENT NUMBER
6141010
6141010

U.S. UTILITY PATENT APPLICATION

B C.I.P.E. SCANNED DMW Q.A. KB	PATENT DATE OCT 31 2000

SECTOR	CLASS	SUBCLASS	ART UNIT	EXAMINER
	345	340	2773	Cao Nguyen

FILED WITH: ☐ DISK (CRF) ☐ FICHE
(Attached in pocket on right inside flap)

PREPARED AND APPROVED FOR ISSUE

ISSUING CLASSIFICATION

ORIGINAL		CROSS REFERENCE(S)						
CLASS	SUBCLASS	CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)					
345	356	345	348	357				
INTERNATIONAL CLASSIFICATION		707	501					
G06F 3 / 60								
/								
/								
/								
/				☐ Continued on Issue Slip Inside File Jacket				

☐ TERMINAL DISCLAIMER	DRAWINGS			CLAIMS ALLOWED	
	Sheets Drwg.	Figs. Drwg.	Print Fig.	Total Claims	Print Claim for O.G.
	14	15	5A	22	1

☐ a) The term of this patent subsequent to _____ (date) has been disclaimed.	CAO H NGUYEN 6/1/00 (Assistant Examiner) (Date)	NOTICE OF ALLOWANCE MAILED: 6/5/00
☐ b) The term of this patent shall not extend beyond the expiration date of U.S Patent. No. _____	RAYMOND J. BAYERL PRIMARY EXAMINER ART UNIT 2773 SJun 00 (Primary Examiner) (Date)	ISSUE FEE: Amount Due $605.00; Date Paid 9/6/00
☐ c) The terminal ___ months of this patent have been disclaimed.	Brian Kellum 6-14-00 (Legal Instruments Examiner) (Date)	ISSUE BATCH NUMBER: N46

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Form PTO-436A
(Rev. 10/97)

ISSUE FEE IN FI

(LABEL AREA)

Formal Drawings (___ shts) set___

(FACE)

6,141,010

COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

Transaction History

Date	Transaction Description
7/17/1998	Information Disclosure Statement (IDS) Filed
7/17/1998	Information Disclosure Statement (IDS) Filed
7/22/1998	Initial Exam Team nn
7/30/1998	IFW Scan & PACR Auto Security Review
8/28/1998	Application Dispatched from OIPE
9/11/1998	Correspondence Address Change
9/20/1998	Case Docketed to Examiner in GAU
10/22/1998	Preexamination Location Change
8/26/1999	Mail Restriction Requirement
8/26/1999	Restriction/Election Requirement
9/28/1999	Response to Election / Restriction Filed
10/7/1999	Date Forwarded to Examiner
11/22/1999	Non-Final Rejection
11/30/1999	Mail Non-Final Rejection
3/21/2000	Case Docketed to Examiner in GAU
5/4/2000	Response after Non-Final Action
5/4/2000	Request for Extension of Time - Granted
5/12/2000	Date Forwarded to Examiner
6/5/2000	Mail Notice of Allowance
6/5/2000	Notice of Allowance Data Verification Completed
7/27/2000	Workflow - File Sent to Contractor
9/8/2000	Issue Fee Payment Verified
9/8/2000	Workflow - Drawings Finished
9/8/2000	Workflow - Drawings Matched with File at Contractor
9/8/2000	Workflow - Drawings Received at Contractor
9/8/2000	Workflow - Drawings Sent to Contractor
9/19/2000	Workflow - Complete WF Records for Drawings
9/21/2000	Application Is Considered Ready for Issue
10/12/2000	Issue Notification Mailed
10/31/2000	Recordation of Patent Grant Mailed

jc516 U.S. PTO
09/118351
07/17/98

INITIALS 279894

PATENT APPLICATION

09118351

CONTENTS

	Date received (Incl. C. of M.) or Date Mailed		Date received (Incl. C. of M.) or Date Mailed
1. Application 14 Pgs papers.		42.	
2. I.D.S. w/ reference	7-17-98	43.	
3. Change of address	9-11-98	44.	
4. SAR	9/15/98	45.	
5. Restriction month	8-26-99	46.	
6. Election	9-28-99	47.	
7. Rej. 3 mos.	11-30-99	48.	
8. E.O.T. 2 - Amdt A	5-4-00	49.	
9. Examiner's Amdt B	12/5/00	50.	
10. 9 Formal Drawings (14 sits) rec	9/8/00	51.	
11. Protest	2/23/04	52.	
12. Protest	3/8/04	53.	
13. Protest	3/26/04	54.	
14. Protest	10/25/04	55.	
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41.		82.	

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SEARCHED

Class	Sub.	Date	Exmr.
707	501 514	11/9/99	CJ
345	339 340 341 348 349 356 357		
Search Same As Above		6/1/00	CW

INTERFERENCE SEARCHED

Class	Sub.	Date	Exmr.
Search As Above Cl/subcl		6/1/00	CW

SEARCH NOTES
(INCLUDING SEARCH STRATEGY)

	Date	Exmr.
Brs Search	11/9/99	CJ
Consulting w/ Raymond Barrett for Allowance of Search	6/1/00	CW

(RIGHT OUTSIDE)

ISSUE SLIP STAMP AREA (for additional cross references)

POSITION	INITIALS	ID NO.	DATE
FEE DETERMINATION		07834	4/23
O.I.P.E. CLASSIFIER			1/27/98
FORMALITY REVIEW		7162	8/21/98

INDEX OF CLAIMS

✓ ..... Rejected
= ..... Allowed
— (Through numeral) Canceled
÷ ..... Restricted
N ..... Non-elected
I ..... Interference
A ..... Appeal
O ..... Objected

Claim Final	Claim Original	Date
1	1	+ ✓
2	2	+ ✓
3	3	+ ✓
4	4	+ ✓
5	5	+ ✓
6	6	+ ✓
7	7	+ ✓
8	8	+ ✓
9	9	+ ✓
10	10	+ ✓ =
	11	+ N
	12	+
	13	+
	14	+
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	20	+ ✓ —
11	21	+ ✓ —
12	22	+ ✓
13	23	+ ✓
14	24	+ ✓
15	25	+ ✓ =
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	36	+ ✓
16	37	+ ✓ =
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18	39	+ ✓
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Claim Final	Claim Original	Date
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Claim Final	Claim Original	Date
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If more than 150 claims or 10 actions staple additional sheet here

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US006141010A

United States Patent [19]

Hoyle

[11] Patent Number: 6,141,010

[45] Date of Patent: Oct. 31, 2000

[54] **COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING**

[75] Inventor: Martin David Hoyle, Destrehan, La.

[73] Assignee: B. E. Technology, LLC, Bay City, Mich.

[21] Appl. No.: 09/118,351

[22] Filed: Jul. 17, 1998

[51] Int. Cl.[7] G06F 3/00

[52] U.S. Cl. 345/356; 345/348; 345/357; 707/501

[58] Field of Search 707/501, 514; 345/339, 340, 341, 348, 349, 356, 357

[56] References Cited

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OTHER PUBLICATIONS

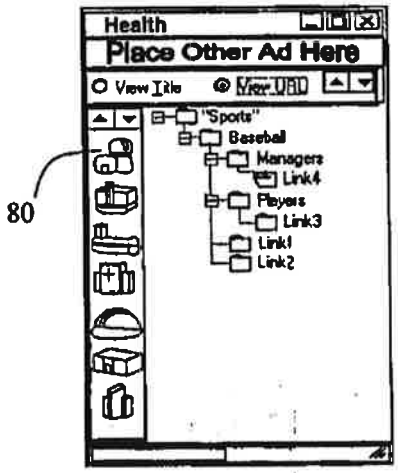
Brown, M, Using Netscape 3, special Edition p. 40, 43, 52, 53, 58, 59, 62–64, 94–109, 1996.

Primary Examiner—Raymond J. Bayerl
Assistant Examiner—Cao H Nguyen
Attorney, Agent, or Firm—Reising, Ethington, Barnes, Kisselle, Learman & McCulloch, P.C.

[57] ABSTRACT

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

22 Claims, 14 Drawing Sheets



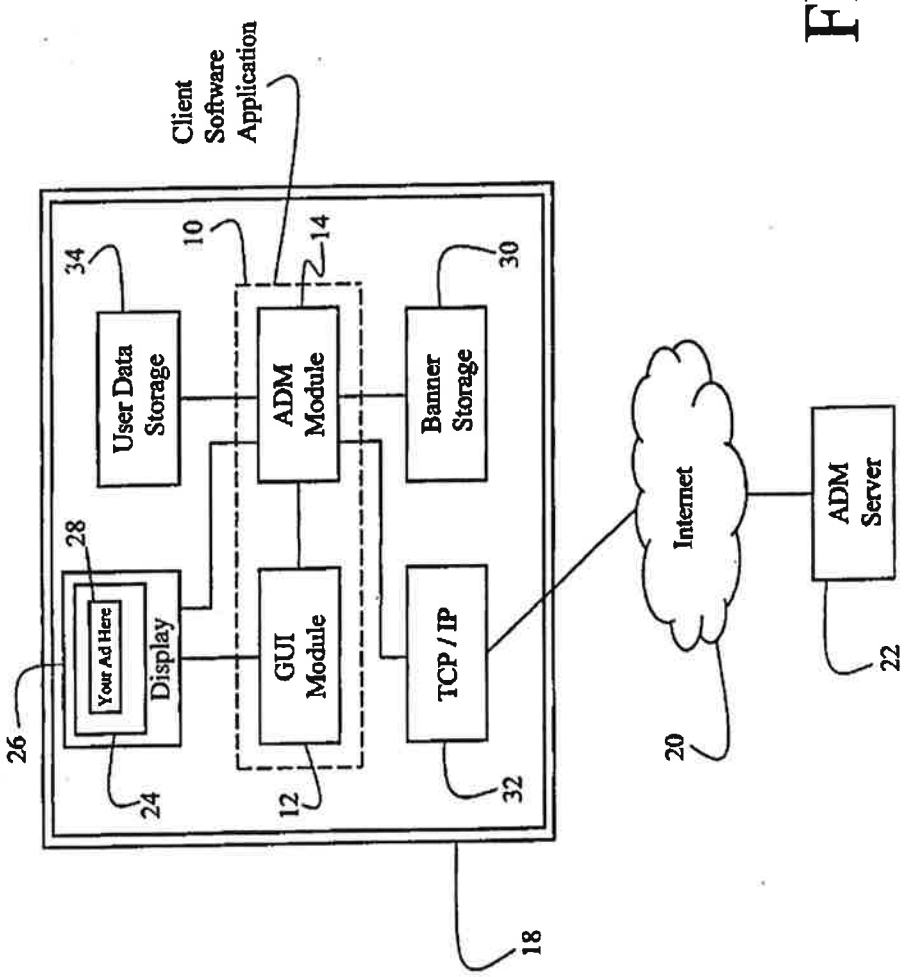

Client Software Application
10
14
34
30
User Data Storage
ADM Module
Banner Storage
28
Your Ad Here
Display
GUI Module
TCP / IP
Internet
ADM Server
26
24
12
32
20
22
18

FIG. 1

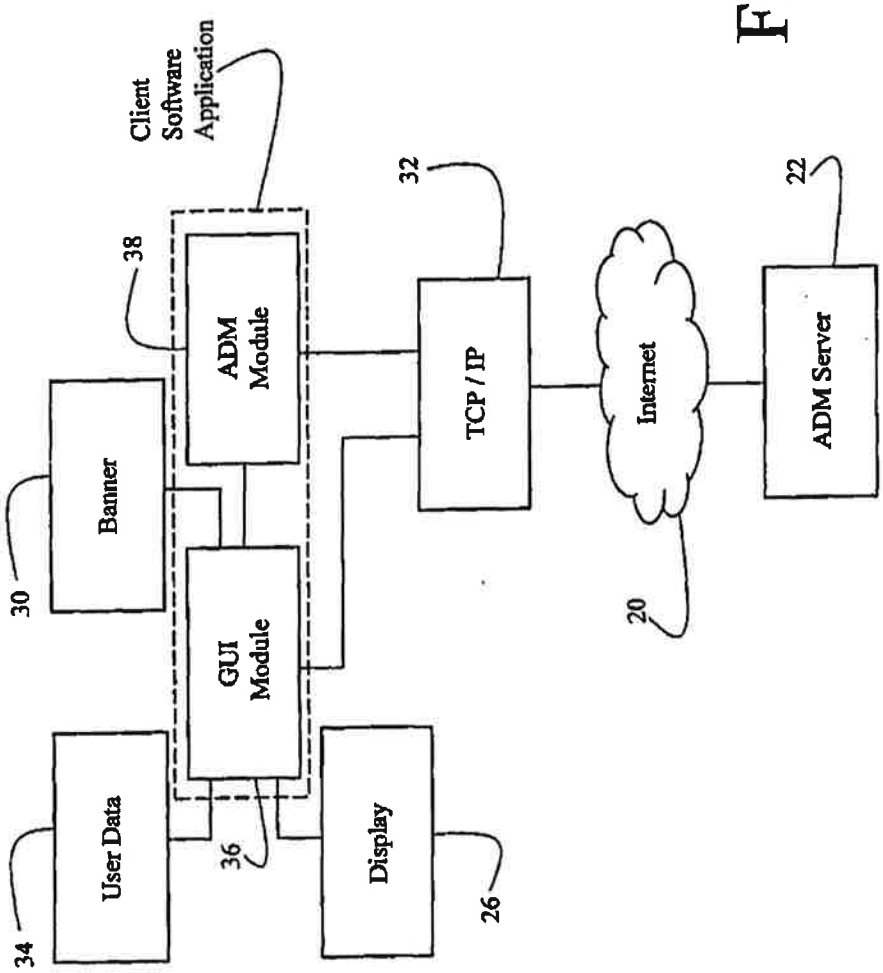

Client Software Application
38
ADM Module
32
TCP / IP
Internet
22
ADM Server
Banner
30
GUI Module
20
User Data
34
36
Display
26

FIG. 2

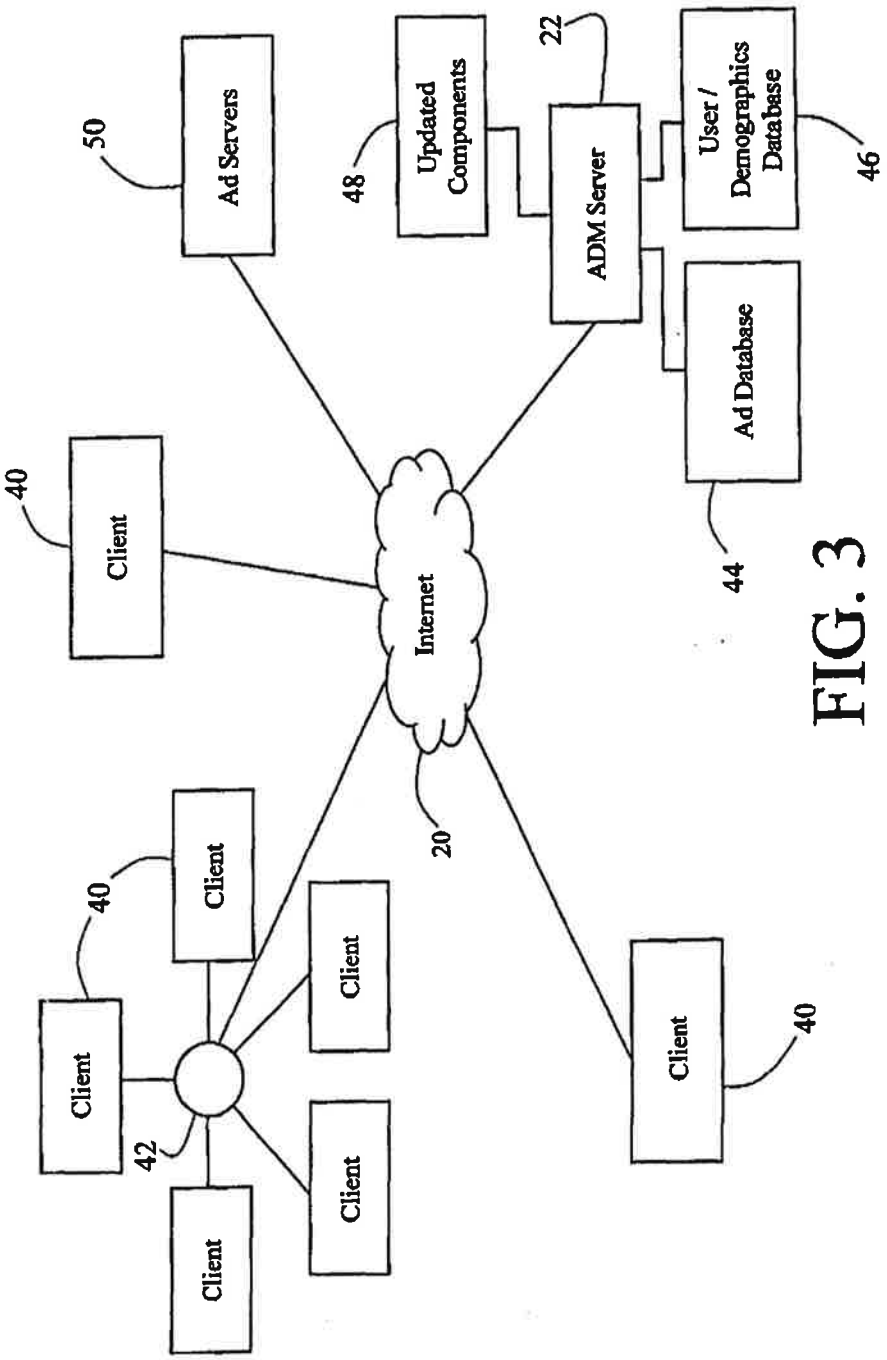

Ad Servers
50
Updated Components
48
22
ADM Server
User / Demographics Database
46
Ad Database
44
Client
40
Internet
20
Client
40
Client
Client
Client
Client
42
Client
Client
40

FIG. 3

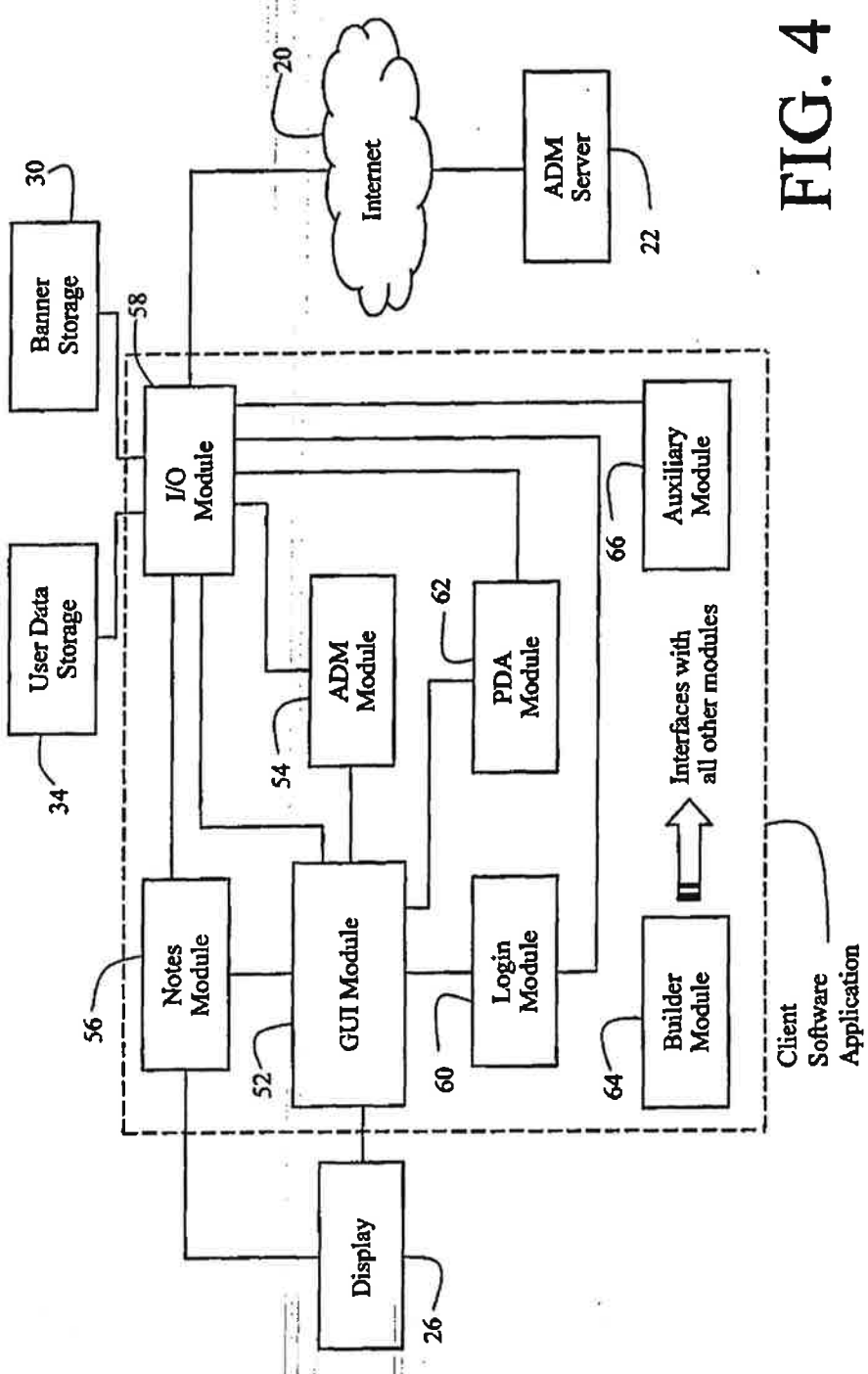

Internet
20
ADM Server
22
Banner Storage
30
58
I/O Module
Auxiliary Module
66
User Data Storage
34
ADM Module
54
62
PDA Module
Interfaces with all other modules
Notes Module
56
GUI Module
52
Login Module
60
Builder Module
64
Client Software Application
Display
26

FIG. 4

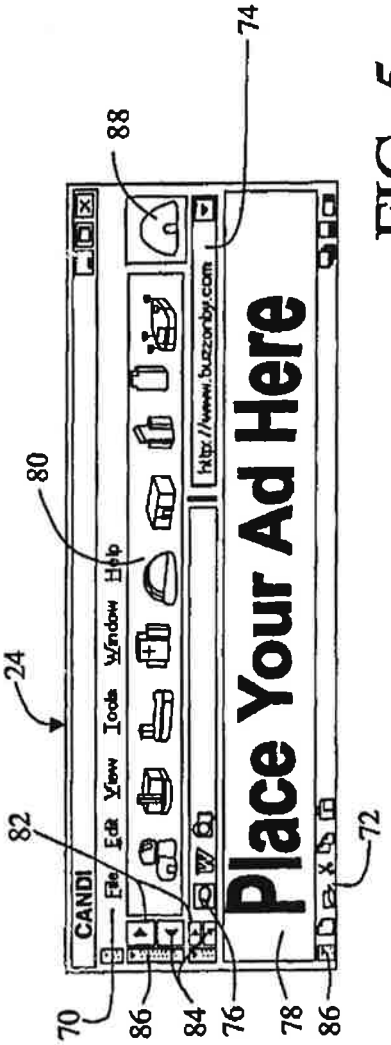

Place Your Ad Here
http://www.buzzonby.com
CANDI
File Edit View Tools Window Help
70
86
84
76
78
86
72
82
24
80
88
74

FIG. 5

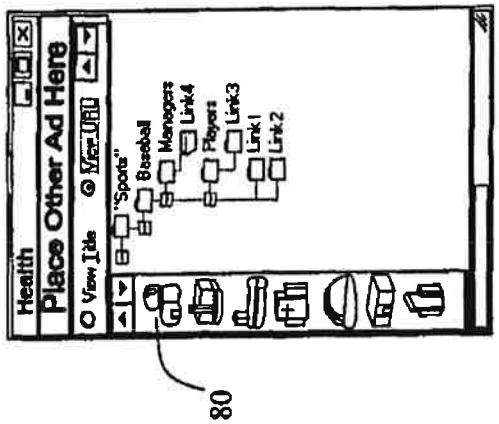

Health
Place Other Ad Here
View Title
"Sports"
Baseball
Managers
Link4
Players
Link3
Link1
Link2
80

FIG. 5a

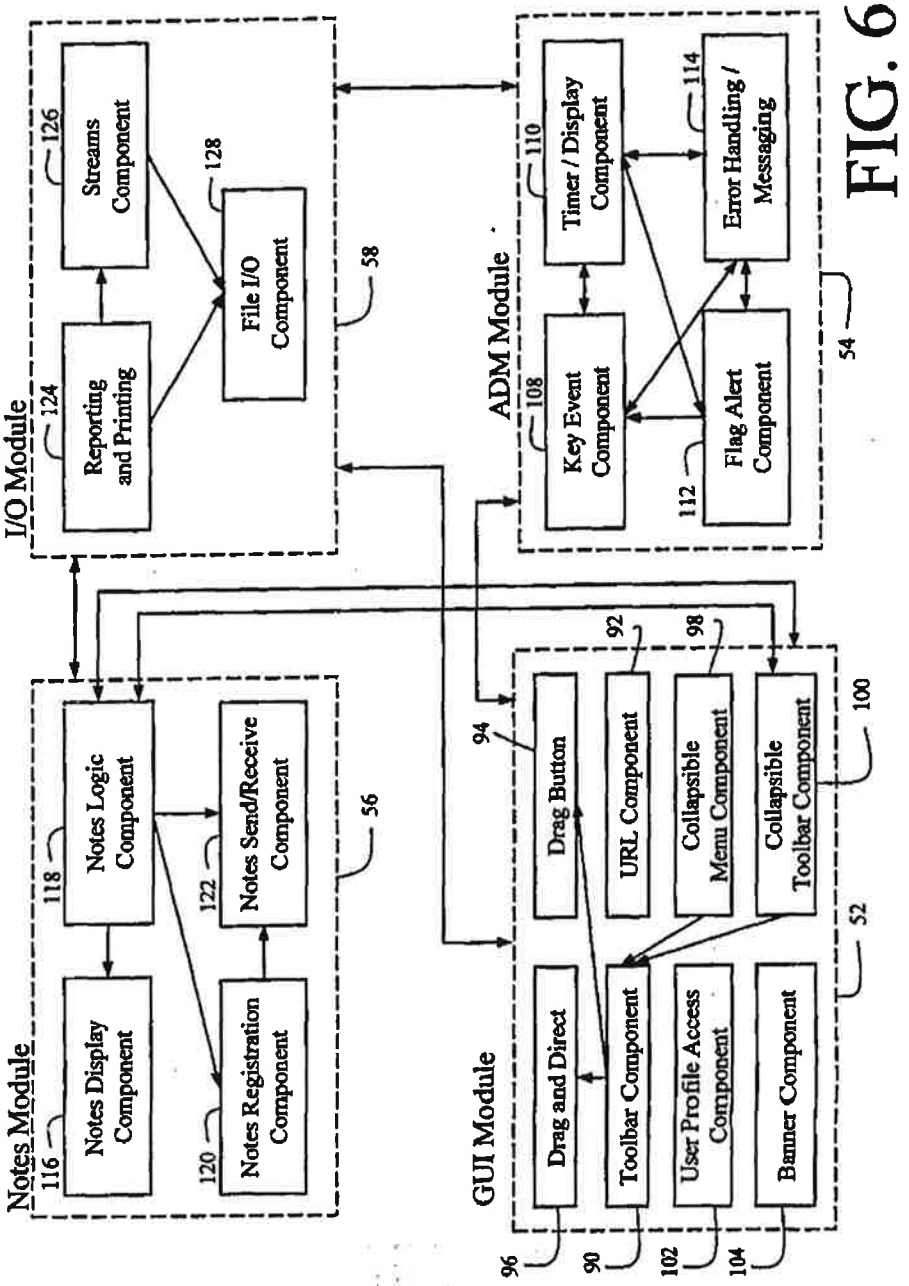

I/O Module
124
Reporting and Printing
126
Streams Component
128
File I/O Component
58
ADM Module
110
Timer / Display Component
114
Error Handling / Messaging
108
Key Event Component
112
Flag Alert Component
54
Notes Module
116
Notes Display Component
118
Notes Logic Component
120
Notes Registration Component
122
Notes Send/Receive Component
56
GUI Module
94
Drag Button
92
URL Component
98
Collapsible Menu Component
Collapsible Toolbar Component
100
Drag and Direct
Toolbar Component
User Profile Access Component
Banner Component
52
96
90
102
104

FIG. 6

Image File	Destination Link	Associated Categories	Associated Links	Associated Programs	Priority Level
Banner01.gif	www.first_link.com	business, finance	www.microsoft.com\excel www.lotus.com\123	Excel™, 123™	General
Banner02.gif	www.second_link.com \ products	business, shopping, computers		Control Panel:System	High
Banner03.gif	third_link.com	sports	www.nfl.com www.espn.com www.sports.com		Medium
:	:	:	:	:	:
:	:	:	:	:	:
BannerXX.gif	www.last_link.com\cgi\login	travel, entertainment			High

FIG. 7

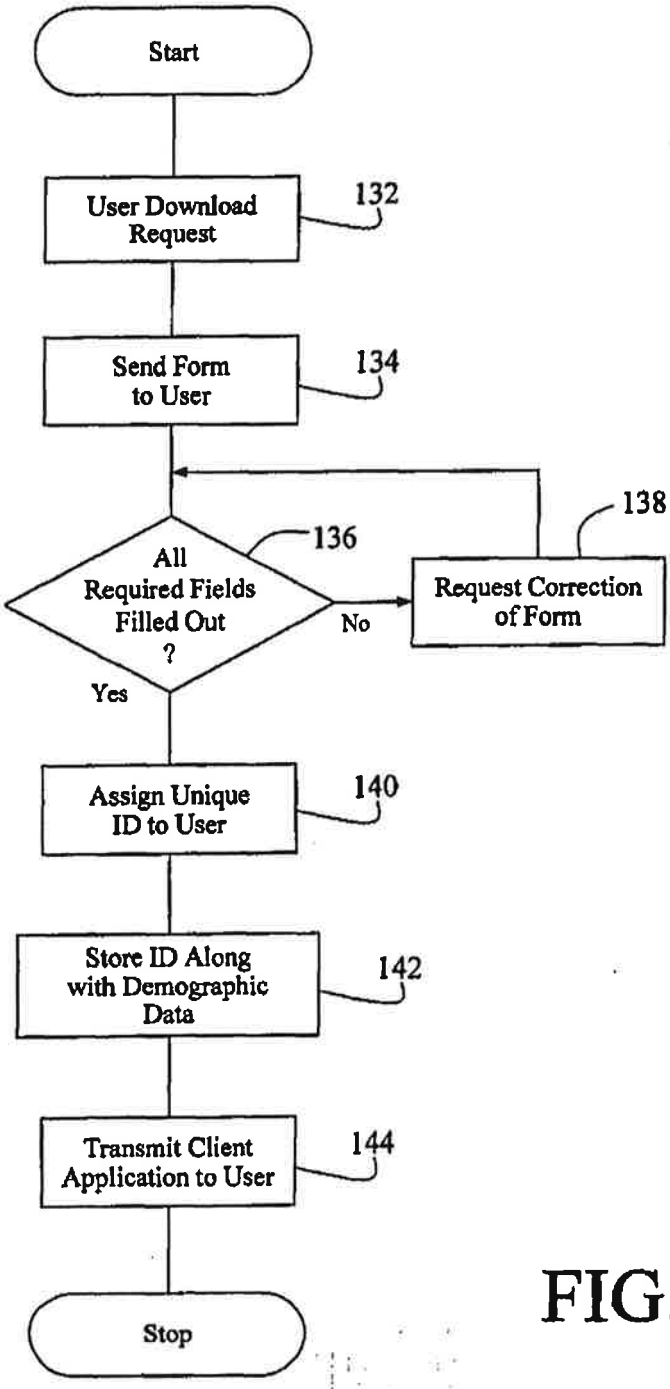

Start
User Download Request
132
Send Form to User
134
All Required Fields Filled Out ?
136
No
Request Correction of Form
138
Yes
Assign Unique ID to User
140
Store ID Along with Demographic Data
142
Transmit Client Application to User
144
Stop

FIG. 8

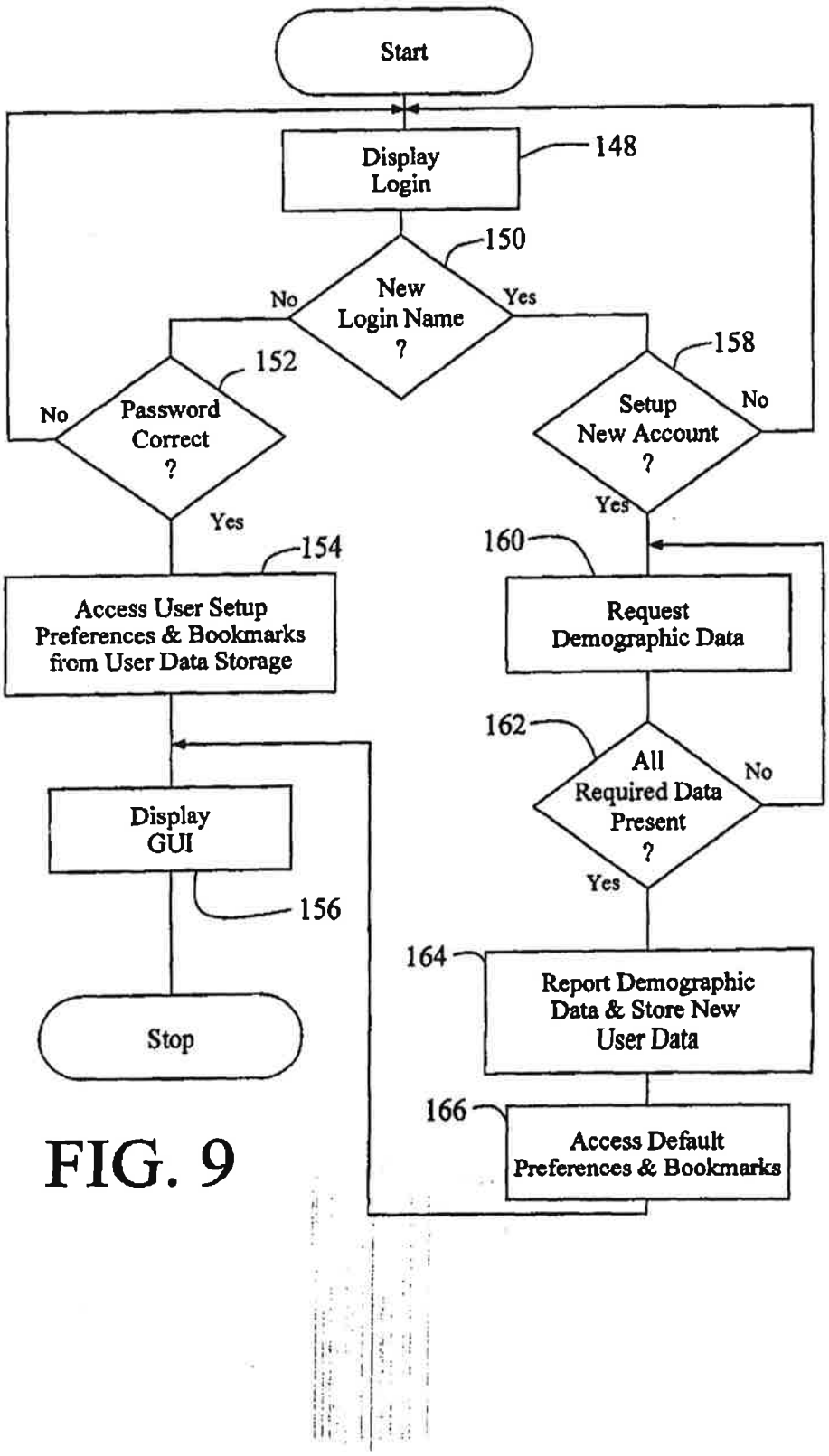

Start
Display Login
148
150
New Login Name ?
No
Yes
152
Password Correct ?
No
Yes
158
Setup New Account ?
No
Yes
154
Access User Setup Preferences & Bookmarks from User Data Storage
160
Request Demographic Data
162
All Required Data Present ?
No
Yes
Display GUI
156
Stop
164
Report Demographic Data & Store New User Data
166
Access Default Preferences & Bookmarks

FIG. 9

FIG. 10

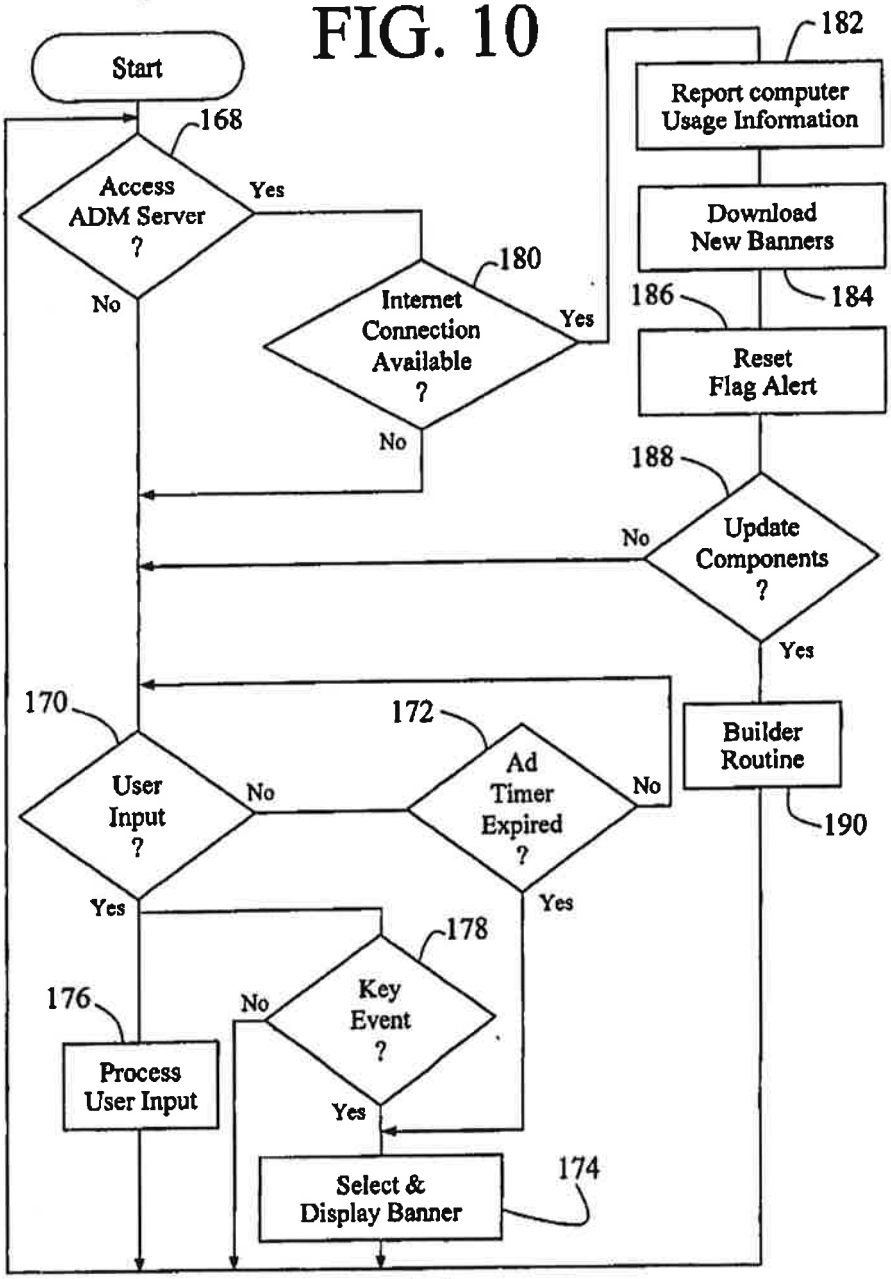

Start
168
Access ADM Server ?
Yes
No
180
Internet Connection Available ?
Yes
No
182
Report computer Usage Information
Download New Banners
184
186
Reset Flag Alert
188
Update Components ?
No
Yes
Builder Routine
190
170
User Input ?
No
172
Ad Timer Expired ?
No
Yes
Yes
178
Key Event ?
No
Yes
176
Process User Input
Select & Display Banner
174

FIG. 11

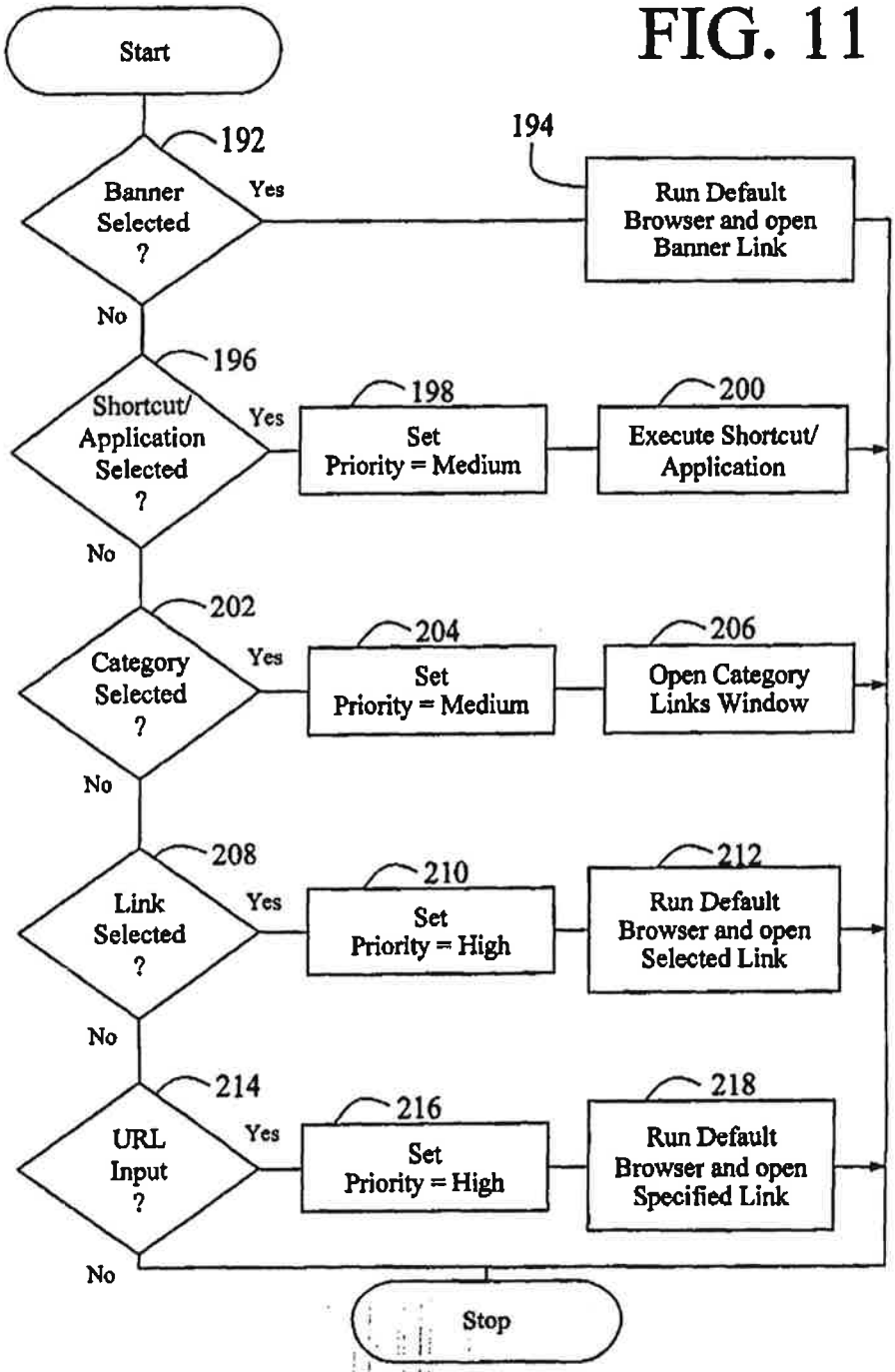

Start
192
Banner Selected ?
Yes
194
Run Default Browser and open Banner Link
No
196
Shortcut/ Application Selected ?
Yes
198
Set Priority = Medium
200
Execute Shortcut/ Application
No
202
Category Selected ?
Yes
204
Set Priority = Medium
206
Open Category Links Window
No
208
Link Selected ?
Yes
210
Set Priority = High
212
Run Default Browser and open Selected Link
No
214
URL Input ?
Yes
216
Set Priority = High
218
Run Default Browser and open Specified Link
No
Stop

FIG. 12

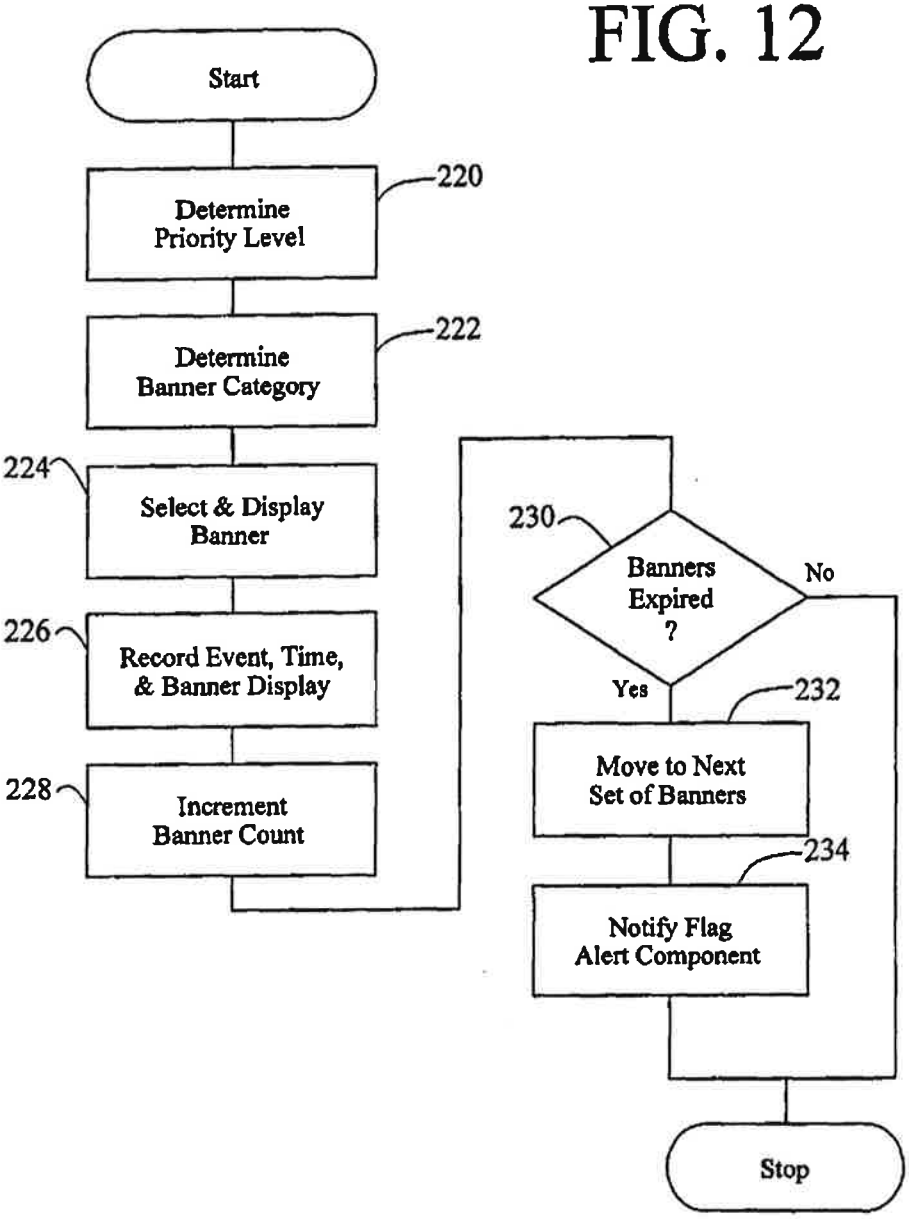

Start
Determine Priority Level
220
Determine Banner Category
222
224
Select & Display Banner
226
Record Event, Time, & Banner Display
228
Increment Banner Count
230
Banners Expired ?
No
Yes
232
Move to Next Set of Banners
234
Notify Flag Alert Component
Stop

FIG. 13

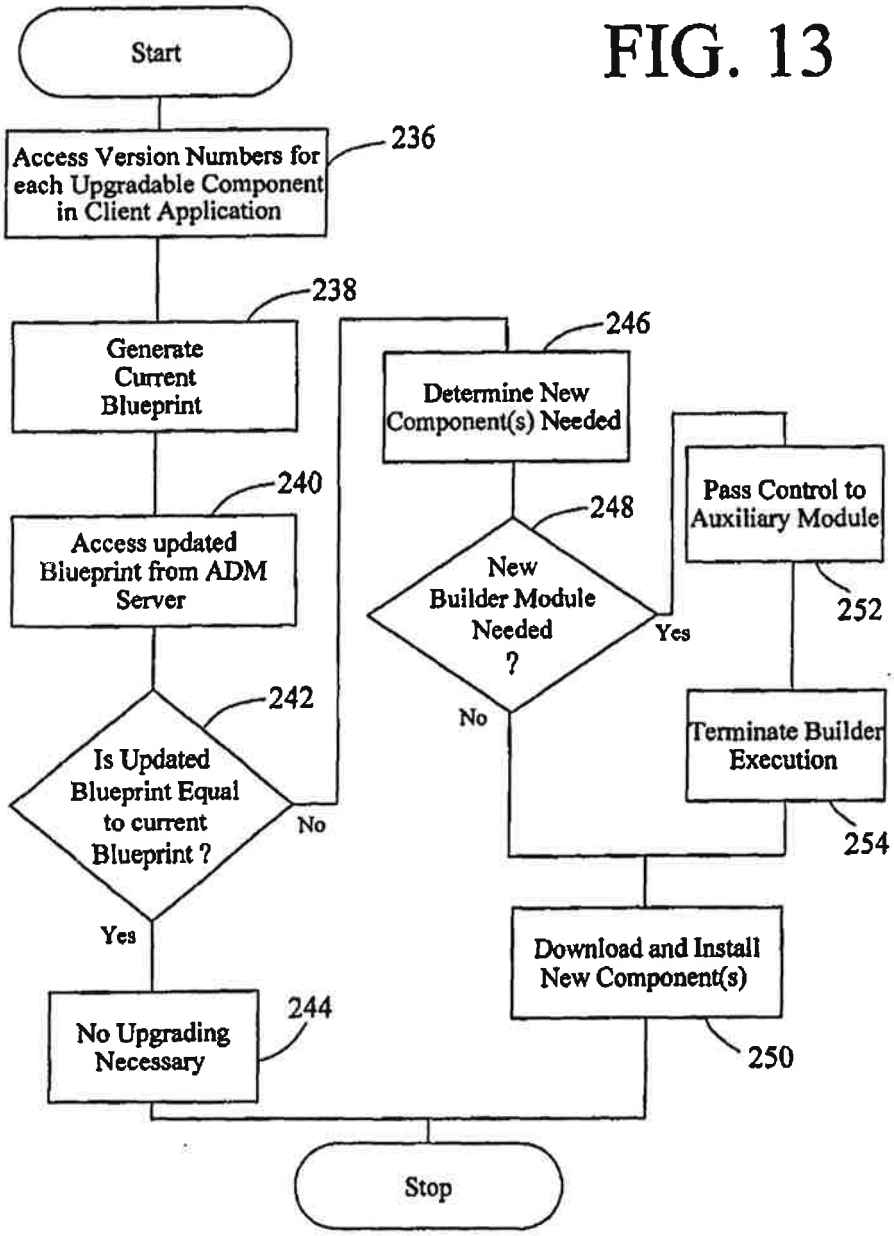
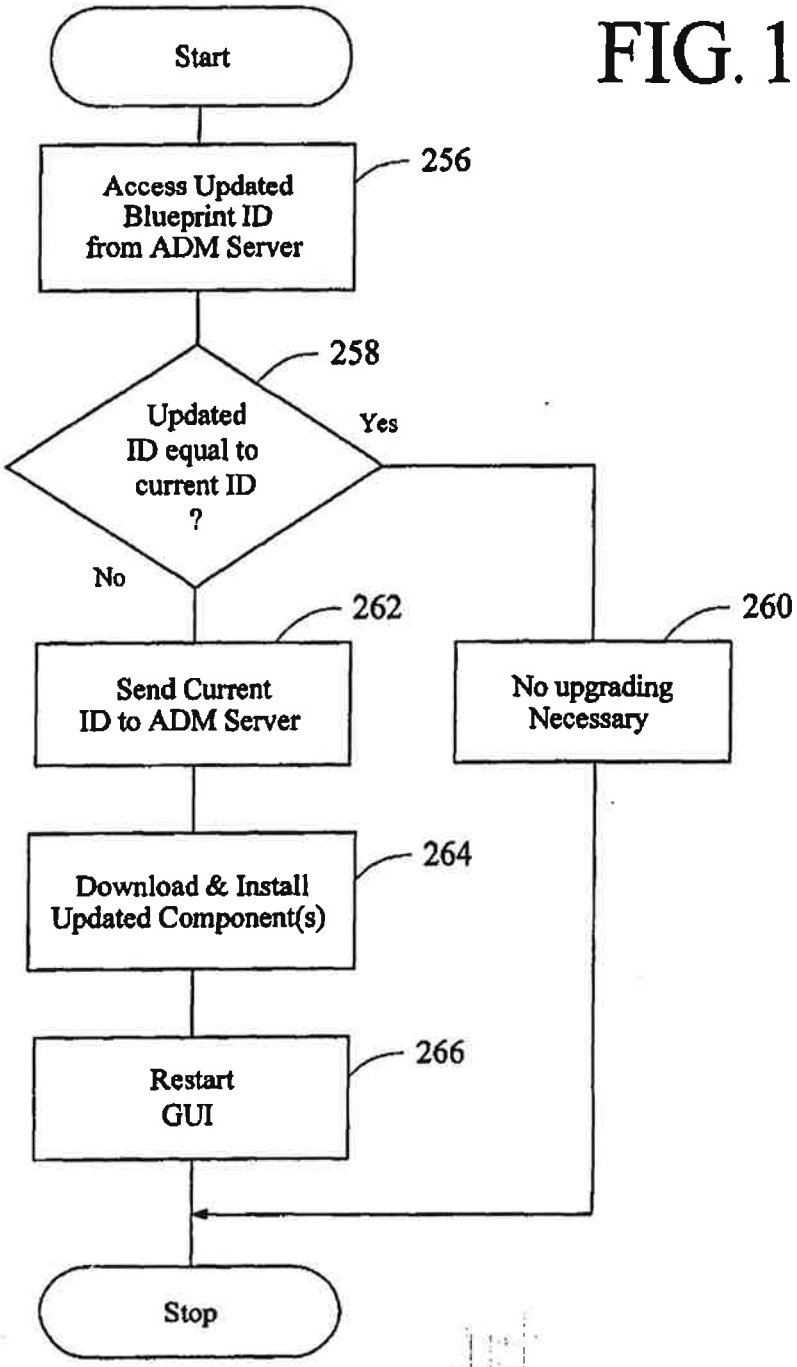

Start
Access Version Numbers for each Upgradable Component in Client Application
236
Generate Current Blueprint
238
Access updated Blueprint from ADM Server
240
Is Updated Blueprint Equal to current Blueprint ?
242
No
Yes
No Upgrading Necessary
244
Determine New Component(s) Needed
246
New Builder Module Needed ?
248
Yes
No
Pass Control to Auxiliary Module
252
Terminate Builder Execution
254
Download and Install New Component(s)
250
Stop

FIG. 14


Start
Access Updated Blueprint ID from ADM Server
256
Updated ID equal to current ID ?
258
Yes
No
Send Current ID to ADM Server
262
No upgrading Necessary
260
Download & Install Updated Component(s)
264
Restart GUI
266
Stop

COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

TECHNICAL FIELD

This invention relates in general to user interfaces for accessing computer applications and information resources and, in particular, to user interfaces that provide advertising obtained over a global computer network such as the Internet.

BACKGROUND OF THE INVENTION

The continuing expansion of the Internet and other private and semi-private networks has led to the now widespread practice of electronic distribution of software to end users, whether as freeware, shareware, or fully paid-up licensed software. Traditionally, freeware programs have generally been small, unsupported single-purpose programs that are of limited use. Since no income was derived from these programs, there was little incentive for the creators of this type of software to undertake major development efforts. More recently, however, a new type of free software has emerged which, while free to end users, does provide income to the creator of the software via advertising incorporated into the software. This is of benefit both to the end user and advertiser, as the end user obtains useful software at no cost and the advertiser gets advertising exposure for its products or services. One well known example of this type of arrangement is in push technology products, such as Pointcast™, which permits a user to receive and display broadcasted information over the Internet. Using this software, new advertising is periodically received along with various requested types of news information (e.g., financial, business, sports) and is stored locally on the user's computer for later retrieval and display by the program.

The new advertising medium provided by the Internet has a number of significant advantages for advertisers. First, the users of the software within which the advertising is placed have, on average, much more disposable income to spend on products and services than the average user of other traditional advertising media, such as television or print. Second, the advertising can, in some instances, be targeted in various ways, such as demographically or reactively. An example of the latter of these is in push technology where the user requests certain types of information and this request is used to select the type of advertisement sent to the user along with the requested content. Third, the advertising can not only include audio and video elements as well as simple visual elements, but can also be interactive. For example, by clicking on the advertisement, the user can be provided with additional information about the advertised products or services and can even be given the opportunity to purchase the products or services electronically.

One of the most common methods of advertising via the Internet is through the use of links (e.g., URLs) embedded within web pages. By using embedded links, the advertisements need not be located on the same server as the web pages themselves. When the web page is loaded or reloaded, the advertising server is accessed to obtain a new advertisement which is incorporated into the web page displayed on the user's screen. These advertisements are simple graphical images (such as animated gifs) that are retrieved from the advertising server along with an associated link to additional information about the advertised product or service. While this permits new advertising to be displayed each time a web page is loaded or refreshed, and while this allows geographically unlimited advertising, it at most permits targeting of the advertisement based upon the type of information contained in the web page. Moreover, access to a new advertisement is only available during the period of time that the client computer is connected to the Internet.

Currently-available computer programs that incorporate advertising into their user interface include the necessary programming built into the software itself. That is, the various parameters relating to the presentation of the advertisement is pre-determined and programmed into the software. These parameters may include such things as where on the screen the advertisement is displayed, the display size, the duration of display, the number of times a particular advertisement is displayed, the conditions under which a particular advertisement is to be displayed, the type of action taken upon a user clicking on the advertisement, and so forth. One problem with these currently available programs is that these parameters can only be changed by replacement of the entire program with an updated, revised version, making it difficult to respond to desired changes in advertising approaches.

To provide demographically-targeted advertising, the advertiser or distributor of the advertising must obtain demographic data on its end users. Perhaps the most common way to acquire demographic data regarding users via the Internet is to request the information using a form written in html (HyperText Markup Language) and provided to the user over the World-Wide Web (WWW) using http (HyperText Transfer Protocol). This is sometimes done as a prerequisite to allowing the user access to information resources or download software from a particular web site. While authentication of demographic information obtained this way is difficult and rarely done, it has been found that end users typically provide accurate demographic data in return for free download access to software. Furthermore, studies have shown that while people are concerned about privacy issues and, in particular, do not wish to provide specific information that identifies them (such as their name, address, or Social Security number), they generally do not mind providing demographic information, nor do they mind monitoring of their computer usage as long as their usage is not associated with any specific information that could be used to identify them.

Various other arrangements have been suggested for obtaining and reporting information about an end user over a computer network such as the Internet. For example, U.S. Pat. No. 5,724,521 to Dedrick discloses an electronic advertising system in which a user profile is created and transferred to a metering server where it is used along with other end user profiles to charge advertiser's according to a consumer scale. The profile data is also used by the metering server to select advertisement titles that are sent to the end user for viewing at the request of the end user. When a user requests an advertisement, the metering server sends the advertisement to the end user, charges the advertiser, and provides the advertiser with profile data on that end user. The system can include client-side software which acquires and compiles information concerning the user's interaction with the advertising or other content provided by the metering server.

U.S. Pat. No. 5,732,218 to Bland et al. discloses a system for gathering data concerning an end-user's access to information resources and reporting the data back to the servers that contain the information resources. Data gathering at the client is accomplished using an applet, plug-in, or other browser extension that acquires the data and then reports that data to those servers accessed by the client, either

periodically or in response to a specific request by the servers. In this way, the servers being accessed for their information resources get reported back to them information concerning the end-user's use of that information. Limited demographic information (e.g., time zone, locale, client hardware) can be included in this reporting as well.

One of the disadvantages of prior art systems that acquire data regarding an end-user's computer usage is that they are generally limited to gathering information concerning only certain limited uses of the computer. For example, in Bland et al., the focus of the gathering and use of end-user data is in the user's interaction with web pages, whether over the Internet or otherwise. Similarly, in Dedrick, the compilation of data is directed to interaction between the end-user and the advertising or other content provided by the metering server itself. By limiting the reported data in this manner, it is difficult to develop accurate profiles for the individual users that are useful in targeting the advertising.

U.S. Pat. No. 5,347,632 to Filepp et al. discloses a reception system in which both user demographics and individual system usage information can be used to target advertising. However, this information is used to select which advertisements are to be placed into an advertisement queue from which advertisements are then accessed, apparently in the order in which they were placed in the queue. Thus, this system permits targeting of advertising generally, but does not provide real time targeting of advertising based upon user actions.

Except as may be explicitly indicated otherwise, the following definitions shall apply:

computer—An apparatus having a processing device that is capable of executing instructions.

computer usage information—Data concerning a person's use of a computer, including such things as what programs they run, what information resources they access, what time of day or days of the week they use the computer, and so forth.

data set—A group of data items; for example, links, keywords, or entries in an address book.

display object—Data capable of display by a computer, including graphical images as well as multimedia presentations or other display data that includes audio in addition to visually-perceived data.

graphical image—Visually-perceived data stored in a graphic format (e.g., jpeg, gif, bmp, tiff, pcx, etc.), including electronically-reproduced photographs, graphics, animations, icons, and textual messages.

information resource—A source of information stored on a server or other computer that is accessible to other computers over a network.

keyword—A textual data item used in locating related sources of information.

link—A data item that identifies the location or address of a program or information resource. A URL is a link, as is a path and filename of an information resource.

non-volatile data storage device—A memory device that retains computer-readable data or programming code in the absence of externally-supplied power, including such things as a hard disk or a floppy disk, a compact disk read-only memory (CDROM), digital versatile disk (DVD), magneto-optical disk, and so forth.

program component—A set of instructions stored in a file in computer-readable format, whether as object code or source code, and whether written in a compiled language, in byte code (such as Java™), or in a scripting or other interpreted language.

program module —One or more related program components.

program—One or more related program modules.

reactively—in response to some type of user input, such as a mouse click on a particular user application or on a link to an information resource.

server—A computer on a network that answers requests for information.

software application—A program and associated libraries and other files; for example, a word processing application, a spreadsheet application, or a personal information management application.

SUMMARY OF THE INVENTION

In accordance with one aspect of the present invention there is provided an apparatus for use by a computer to provide a user of the computer with access to information resources via the Internet or otherwise. The apparatus comprises a non-volatile data storage device with first and second program modules stored on the non-volatile storage device. The first program module is operable upon execution to display a graphical user interface comprising a window separated into a number of regions, with a first one of the regions including a number of user-selectable items, at least some of which are each associated with a different data set. The data sets are each representative of a different category of information (e.g., financial, news, sports, etc.) and each of the data sets comprise a number of user-selectable links to different information resources. For example, the data sets can be groups of related URLs, whereby the information resources comprise web pages accessible via the Internet. A second one of the regions comprises an information display region which can display such things as banner advertisements. The second program module is operable upon execution to select informational data to be displayed in the information display region. The first program module is operable in response to selection of a first one of the links to provide the user with access to its associated information resource and to notify the second program module of the selection of that first link. The second program module is operable in response to notifications from the first program module to select the informational data to be displayed from among a larger amount of informational data, and the second program module is further operable to store statistical data regarding the display of the selected informational data. This permits targeting of banner advertisements based upon the type of link (financial, news, sports, etc.) selected by the user.

In accordance with another aspect of the invention, there is provided a computer-readable memory for use by a computer to provide a user of the computer with an automatically-upgradeable software application. The computer readable memory comprises a non-volatile data storage device and a program that is separated into a plurality of program modules that are stored on the non-volatile data storage device. Some or all of the program modules have at least one version identifier associated with them. One of the program modules is operable upon execution to access the stored version identifier(s) and at least one updated version identifier from a server via a global public network such as the Internet. These updated version identifier(s) represent updated program modules accessible from a server via the public network. This program module is further operable to download one or more updated program modules when the stored version identifier and the updated version identifier are different, with the updated program module(s) replacing

one or more of the program modules. In this way, software upgrades can be carried out automatically without any user action required. Also, upgrading can be accomplished without having to download and install the entire software package.

In accordance with another aspect of the invention, a method is provided for supplying demographically-targeted advertising to a computer user. The method includes the steps of:

- providing a server that is accessible via a computer network such as the Internet,
- permitting a computer user to access the server via the computer network,
- acquiring demographic information about the user (which includes information specifically provided by the user in response to a request for the demographic information),
- providing the user with download access to computer software that, when run on a computer, displays advertising content, records computer usage information concerning the user's utilization of the computer, and periodically requests additional advertising content,
- transferring a copy of the software to the computer in response to a download request by the user,
- providing a unique identifier to the computer, with the identifier uniquely identifying information sent over the computer network from the computer to the server,
- associating the unique identifier with demographic information in a database,
- selecting advertising content for transfer to the computer in accordance with the demographic information associated with the unique identifier,
- transferring the advertising content from the server to the computer for display by the program,
- periodically acquiring the unique identifier and the computer usage information recorded by the software from the computer via the computer network, and
- associating the computer usage information with the demographic information using the unique identifier.

In accordance with yet another aspect of the invention, there is provided a computer-readable memory for use by a computer to provide a user of the computer with targeted information. The memory comprises a non-volatile data storage device and a program stored thereon. The program is operable upon execution to display a window containing an information display region. The program is also operable to select and display informational data (such as a banner advertisement) in the information display region. The informational data comprises a plurality of display objects with at least some of the display objects each having a data set associated therewith. The data sets each include one or more of the following data items:

- a category identifier that indicates a category of information to which the associated display object relates, wherein the program is operable in response to receiving user input relating to one of the categories of information to display in the information display region a display object having an associated category identifier that relates to that one category of information;
- a software application identifier that identifies a software application that may be accessible to the user via the computer, wherein the program is operable in response to user selection of the software application to display in the information display region a display object associated with the selected software application.

These identifiers permit real time, reactively-targeted advertising since the program can respond to user interaction with the computer to determine whether the input relates to a particular category of information and, if so, can select advertising related to that category of information.

BRIEF DESCRIPTION OF THE DRAWINGS

A preferred exemplary embodiment of the present invention will hereinafter be described in conjunction with the appended drawings, wherein like designations denote like elements, and:

FIG. **1** is block diagram of a first embodiment of the invention depicting a client software application comprising two program modules located on a computer connected to a server by way of the Internet;

FIG. **2** is a block diagram of second embodiment that is a modified form of the that shown in FIG. **1**;

FIG. **3** is a block diagram depicting further details regarding use of the server shown in FIG. **1**;

FIG. **4** is a block diagram of a third embodiment of the invention depicting a client software application broken into a number of modules including a builder module responsible for upgrading and addition of any of the program modules;

FIG. **5** is an exemplary view of the graphical user interface (GUI) generated by the client software application of FIG. **4**;

FIG. **5***a* is an exemplary view of a bookmark category window generated by the client software application of FIG. **4**;

FIG. **6** is block diagram that provides additional detail regarding the client software application depicted in FIG. **4**;

FIG. **7** depicts the structure of the banner database used by the client software application of FIG. **4**;

FIG. **8** depicts a method for providing access to the client software application and for obtaining and utilizing demographic information regarding users of the software application;

FIG. **9** is a flow chart of the portion of the client software application of FIG. **4** that handles user login as well as acquisition of demographic information for new users of the application;

FIG. **10** is a flow chart depicting an overview of the core operation of the client software application of FIG. **4**;

FIG. **11** is a flow chart of the processing of user input that is carried out by the client software application of FIG. **4**;

FIG. **12** is a flow chart of the processing of key events that is carried out by the client software application of FIG. **4**;

FIG. **13** is a flow chart of the process used by the builder module of FIG. **4** to upgrade different program modules or components used in the client software application; and

FIG. **14** is a flow chart of a alternative process that can be used by the builder module of FIG. **4** to upgrade program modules or components used in the client software application.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

Referring first to FIG. **1**, there is shown an overview of a client software application **10** comprising a graphical user interface (GUI) program module **12** and an advertising and data management (ADM) program module **14**. Working together, these program modules act as a single software application that provides the computer user with a fully

integrated interface to the other software applications loaded on the user's computer **18**, as well as to information resources located on a private or public network, such as the Internet **20**. Client application **10** may also include other executables, support files, and libraries that are used by program modules **12** and **14**. In general, GUI module **12** contains the basic programming necessary to provide a user interface to the computer's software applications and operating system (e.g., Windows98 or WindowsNT), while ADM module **14** provides the basic management of the display and refreshing of advertising as well as the acquisition and reporting of computer usage information to an advertising and data management (ADM) server **22** via the Internet **20**.

Computer **18** is a conventional personal computer, such as one that utilizes an Intel™ Pentium™ microprocessor. As is common, computer **18** includes RAM, a hard disk drive, a floppy drive, a CD-ROM or DVD drive, a mouse or other serial input device, a keyboard (all not shown), as well as a monitor **26**. Computer **18** also includes a network adapter card through which it accesses the Internet. Alternatively, it can include a modem for accessing the Internet via a standard telephone line. As will be discussed below, client software application **10** is initially stored on a computer-readable memory (such as a hard drive) at server **22** and a copy is then downloaded and stored on the hard drive of computer **18** in response to a download request by the user.

As will be discussed in greater detail below in connection with FIGS. **5** and **6**, GUI module **12** generates an application window **24** that is displayed on the computer monitor **26**. This window is separated into a number of regions, one of which is a banner region **28** for advertisements or other messages processed by ADM module **14**. The advertisements displayed in banner region **28** are display objects such as graphical images that are stored on the computer's hard drive or in other non-volatile memory as a file or multiple files which are collectively represented in FIG. **1** as banner storage **30**. They are accessed as needed by ADM module **14** and displayed in banner region **28**. Upon ADM module **14** determining that new advertising is needed, it accesses the Internet via an existing TCP/IP connection **32** and downloads new banners from ADM server **22**. Periodically, computer usage information is sent to ADM server **22** for use in profiling the end user and better targeting future advertising to the end user. This computer usage information is stored on the end user's computer **18** in user data storage **34**, which again can be the computer's hard drive or other non-volatile storage.

By separating out the advertising and end-user data management functions and providing them as a separate program, these functions can be changed easily by replacing the ADM module **14** without the necessity of downloading and installing an entire new version of the software. This update capability can be programmed into GUI module **12** (or, possibly, into ADM module **14**) so that it periodically checks with server **22** for an updated ADM module **14** and, if found, downloads the new program and installs it as necessary. This can be done automatically without the client software application requiring any user input, if desired.

ADM module **14** can be downloaded as object code, in which case it can be executed as is and can be started by the GUI program **12** each time that program is run. Optionally, ADM module **14** can be written in byte code, such as Java™, or even in a suitable scripting or interpreted language. If desired, the execution engine needed for these latter types of programming can be provided originally as a part of the total software application **10**. Alternatively, existing execution engines, such as those found in Java™ and JavaScript™-enabled browsers, can be used to execute ADM module **14** upon call by GUI module **12**. Moreover, if written in one of these latter programming languages, GUI module **12** or ADM module **14** can initiate operation of the browser (if not already running) and can direct the browser to ADM server **22** in which case the new version of ADM module **14** can be automatically downloaded and run by the browser.

Although ADM module **14** is shown in FIG. **1** as handling storage of the computer usage information and banner advertising, as well as display of the advertising and reporting of the computer usage information, it will be appreciated that most of these functions can be handled by GUI module **12**, with ADM module **14** simply providing the basic logic and rules which govern the display and reporting functions. This is shown in FIG. **2**. In this embodiment, GUI module **36** still reports events to ADM module **38** which, as in the system of FIG. **1**, determines what action is to be taken. However, it is GUI module **36** that actually does the work, including accessing or storing data in banner storage **30** or user data storage **34**, reporting computer usage information to ADM server **22**, accessing new banner advertising from server **22** and, when available, downloading a new ADM module **38**. One advantage of this separation of functions between GUI module **36** and ADM module **38** is that it permits ADM module **38** to be written as a streamlined program module that occupies a minimum amount of storage space so that the basic logic governing advertising processing can be easily and quickly upgraded by downloading a new ADM module **38**.

Referring now to FIG. **3**, ADM server **22** is accessible via the Internet by any of a number of remotely located client computers **40** on which client software application **10** is installed. This can include client computers that are connected directly to the Internet, as well as computers connected via private or other types of networks, such as a LAN **42**. ADM server **22** has associated with it an Advertisement Database **44** and a User/Demographics Database **46**. Ad Database **44** stores the banner advertising that is provided to the client computers **40** both initially when client application **10** is installed and thereafter periodically as the advertising needs to be replaced. As will be discussed in greater detail below, each advertisement is assigned to one of three priority levels (general, medium, or high) that are used in reactively targeting the banner advertisements. These assignments of the advertisements are stored along with the advertisements themselves in Ad Database **44**. Periodically, new advertising can be added to Ad Database **44**. Preferably, this is accomplished via the Internet with the new advertising being obtained from one or more Advertising Servers **50**, which may be run by an advertising distribution organization or may simply be computers operated by the individual advertisers themselves.

User Database **46** stores the demographic information used in targeting the advertising downloaded to the individual client computers **40**. As will be described below, when a user first accesses client application **10** for the purposes of downloading and installing the software, demographic data is obtained on the user and that information is then used to determine what advertising will be provided to that user. Whenever new advertising is required for a particular user, the relevant information from User Database **46** will be used to determine which advertisements should be downloaded to that user's computer.

In addition to advertising selection and distribution, ADM server **22** also handles the distribution of upgrades to client software application **10**. In general, the upgrading process involves communication between ADM server **22** and the

client computers 40 to determine what program modules are installed at the client computer and to compare those modules to the latest set 48 maintained at ADM server 22. As will be described in connection with FIGS. 4 and 13, this is preferably accomplished using a "blueprint" that contains an identifier (filename and version number) of each of the program modules used by client software application 10. Once it is determined that one or more program modules need to be updated, they are accessed at ADM server 22 and downloaded to the requesting client computer 40 and installed.

Turning now to FIG. 4, there is shown a third embodiment of the client software application. In this embodiment, the software application can have the same functionality of the first two embodiments, but is separated into a number of program modules that interact to provide this functionality. In particular, it includes a GUI module 52 and ADM module 54 as in the first two embodiments, but further includes a notes module 56, I/O module 58, login module 60, PDA module 62, builder module 64, and auxiliary module 66. Some of these additional modules, such as the notes module 56, provide added functionality not included in the modules of the FIG. 1 and 2 embodiments. Other of these modules, such as I/O module 58, perform functions that were incorporated into the GUI and/or ADM modules of FIGS. 1 and 2.

Before describing the various modules in detail, reference is made to FIG. 5 which depicts a Windows™ version of the user interface provided by GUI module 52. The user interface comprises application window 24 separated into a number of regions. These regions include a pull-down menu 70, a set (toolbar) of menu icons 72, a URL text field 74, a toolbar containing application icons 76, a banner advertising region 78, and a toolbar containing bookmark category icons 80. While some of these regions provide unique commands and functions that will be described below, the programming used to generate the display in these regions and to enable interactivity with the items displayed within these regions is well within the level of skill in the art. Pull-down menu 70 contains the basic commands available to the user, including launching applications, accessing basic editing commands, changing the display of the user interface, adding and removing application and bookmark category icons, changing window views, and obtaining help. Menu icons 72 contain a number of icons that permit quick access to some of the more common commands contained in menu 70. URL field 74 is a conventional drop-down input box that can be used for entering URLs or path and file names of locally-stored web pages. Once a user has entered a web page location into this field and pressed Enter, GUI module 52 initiates operation of the user's default browser and directs it to access and display the specified web page. Banner advertising region 78 is an information display region in which is displayed graphical images comprising advertising stored locally on the computer. These advertisements are replaced in response to various events including, in particular, user interaction with the computer. Application icons 76 provide single-click initiation of any programs accessible by the user's computer. When client software application 10 is first installed, it initially builds this toolbar using the shortcuts existing on the computer's Windows™ desktop. Thereafter, the user can customize this toolbar, either by dragging icons onto or off of the toolbar, or via a suitable command available under the "Tools" menu item. The client software application can be programmed to automatically add or remove icons from this list when they are added or removed from the Windows™ desktop. Furthermore, the icons can be automatically organized by the program, either in alphabetical order or otherwise. The bookmark category icons 80 are each associated with a set of links related to a particular category of information, such as finance, news, or sports. By selecting one of the icons, a separate application window containing the related links is opened on the screen. This is shown in FIG. 5*a*. This window also includes a vertically-oriented toolbar containing bookmark category icons 80 so that the user can switch to other categories of links by clicking on the appropriate icon 80. The program is operable to respond to the user's selection of any one of the links by accessing the selected web page using the default browser. As with the application icons 76, bookmark category icons 80 can be added or removed from the toolbar. Furthermore, additional links can be added to the categorized sets of links, whether by conventional drag and drop methods (i.e., dragging onto the bookmark category icons 80) or via menu commands.

To permit user customization, the toolbars containing application icons 76 and bookmark category icons 80 include a slidebar 82 that is initially positioned at the far left of the toolbar, as illustrated, and that can be moved by the user to a location between any two icons on the toolbar. Thereafter, icons to the left of the slidebar cannot be re-organized except by express action of the user. These toolbars also each include left and right arrow buttons 84 that shift the icons in the associated toolbar to the left and right, respectively. These arrow buttons will not affect any icons located to the left of slidebar 82. Each of the toolbars, including the pull-down menu toolbar, includes a collapse button 86 that serves to toggle the display of its associated toolbar. This permits users to collapse the display size of the graphical user interface and to hide those toolbars that the user does not wish to utilize often.

A final region of window 24 is a conventional linked icon 88, which can be used to direct the user's default browser to the home page of the company that provided client software application 10. Also, window 24 can include another icon (not shown) that, when selected, accesses a local floppy or other non-volatile data storage device to retrieve various types of data. For example, a user may want to utilize client application 10 on different computers; for example, a laptop and home or office desktop computer. To prevent the user from having to separately customize each of the two user interfaces, GUI module 52 is operable to store the user's customization settings and preferences on a floppy disk or other non-volatile storage. This disk can then be inserted into the other computer and, once the client application is executed, clicking on the same icon will cause the program to access the disk and to retrieve and apply the user's customizations and preferences to the user interface.

In addition to the toolbar containing bookmark category icons 80, window 24 can also include a "home" or "local" toolbar (not shown) containing the same icons 80, but with the links associated with each category icon 80 being specific to the user's local and regional interests. Thus, for each category of information, this permits the user to keep links to local web sites separate from their other links. In this way the user can, for example, keep links related to local high school sports separately from links for professional sports. When an icon on this "home" toolbar is selected, a window (not shown) separate from that shown in FIG. 5*a* can be opened or, alternatively, the FIG. 5*a* window itself can be used, with a button or other means being provided to allow the user to switch between the icons representing the "home" groups of links and the icons representing the other groups of links.

Referring now to FIGS. 4–6, the details of the various program components and modules that comprise client software application 10 will now be described. As discussed above, GUI module 52 provides the programming used to display application window 24 including all of its various regions on a computer monitor or display 26. It accesses user customizations and preferences from user data storage 34 via I/O module 58 and interfaces with the other program modules. The user interface provided by GUI module 52 is implemented using a number of program components written in ActiveX™. These components include a toolbar component 90, a URL text field component 92, a drag button component 94, a drag and direct component 96, a collapsible menu component 98, a collapsible toolbar component 100, a user profile access component 102, and an advertising banner component 104.

Toolbar component 90 contains the programming code used to display and manage the applications icons toolbar 76 and the bookmarks categories toolbar 80. This includes the programming that generates the slidebars 82 and left/right buttons 84. This component interfaces with drag button component 94 which contains the programming that generates the various toolbar buttons that are represented by the different icons 76 and 80. Toolbar component 90 also interfaces with drag and direct component 96 which allows the user to customize the toolbars by shifting the icon buttons left or right on the toolbars, as well as drag and drop capabilities to add buttons to or remove buttons from the toolbars. URL field component 92 provides the URL text field 74 that permits direct user input of URL's. Collapsible menu component 98 contains the programming that generates and provides functionality to the pull-down menu 70. Similarly, collapsible toolbar component 100 is used to generate the toolbar containing the menu icons 72. Components 98 and 100 can be derived from the main toolbar component 90 and can function like any other toolbar, except that they are collapsible. User profile access component 102 contains the programming used to access the computer's floppy disk drive (as well as any other source) to read or write the user's customizations and preferences of the user interface. Banner component 104 contains the programming used to access and display an advertising banner specified by ADM module 54. In addition to the drag and drop capabilities discussed above, GUI module 52 can also include the programming necessary to permit dragging of links onto category icons to add them to the associated set of links, as well as dragging of data files (e.g., documents) onto the application icons to initiate execution of the selected application using the selected data file.

ADM module 54 includes a key event component 108, a timer/display component 110, a flag alert component 112, and an error handling component 114. These components are preferably written in ActiveX™ or Java™. User interaction with the computer, whether with the client software application itself or with other applications or the operating system, is monitored by GUI module 52 and reported to key event component 108. As will be understood by those skilled in the art, the detection of user input to other programs and to the operating system itself can be implemented under Windows™ using system hooks. Key event component 108 determines whether the user interaction constitutes a key event; that is, whether a change in displayed banners should be made in response to the user input. If so, it informs timer/display component 110 which contains the programming that determines which banner should be displayed and what computer usage information should be stored for later reporting to ADM server 22. This component also includes a timer that periodically changes the advertisement displayed in banner region 78 in the absence of any user input. The selection of banners will be further described below in connection with FIG. 7.

Once a group of banners have been displayed their allotted number of times, timer/display component 110 notifies flag alert component 112, which sets a new banner flag. This flag is checked periodically and if set, ADM server 22 is accessed to download new banner advertising. If desired, flag alert component 112 can also maintain other flags for use by the system to record the state of various events. For example, it can include a flag that indicates whether the current execution of client software application 10 is the first execution following installation of the software. If so, a special introductory screen could be displayed. Other such uses will become apparent to those skilled in the art. Error handling and messaging component 114 is used to handle error conditions such as, for example, where a user has uninstalled a software application off the computer, but attempts to execute the uninstalled application from an application icon 76 still residing on the applications toolbar. This component can intercept the error message generated by the operating system and take appropriate action such as, for example, informing the user that the application cannot be located and asking whether the user wishes the application icon to be removed from the toolbar.

As mentioned above, client software application 10 monitors the user's interaction with applications other than itself using system hooks. As will be appreciated, this permits the client software application to alter the normal response seen by the user to certain types of interactions with the computer. For example, GUI module 52 preferably monitors user action and, upon detecting that the user has initiated execution of a browser application, whether via an application icon 76 or directly via the computer's operating system itself, GUI module 52 can override the browser's default home page setting and redirect it to another web site. Preferably, the user is queried via a pop-up dialog box prior to redirection to ascertain whether he or she objects to starting the browser at some web site other than the default home page. This can be used as an additional means of exposing the user to advertising while providing the user with some variety in the use of their browser, since they are not limited to always seeing the same site upon startup of the browser. Other such uses of this feature will be apparent to those skilled in the art.

Notes module 56 provides messaging capabilities not only for personal use by the user, but also for use among different users. From the user's standpoint, the notes themselves comprise small pop-up windows containing short messages or reminders. These notes can be associated with certain events. For example, the user could set up a personal note that pops up at the end of the day when the user goes to exit the application. Alternatively, one user could send another user a note related to sports and could set that note to only pop-up when the receiver either accesses the sports bookmark category icon 80 or accesses a sports-related web site. The notes functions (e.g., creating a new note, sending a note, etc.) can be accessed via Tools under the pull-down menu 70. Notes sent between different users connected to the Internet is by way of ADM server 22, which acts as a messaging server, identifying individual users (whether senders or receivers) by way of their unique ID and handling the receipt and distribution of the notes.

Notes module 56 includes a display component 116, a logic component 118, a registration component 120, and a send/receive component 122, all of which can be written in

ActiveX™ or Java™. The notes display component **116** contains the programming responsible for the actual display of the pop-up notes on the monitor. The notes logic component **118** is responsible for the logical processing of the notes; for example, determining when or under what conditions a note will be displayed. Registration component **120** handles registration of the client software application with the messaging server process provided by ADM server **22**. The send/receive component interfaces with I/O module **58** and is responsible for the actual transmission and reception of notes over the Internet.

I/O Module **58** is used as the interface between the various program modules and banner storage **30**, user data storage **34**, the Internet **20**, and, if connected, a printer (not shown). It includes a reporting and printing component **124**, a streams component **126**, and a file I/O component **128**. These components can all be written in ActiveX™ or Java™. Reporting and printing component **124** contains the programming code used to properly format and direct data to its proper output device (e.g., a printer, log file, etc.). The streams component **126** is used to manage the input and output functions which establish and provide data transmissions between components and objects. It is this component that is used to access the Internet via TCP/IP and can be used with other communications protocols, such as RMI and COM. The file I/O component **128** is used to manipulate stored files, including those used in the banner data storage **30** and user data storage **34**.

Login module **60** (FIG. **4**) comprises an ActiveX™ or Java™ login component which includes the programming that provides the user login and password validation features. If desired, this module can also include a security component that provides encryption of data transmitted over the Internet. PDA module **62** is an ActiveX™ or Java™ component that can be used to handle importing and exporting of user data between the client software application and the formats needed for use with a personal digital assistant. Also, this module can be used for interfacing the client software application with the user's current personal information management software, such as Outlook™, Lotus Notes™, or Netscape™ mail. The security module can also include an import/export wizard for use by the user in converting between formats.

Builder module **64** interfaces with all of the other modules and contains the programming used to upgrade individual components of the software application from time to time. As with most of the other modules, it can be written in ActiveX™ or Java™. For purposes of upgrading components, each component has associated with it a version identifier that comprises a version name and version number, with the version name simply being the filename of the component or module. Builder module **64** is operable to determine the version name and number for each of the components currently installed on the client computer and to generate from that a current blueprint of the components. Then, the next time an Internet connection is available, the builder component can access ADM server **22** and download from it an upgraded blueprint. The builder module then compares these blueprints to determine whether the client software application installed on the computer is the most current version available. If not, the builder, having both blueprints, can determine specifically which new components it needs. Upgrading of existing components is typically accomplished simply by overwriting the existing files and making the appropriate entries into the Windows™ Registry. At the server side, adding new components to the application simply requires creating the new component and upgrading the existing components to work with the new component, followed by adding the new and revised components to the upgraded blueprint. Then, the next time the server is access by the builder module, it will download the new and revised components.

This upgrading process is implemented automatically by the client software application without requiring any user input or initiation of the process. Also, by modularizing the application in the manner described above, bug fixes and upgrading of features can be achieved without requiring downloading and installation of the entire software application. This is especially useful for distribution of software via the Internet, since software applications typically require anywhere from several Megabytes to tens of Megabytes of disk space and the downloading of such large files can be burdensome.

It may be desirable or necessary from time to time to upgrade the builder module **64** itself so that it can evolve and provide new features not currently anticipated. For this purpose, auxiliary module **66** is provided. Upon builder module **64** determining from the blueprints that it needs to be upgraded itself, it turns over control to auxiliary module **66** and then terminates its execution so that it may be overwritten with the new builder module. Auxiliary module **66** then handles downloading and installation of the new builder module and other components.

As will be appreciated by those skilled in the art, builder module **64** or any of the other modules can have their own set of module commands which they use to perform particular functions. These module commands can be used by other modules to access or implement functions provided by that module. Additional module commands and, thus, additional functionality, can be added simply by creating upgraded modules that include the new module commands and using builder module **64** to upgrade to the new modules in accordance with the procedures described herein.

Referring now to FIG. **7**, the details of the selection and use of banner advertising will now be described. In general, banners are displayed either in response to some user action (input) or, in the absence of user input, are displayed periodically at timed intervals. The client software application monitors the user's inputs to the computer and, when possible, targets the banner advertising displayed so that it relates to the what the user is doing.

Preferably, the banner advertisements are stored as graphical images on the client computer's hard drive and are replaced once they have been displayed a certain number of times. As mentioned above, this is accomplished by downloading new banner advertisements from ADM server **22**. To avoid running out of banners before new ones can be downloaded from ADM server **22**, client software application **10** maintains a plurality of sets of locally stored banners and, at any one time, only displays banners contained in one of the sets. Then, when the banners in that set have all been displayed the allotted number of times, the next set of banners is used with the old set being replaced the next time that server **22** is accessed.

A banner database **130** is stored on the client computer's hard drive along with the image files themselves. This database contains information that is used by timer/display component **110** to determine when the banner should be displayed. In the representation of banner database **130** shown in FIG. **7**, each row is a data set that is associated with a different one of the banners. The columns represent individual data items within each data set. The data for each banner includes the filename of the image file, a destination

link, one or more associated category identifiers, one or more associated trigger links, one or more associated programs, and a priority level. The destination link is (typically) the URL of the web site to which the default browser will be directed if the user clicks on the banner while it is displayed. The category identifiers specify those categories to which the banner relates and can correspond exactly to the categories used in connection with the bookmark category icons **80** discussed above in connection with FIG. **5**. For example, an advertisement for a securities brokerage would be related to finance and possibly business. By associating those category identifiers with the banner in database **130**, ADM module **54** will be able to determine the proper time for display of the brokerage advertisement. The associated trigger links specify locations for which the associated banner should be displayed when one of the specified sites are accessed. In the first example given in FIG. **7**, if the user were to direct his or her browser to www.lotus.com/123, ADM module **54** would display the banner01.gif image. Where multiple banners are associated with the same link, ADM module **54** determines which of the banners should be selected based upon another criteria such as number of times each banner has previously been displayed. The associated programs column is similar in that execution of one of the specified applications (rather than a visit to a web site) will result in an associated banner being displayed. Finally, the priority level is used to determine the specificity of the targeting of the advertisements.

More specifically, ADM module **54** is programmed to select and display banners at any one of three different levels of processing. The first is the general level, which is the default priority level at which the processing is set when the client software application is first executed. In this mode, only banners having a general priority level will be displayed. The second level is the medium processing level, in which both medium and general banners are displayed, but at a weighting that favors the medium banners. Preferably, when operating in this mode, only one general priority level banner is displayed for every three medium level banners. Similarly, the third level is the high level at which high, medium, and general banners are displayed, with ten high priority level banners being displayed for every three medium level banners and for every one general level banners. The processing level at any one time is determined by the user's actions. In particular, when the user begins execution of an application or selects one of the bookmark category icons **80**, the processing level is set to medium so that no high level banners will be used for display. When the user selects a link, the processing level changes to high at which point all banners are candidates for display, with the high priority level banners being given favoritism in the 10-3-1 ratio mentioned above. This ratio can be adjustable by ADM module **54**, if desired.

It will be appreciated that other data items for the banners can be included in database **130**. For example, each banner can have associated with it a maximum number of permitted displays, with this number being decremented each time that the banner is displayed. This allows different advertisements differing amounts of exposure. Similarly, each banner can have associated with it a weighting or frequency that is used by ADM module **54** to determine how often the banner should be displayed relative to other banners at the same priority level. A "display first" property can also be provided for any particular banner that indicates that it should be displayed before others at its same priority level, with timer/display component **110** providing the programming needed to insure that only one such banner at each priority level has this property set. Apart from the category identifiers, each banner can also have a number of keywords associated with it and ADM module **54** can be programmed to examine the web pages visited by the user to determine if any of those keywords are present, whether they be located in the web page as META TAGs or simply contained in the text of the page. If so, one of the banners associated with the located keyword could be displayed.

As will be apparent to those skilled in the art, client software application **10**, acting in conjunction with ADM server **22**, provides a two-tiered approach to targeted advertising. The first tier is the initial selection of banners to be downloaded to the user based upon the user's demographic information. The second tier is the reactive targeting of the advertisements based upon user interaction with the computer. Moreover, since client software application **10** communicates with server **22** from time to time and can report back computer usage information as well as information concerning the display of the banners, this information can be associated with the user's demographic information (by way of their unique ID) at the server and then used by the advertisers to help them better understand the consuming public.

As will be appreciated by those skilled in the art, the reactive targeting provided by client software application **10** is handled in real time, rather than simply as a part of building a set of advertisements for later display to the user. This permits the display of advertising that is relevant to what the user is doing at any particular time. Thus, if the user is using the computer to search for information on stocks, then client software application **10** can detect this (whether by recognizing the web site being accessed, the keywords used in the web pages being accessed, the program being executed, or some other aspect of the user's search) and can display an advertisement that is relevant to this topic, whether it be for a stock brokerage, a stock exchange, an investment group, or some other organization. Furthermore, for user computers that enjoy a full time connection to the Internet, the reactive targeting can be used to access a specific advertisement over the Internet, rather than from a pre-stored banner from banner storage **30**. This can be accomplished by replacing the local image filenames in the first column of banner database **130** with an Internet address of a specific image file. Alternatively, the user's actions that are used to select an advertisement via banner database **130** can be sent to ADM server **22** or some other advertising server as posted form data, with the server using the data to select and download an appropriate advertisement. This permits real time targeting of advertising while expanding the available pool of advertisements without having to previously download the complete set of advertisements to the user's computer.

Referring now to FIG. **8**, the process for providing access to the client software application and for obtaining and utilizing demographic information regarding the user will now be described. As will be appreciated, the software download and data gathering process of FIG. **8** can be implemented by a suitable server program residing on ADM server **22**. As indicated at blocks **132** and **134**, in response to server **22** receiving a download request from a user, the server sends a form to the user and then waits for the completed form to be posted back to the server. The form can include a number of required fields that provide the minimum data needed to generate a proper demographic profile of the user. Once server **22** has received the completed form, a check is made to determine whether all of the required fields have been completed, as indicated at block

156. This check can include a certain amount of validity checking of the data. For example, if the user is required to specify the city and state in which they live, a check could be made to determine whether the city and state reported by the user actually exists. Similarly, a reported area code could be checked to determine its validity. If required information is missing or invalid, flow moves to block 138 where the server resends the form with a request for correction. As is known, this can include an identification of the particular required data that was missing or invalid. Once server 22 receives a correctly completed form, flow moves to block 140 where server 22 assigns a unique ID to the user and then stores that ID along with the received demographic data, as indicated at block 142. As discussed above in connection with FIG. 3, this data is stored in the user/demographics data base 46. Then, an initial set of banner advertisements and links are selected based upon the user's zip code, indicated at block 144. The links are used to provide an initial set of links for each of the bookmark categories represented by icons 80. Thereafter, client software application 10 is downloaded to the user's computer for installation by the user, as indicated at block 146. Preferably, the client software application is packaged as a single, self-extracting ZIP file and includes an installation program that handles installation of the program and all of its components into proper directories, as well as making the necessary entries into the Windows™ Registry.

The user ID that is stored along with the demographic data is used to anonymously identify the user for the purpose of demographically targeting advertising to that user. This can be accomplished by assigning the user ID to the particular copy of the client software application downloaded by the user. Alternatively, the user ID can be included in a cookie placed by server 22 on the user's computer 18 and this cookie can be accessed by server 22 each time computer usage information is sent to server 22 so that the ID can be associated with the computer usage information. In the illustrated embodiment, the user ID is associated with a user login that is required each time the client software application is executed. By having the user login to the application, it can identify which demographics are associated with this particular user. Also, the provision of a user login allows the client software application to be utilized by multiple users, while permitting different demographically targeted advertising to be displayed for each user. This will now be described in connection with FIG. 9.

As shown in FIG. 9, upon execution of the client software application 10, a login and password input box is displayed. This is shown at block 148. Once the user has entered a login name, a check is made at block 150 to determine whether the user name is new. If not, a check is made at block 152 to determine whether the password provided for the recognized login name is correct. If not, flow returns to block 148 where the login box is again displayed. If the password is correct, flow moves to block 154 where the application accesses the user's set of preferences and customizations for the display of the graphical user interface. The application also accesses the banner database and various bookmark categories for that user which, as described above, contains for each category of information a number of links to different information resources. Flow then moves to block 156 where the graphical user interface is displayed along with a first banner. The login names and associated passwords can be stored in the user data storage 34. Similarly, the user preferences, categorized lists of bookmarks, and banner database can be stored in user data storage 34.

If, back at block 150, the login name is determined to be new, the user can be queried as to whether they would like to set up a new account, as indicated at block 158. If not, then flow returns to block 148 where the login screen is again displayed. If a new account is desired, flow moves to block 160 where the application requests various demographic data, which can be the same data requested of the user who originally downloaded the application from server 22. At block 162 a check is made to determine whether all required demographic data was provided. If not, flow returns to block 160 to again request the required data. Once all required information has been provided, flow moves to block 164 where the application reports demographic data back to server 22, receives an assigned ID from the server, and stores the new user data at the client computer in user data storage 34. Flow then moves to block 166 where default preferences and bookmark lists are accessed and assigned to the new user. Flow then moves to block 156 where the graphical user interface is displayed, at which point the user can begin normal use of the application.

If desired, all user-specific information, including logins, password, demographic data, assigned ID, preferences, banner database, and bookmark lists can be stored together as a separate file and treated as a separate user object. This file can be both stored locally on client computer 40 and reported back to server 22. Moreover, this single file can then be used to transfer the user specific data between different computers upon which the application resides. By storing the demographic data at the client itself, demographic targeting of advertising can be accomplished if desired by client software application 10 itself. Furthermore, in situations in which the computer operating system requests a login as a part of boot-up of the computer, or in networked environments where a login at the computer is required for network access, client software application 10 can use the identification of the user provided by these logins rather than requiring a separate login upon execution of the application itself. This allows the client software application to determine who is using the computer without having to request a separate user login.

Turning now to FIG. 10, there is shown an overview of the core operation of client software application 10. The first step is at block 168 where a check is made to determine whether access to ADM server 22 is needed. Access may be needed to report computer usage information or to download new banner advertising, for example. If no access is currently needed, flow moves to block 170 where a check is made to determine if there is any user input to the computer. If not, flow moves to block 172 where a check is made to determine whether the timer operated by timer/display component 110 has expired. If not, no action is taken and flow returns to block 170 to again check for user interaction with the computer. If the timer has expired, flow moves to block 174 for selection and display of a suitable banner. If, at block 170 user input was detected, flow moves to block 176 where the user input is processed. Flow also moves to block 178 where a check is made to determine whether the user interaction constitutes a key event. If not, flow returns to block 168 and the process repeats. If a key event is detected, then flow moves to block 174 where the key event is processed.

If, at block 168 it was determined that access to ADM server 22 is needed, flow moves to block 180 where a check is made to determine whether an Internet connection is available to the client computer. If no connection is available, the server cannot be accessed at this time and flow therefore moves to block 170. If an Internet connection is available, flow moves to block 182 where the current computer usage information is reported to ADM server 22.

Then, if necessary, the client software application downloads new banners, as indicated at block 184. Flow then moves to block 186 where the new banner flag is reset along with any flags used in reporting of computer usage information. At block 188 a check is then made to determine whether any of the components of software application 10 need to be upgraded. If not, flow moves to block 170 to look for user interaction. If a newer version of one or more components is available, flow moves to block 190 where the builder routine is executed.

Referring now to FIG. 11, the processing of user input represented by block 176 of FIG. 10 will now be described. This processing begins at block 192 where a check is made to determine whether a user has selected a banner by, for example, a mouse click on the banner itself. If so, flow moves to block 194 where the URL associated with the selected banner is accessed and the user's default browser used to access the site specified by that URL. This process then ends with the flow returning to block 168 of FIG. 10. If at block 192, a banner has not been selected, flow drops down to block 196 where it is determined whether a shortcut or application has been selected. This includes any of the application icons 76 on the application's graphical user interface itself or a shortcut or application selected from the Windows™ desktop. If so, flow moves to block 198 where the priority is set to medium following which flow moves to block 200 where the shortcut or application is executed or otherwise processed in accordance with the normal operation of the operating system. If at block 196 it was determined that no shortcut or application was selected, then flow moves to block 202 where a check is made to determine whether one of the bookmark category icons 80 was selected. If so, flow moves to block 204 where the priority is set to medium, following which flow moves to block 206 where a second application window is opened displaying the links associated with the selected category. If at block 202 no category was selected, then flow moves to block 208 where a check is made to determine whether a specific bookmark or link was selected by the user. If so, flow moves to block 210 where the priority is set to high, following which the default browser is run and the web page specified by the selected link is accessed. If at block 208 no link was selected by the user, flow drops down to block 214 where a check is made to determine whether the user has entered a URL or other web page address into URL text field 74. If so, flow moves to block 216 where the priority is again set to high following which the default browser is opened and the specified link is accessed, as indicated at block 218. If at block 214 no URL was inputted, then no further action is taken by client software application 10.

Turning now to FIG. 12, the processing of key events represented by block 174 of FIG. 10 will now be described. As indicated at block 220, the first step is to determine the current priority level which, as discussed in connection with FIG. 11 may have been set from the default general priority level to either medium or high. Flow then moves to block 222 where, in the case of the priority being either medium or high, the selected category of information (finance, news, sports, etc.) is determined so that only those banners associated with that category can be selected as candidates for display. Then, at block 224, using the determined category a particular banner is selected and displayed in the banner region 78. As previously discussed, in addition to an associated category, the banners can also be selected based on associated links and/or programs in the event, for example, that the user accesses a website that is listed in the banner database 130. Flow then moves to block 226 where a record is made of the occurrence of the event, the display of the banner, and the time that the event occurred. This computer usage information can now be reported back to ADM server 22 or a reporting flag can be set so that this information can be reported back the next time that the server is accessible. Flow then moves to block 228 where the banner count associated with the displayed banner is incremented by one. Then, at block 230, a check is made to determine whether the current group of banners has expired, based on their banner counts. If not, the key event processing is finished and flow then returns to block 168 of FIG. 10. If the banners have expired, then flow moves to block 232 where the next available set of locally stored banners is utilized for display purposes and the flag alert component 112 is notified so that it can set the new banner flag, as indicated at block 234. Processing then returns to block 168 of FIG. 10.

Referring now to FIG. 13, a first implementation of the builder routine 190 of FIG. 10 will now be described. The process begins at block 236 where the builder component 64 accesses version numbers for each component in the client software application. Flow then moves to block 238 where, using this information, builder component 64 generates a current blueprint. Then, at block 240, the builder component accesses an updated blueprint from ADM server 22. At block 242, a check is made to determine whether the updated blueprint is the same as the current blueprint. If so, the client computer has the upgraded version and no upgrading is necessary, as indicated at block 244. Flow then returns to block 168 of FIG. 10. If, at block 242, the updated blueprint is different from the current blueprint, flow moves to block 246 where the builder module determines which components are new or need upgrading. Flow then moves to block 248 where a check is made to determine whether the builder module itself needs to be upgraded. If not, flow moves to block 250 where the new or upgraded components are downloaded from server 22 and installed. If an upgraded builder module is needed, then flow moves from block 248 to block 252 where control is passed from the builder module to auxiliary module 66, following which flow moves to block 254 where execution of the builder module is terminated so that it may be overwritten with the new builder module. Flow then continues to block 250 where the builder module and other upgraded components are downloaded and installed under control of auxiliary module 66. Flow then returns to block 168 of FIG. 10.

Referring now to FIG. 14, another embodiment of builder routine 190 of FIG. 10 will now be described. In this embodiment, the builder module does not determine the current names and version numbers of all the modules that make up client software application 10, but rather uses a version ID associated with the application to determine whether upgrading of any of the components is necessary. The process starts at block 256 where the builder module accesses an updated blueprint ID from ADM server 22. Then, at block 258, a check is made to determine whether the updated ID is the same as the current version ID. If so, then no upgrading of components is necessary as indicated at block 260 and flow returns to block 168 of FIG. 10. If the ID's are not the same, flow moves to block 262 where the builder module sends the current version ID back to ADM server 22. This current ID is used by ADM server 22 to determine which components need to be downloaded and installed at the client computer so that it has the most recent version. Then, at block 264, the builder module downloads and installs the updated components, following which the process returns to block 168 of FIG. 10. As with the process of FIG. 13, auxiliary module 66 can be used in the event of

upgrading of builder module 64 itself. As will be appreciated by those skilled in the art, once the new components have been downloaded and installed, whether by the process of FIG. 13 or FIG. 14, restarting of the computer may be necessary.

It will thus be apparent that there has been provided in accordance with the present invention a method and apparatus for providing an automatically upgradeable graphical user interface with targeted advertising which achieves the aims and advantages specified herein. It will of course be understood that the foregoing description is of a preferred exemplary embodiment of the invention and that the invention is not limited to the specific embodiment shown. Various changes and modifications will become apparent to those skilled in the art. For example, although the advertising features described herein have been disclosed in connection with client software application 10, it will be appreciated that these features can be incorporated into any of a number of other types of software applications and can even be incorporated into the operating system's user interface itself. Other features of client software application 10 can be incorporated into and made an integral part of other software applications and operating systems. Also, rather than downloading the client software application via the Internet or some other network, it could be installed on the user's computer from a CDROM or DVD, with the new user login process of FIG. 9 being used to acquire demographic data on all users of the software. All such variations and modifications are intended to come within the scope of the appended claims.

I claim:

1. An apparatus for use by a computer to provide a user of the computer with access to information resources via a browser, the apparatus comprising:

a non-volatile data storage device;

a first program module stored on said non-volatile data storage device in a computer-readable format;

said first program module being operable upon execution to display a graphical user interface comprising a window separated into a number of regions;

a first one of said regions including a number of user-selectable items, at least some of which are each associated with a different data set, said data sets each representative of a different category of information and each of said data sets comprising a number of user-selectable links to different information resources;

a second one of said regions comprising an information display region,

a second program module operable upon execution to select informational data to be displayed in said information display region;

wherein said first program module is operable in response to selection of a first one of said links to activate a separate browser application and retrieve the associated information resource using the browser application, said first program module further being operable in response to selection of the first link to notify said second program module of the selection of said first link, whereby said informational data is displayed in said second region of the graphical user interface of said first program module independently of the display of the information resource by said browser application; and

wherein said second program module is operable in response to notifications from said first program module to select the informational data to be displayed from among a larger amount of said informational data, said second program module further being operable to store statistical data regarding the display of said selected informational data.

2. An apparatus as defined in claim 1, wherein said informational data is selected by said second program module in accordance with the category of information associated with the one of said data sets that contains said first link.

3. An apparatus as defined in claim 1, wherein said second program module is stored in computer-readable format on said non-volatile data storage device and is stored as one or more files that are separate from said first program module, whereby said apparatus comprises a computer-readable memory.

4. An apparatus as defined in claim 1, wherein, when said second program module is stored on a server accessible by the computer over a computer network, said first program module is operable to access and download said second program module to said non-volatile data storage device via the network.

5. An apparatus as defined in claim 4, further comprising a third program module stored on said non-volatile data storage device, said third program module being operable to automatically request upgrade information from the server and to cause downloading and implementation of an upgraded version of at least one of said first and second modules.

6. An apparatus as defined in claim 1, wherein said information display region comprises a banner region and said informational data comprises one of a plurality of advertisements accessible to said second program.

7. An apparatus as defined in claim 6, wherein said second program is operable to select said one of said advertisements from among a first subset of said plurality of advertisements and, in response to each of the advertisements in said first subset having been displayed a selected number of times, to select said one of said advertisements from among a second subset of said plurality of advertisements.

8. An apparatus as defined in claim 7, wherein said second program is operable in response to each of the advertisements in said first subset having been displayed said selected number of times to request a new first subset of advertisements from a server and, in response to receipt of said new first subset, to replace the advertisements in said first subset with the advertisements in said new first subset.

9. An apparatus as defined in claim 6, wherein said second program is operable to select said one of said advertisements from among a plurality of said advertisements in accordance with the category of information associated with said first link.

10. An apparatus as defined in claim 6, wherein said second programs is operable to select said one of said advertisements in accordance with one or more keywords contained in the information obtained from the information resource accessed using said first link.

11. A computer-readable memory for use by a computer to provide a user of the computer with an integrated graphical interface to a plurality of computer resources, the computer-readable memory comprising:

a non-volatile data storage device;

a program stored on said non-volatile data storage device in a computer-readable format;

said program being operable upon execution to display a graphical user interface comprising an application window separated into a number of regions,

a first one of said regions including a number of graphical objects, at least some of which are each representative

of a different computer application and are selectable by the user via an input device, wherein said program is operable upon selection of one of said graphical objects to initiate execution of the computer application associated therewith;

a second one of said regions including a number of menu items selectable by the user, each of said menu items having a function associated therewith;

a third one of said regions including a plurality of user-selectable link category buttons each associated with a different data set, said data sets each comprising a number of links to different information resources, wherein said program is operable in response to selection of one of said link category buttons to display the links from the data set associated with said one of said link category buttons, with said program further being operable in response to selection of one of the displayed links to provide the user with access to its associated information resource via a browser application;

a fourth one of said regions including a user-input text field, wherein said program is operable to access one or more computer files specified by the user via text inputted into said text field;

a fifth one of said regions comprising a banner region, wherein said program is operable to access banner data and display said banner data in said banner region; and

said window including a display object that is selectable by the user via the input device, wherein said program is operable in response to selection of the display object to access information stored on a data storage device located in a disk drive within the computer.

12. A computer-readable memory as defined in claim 11, wherein said application window includes a sixth one of said regions that includes a number of user-selectable graphical icons, each of which is associated with one of said menu items, wherein said program is operable in response to selection of one of said graphical icons to carry out the menu item associated with the selected graphical icon.

13. A computer-readable memory as defined in claim 11, wherein each of said data sets comprise at least one link to at least one information resource.

14. A computer-readable memory as defined in claim 11, wherein said program is operable in response to selection of one of said link category buttons to display a second window containing the links from the data set associated with said one of said link category buttons.

15. A computer-readable memory as defined in claim 14, wherein said second window can be positioned by the user independently of the position of said application window.

16. A computer-readable memory for use by a computer to provide a user of the computer with targeted information, comprising:

a non-volatile data storage device;

a program stored on said non-volatile data storage device in computer-readable format, said program being operable upon execution to display a window containing an information display region;

wherein said program is operable to select and display informational data in said information display region, said informational data comprising a plurality of locally-stored display objects with at least some of said display objects each having a locally-stored data set associated therewith, said data sets each including one or more of the following data items:

a category identifier that indicates a category of information to which the associated display object relates, wherein said program is operable in response to a user action relating to one of said categories of information to display in said information display region a display object having an associated category identifier that relates to that one category of information;

a software application identifier that identifies a software application that may be accessible to the user via the computer, wherein said program is operable in response to user selection of the software application to display in said information display region a display object associated with the selected software application;

whereby said program can present the user with display objects that are selected based on user action without requiring concurrent access to any other computer.

17. A computer-readable memory as defined in claim 16, wherein said category identifier comprises at least one keyword and wherein said program is operable in response to user access to an information resource to determine if said accessed information resource contains said keyword and, if so, said program is operable to display in said information display region a display object associated with said keyword.

18. A computer-readable memory as defined in claim 16, wherein said program is operable in response to user selection of an associated group of links that are related to one of said categories of information to display in said information display region a display object associated with that one category of information.

19. A computer-readable memory as defined in claim 18, wherein said program is operable to provide a user interface comprising a number of user-selectable items, each of which represents a different group of associated links and each of which is associated with one of said categories of information, wherein said program is operable in response to user selection of one of said user-selectable items to display in said information display region a display object associated with the category of information to which that one selected item relates.

20. A computer-readable memory as defined in claim 16, wherein one or more of said data sets include a destination identifier that provides a link to an information resource, wherein said program is operable in response to user selection of a display one of said display objects to cause the computer to access the information resource associated with said selected display object.

21. A computer-readable memory as defined in claim 16, wherein one or more of said data sets include at least one trigger link, wherein said program is operable in response to user access to an information resource identified by said trigger link to display in said information display region the display object associated with said trigger link.

22. A computer-readable memory as defined in claim 16, wherein said display object comprises a graphical image.

* * * * *

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

07/24/1998 TWILLIAM 00000033 09118531

01 FC:201	395.00	DP
02 FC:202	82.00	DP
03 FC:203	253.00	DP

Void date: 07/24/1998 TWILLIAM
07/24/1998 TWILLIAM 00000033 09118531

01 FC:201	-395.00	DP
02 FC:202	-82.00	DP
03 FC:203	-253.00	DP

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A COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

ABSTRACT OF THE DISCLOSURE

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

A COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

TECHNICAL FIELD

This invention relates in general to user interfaces for accessing computer applications and information resources and, in particular, to user interfaces that provide advertising obtained over a global computer network such as the Internet.

BACKGROUND OF THE INVENTION

The continuing expansion of the Internet and other private and semi-private networks has led to the now widespread practice of electronic distribution of software to end users, whether as freeware, shareware, or fully paid-up licensed software. Traditionally, freeware programs have generally been small, unsupported single-purpose programs that are of limited use. Since no income was derived from these programs, there was little incentive for the creators of this type of software to undertake major development efforts. More recently, however, a new type of free software has emerged which, while free to end users, does provide income to the creator of the software via advertising incorporated into the software. This is of benefit both to the end user and advertiser, as the end user obtains useful software at no cost and the advertiser gets advertising exposure for its products or services. One well known example of this type of arrangement is in push technology products, such as Pointcast™, which permits a user to receive and display broadcasted information over the Internet. Using this software, new advertising is periodically received along with various requested types of news information (e.g., financial, business, sports) and is stored locally on the user's computer for later retrieval and display by the program.

The new advertising medium provided by the Internet has a number of significant advantages for advertisers. First, the users of the software within which the advertising is placed have, on average, much more disposable income to spend on products and services than the average user of other traditional advertising media, such as television or print. Second, the advertising can, in some instances, be targeted in various ways, such as demographically or reactively. An example of the latter of these is in push technology where the user requests certain types of information and this request is used to select the type of advertisement sent to the user along with the requested content. Third, the advertising can not only include audio and video elements as well as simple visual elements, but can also be interactive. For example, by clicking on the advertisement, the user can be provided with additional information about the advertised products or services and can even be given the opportunity to purchase the products or services electronically.

One of the most common methods of advertising via the Internet is through the use of links (e.g., URLs) embedded within web pages. By using embedded links, the advertisements need not be located on the same server as the web pages themselves. When the web page is loaded or reloaded, the advertising server is accessed to obtain a new advertisement which is incorporated into the web page displayed on the user's screen. These advertisements are simple graphical images (such as animated gifs) that are retrieved from the advertising server along with an associated link to additional information about the advertised product or service. While this permits new advertising to be displayed each time a web page is loaded or refreshed, and while this allows geographically unlimited advertising, it at most permits targeting of the advertisement based upon the type of information contained in the web page. Moreover, access to a new advertisement is only available during the period of time that the client computer is connected to the Internet.

Currently-available computer programs that incorporate advertising into their user interface include the necessary programming built into the software itself. That is, the various

parameters relating to the presentation of the advertisement is pre-determined and programmed into the software. These parameters may include such things as where on the screen the advertisement is displayed, the display size, the duration of display, the number of times a particular advertisement is displayed, the conditions under which a particular advertisement is to be displayed, the type of action taken upon a user clicking on the advertisement, and so forth. One problem with these currently available programs is that these parameters can only be changed by replacement of the entire program with an updated, revised version, making it difficult to respond to desired changes in advertising approaches.

To provide demographically-targeted advertising, the advertiser or distributor of the advertising must obtain demographic data on its end users. Perhaps the most common way to acquire demographic data regarding users via the Internet is to request the information using a form written in html (HyperText Markup Language) and provided to the user over the World-Wide Web (WWW) using http (HyperText Transfer Protocol). This is sometimes done as a prerequisite to allowing the user access to information resources or download software from a particular web site. While authentication of demographic information obtained this way is difficult and rarely done, it has been found that end users typically provide accurate demographic data in return for free download access to software. Furthermore, studies have shown that while people are concerned about privacy issues and, in particular, do not wish to provide specific information that identifies them (such as their name, address, or Social Security number), they generally do not mind providing demographic information, nor do they mind monitoring of their computer usage as long as their usage is not associated with any specific information that could be used to identify them.

Various other arrangements have been suggested for obtaining and reporting information about an end user over a computer network such as the Internet. For example, U.S. Patent No. 5,724,521 to Dedrick discloses an electronic advertising system in which a user profile is created and transferred to a metering server where it is used along with other

end user profiles to charge advertiser's according to a consumer scale. The profile data is also used by the metering server to select advertisement titles that are sent to the end user for viewing at the request of the end user. When a user requests an advertisement, the metering server sends the advertisement to the end user, charges the advertiser, and provides the advertiser with profile data on that end user. The system can include client-side software which acquires and compiles information concerning the user's interaction with the advertising or other content provided by the metering server.

U.S. Patent No. 5,732,218 to Bland et al. discloses a system for gathering data concerning an end-user's access to information resources and reporting the data back to the servers that contain the information resources. Data gathering at the client is accomplished using an applet, plug-in, or other browser extension that acquires the data and then reports that data to those servers accessed by the client, either periodically or in response to a specific request by the servers. In this way, the servers being accessed for their information resources get reported back to them information concerning the end-user's use of that information. Limited demographic information (e.g., time zone, locale, client hardware) can be included in this reporting as well.

One of the disadvantages of prior art systems that acquire data regarding an end-user's computer usage is that they are generally limited to gathering information concerning only certain limited uses of the computer. For example, in Bland et al., the focus of the gathering and use of end-user data is in the user's interaction with web pages, whether over the Internet or otherwise. Similarly, in Dedrick, the compilation of data is directed to interaction between the end-user and the advertising or other content provided by the metering server itself. By limiting the reported data in this manner, it is difficult to develop accurate profiles for the individual users that are useful in targeting the advertising.

U.S. Patent No. 5,347,632 to Filepp et al. discloses a reception system in which both user demographics and individual system usage information can be used to target advertising. However, this information is used to select which advertisements are to be placed into an advertisement queue from which advertisements are then accessed, apparently in the order in which they were placed in the queue. Thus, this system permits targeting of advertising generally, but does not provide real time targeting of advertising based upon user actions.

Except as may be explicitly indicated otherwise, the following definitions shall apply:

computer – An apparatus having a processing device that is capable of executing instructions.

computer usage information - Data concerning a person's use of a computer, including such things as what programs they run, what information resources they access, what time of day or days of the week they use the computer, and so forth.

data set - A group of data items; for example, links, keywords, or entries in an address book.

display object - Data capable of display by a computer, including graphical images as well as multimedia presentations or other display data that includes audio in addition to visually-perceived data.

graphical image - Visually-perceived data stored in a graphic format (e.g., jpeg, gif, bmp, tiff, pcx, etc.), including electronically-reproduced photographs, graphics, animations, icons, and textual messages.

information resource - A source of information stored on a server or other computer that is accessible to other computers over a network.

6

keyword - A textual data item used in locating related sources of information

link - A data item that identifies the location or address of a program or information resource. A URL is a link, as is a path and filename of an information resource.

non-volatile data storage device - A memory device that retains computer-readable data or programming code in the absence of externally-supplied power, including such things as a hard disk or a floppy disk, a compact disk read-only memory (CDROM), digital versatile disk (DVD), magneto-optical disk, and so forth.

program component - A set of instructions stored in a file in computer-readable format, whether as object code or source code, and whether written in a compiled language, in byte code (such as Java™), or in a scripting or other interpreted language.

program module - One or more related program components.

program - One or more related program modules.

reactively - in response to some type of user input, such as a mouse click on a particular user application or on a link to an information resource

server - A computer on a network that answers requests for information.

software application - A program and associated libraries and other files; for example, a word processing application, a spreadsheet application, or a personal information management application.

SUMMARY OF THE INVENTION

In accordance with one aspect of the present invention there is provided an apparatus for use by a computer to provide a user of the computer with access to information resources via the Internet or otherwise. The apparatus comprises a non-volatile data storage device with first and second program modules stored on the non-volatile storage device. The first program module is operable upon execution to display a graphical user interface comprising a window separated into a number of regions, with a first one of the regions including a number of user-selectable items, at least some of which are each associated with a different data set. The data sets are each representative of a different category of information (e.g., financial, news, sports, etc.) and each of the data sets comprise a number of user-selectable links to different information resources. For example, the data sets can be groups of related URLs, whereby the information resources comprise web pages accessible via the Internet. A second one of the regions comprises an information display region which can display such things as banner advertisements. The second program module is operable upon execution to select informational data to be displayed in the information display region. The first program module is operable in response to selection of a first one of the links to provide the user with access to its associated information resource and to notify the second program module of the selection of that first link. The second program module is operable in response to notifications from the first program module to select the informational data to be displayed from among a larger amount of informational data, and the second program module is further operable to store statistical data regarding the display of the selected informational data. This permits targeting of banner advertisements based upon the type of link (financial, news, sports, etc.) selected by the user.

In accordance with another aspect of the invention, there is provided a computer-readable memory for use by a computer to provide a user of the computer with an automatically-upgradeable software application. The computer readable memory comprises a

non-volatile data storage device and a program that is separated into a plurality of program modules that are stored on the non-volatile data storage device. Some or all of the program modules have at least one version identifier associated with them. One of the program modules is operable upon execution to access the stored version identifier(s) and at least one updated version identifier from a server via a global public network such as the Internet. These updated version identifier(s) represent updated program modules accessible from a server via the public network. This program module is further operable to download one or more updated program modules when the stored version identifier and the updated version identifier are different, with the updated program module(s) replacing one or more of the program modules. In this way, software upgrades can be carried out automatically without any user action required. Also, upgrading can be accomplished without having to download and install the entire software package.

In accordance with another aspect of the invention, a method is provided for supplying demographically-targeted advertising to a computer user. The method includes the steps of:

providing a server that is accessible via a computer network such as the Internet,

permitting a computer user to access the server via the computer network,

acquiring demographic information about the user (which includes information specifically provided by the user in response to a request for the demographic information),

providing the user with download access to computer software that, when run on a computer, displays advertising content, records computer usage information concerning the user's utilization of the computer, and periodically requests additional advertising content,

9

transferring a copy of the software to the computer in response to a download request by the user,

providing a unique identifier to the computer, with the identifier uniquely identifying information sent over the computer network from the computer to the server,

associating the unique identifier with demographic information in a database,

selecting advertising content for transfer to the computer in accordance with the demographic information associated with the unique identifier,

transferring the advertising content from the server to the computer for display by the program,

periodically acquiring the unique identifier and the computer usage information recorded by the software from the computer via the computer network, and

associating the computer usage information with the demographic information using the unique identifier.

In accordance with yet another aspect of the invention, there is provided a computer-readable memory for use by a computer to provide a user of the computer with targeted information. The memory comprises a non-volatile data storage device and a program stored thereon. The program is operable upon execution to display a window containing an information display region. The program is also operable to select and display informational data (such as a banner advertisement) in the information display region. The informational data comprises a plurality of display objects with at least some of the display objects each having a data set associated therewith. The data sets each include one or more of the following data items:

10

a category identifier that indicates a category of information to which the associated display object relates, wherein the program is operable in response to receiving user input relating to one of the categories of information to display in the information display region a display object having an associated category identifier that relates to that one category of information;

a software application identifier that identifies a software application that may be accessible to the user via the computer, wherein the program is operable in response to user selection of the software application to display in the information display region a display object associated with the selected software application.

These identifiers permit real time, reactively-targeted advertising since the program can respond to user interaction with the computer to determine whether the input relates to a particular category of information and, if so, can select advertising related to that category of information.

BRIEF DESCRIPTION OF THE DRAWINGS

A preferred exemplary embodiment of the present invention will hereinafter be described in conjunction with the appended drawings, wherein like designations denote like elements, and:

Figure 1 is block diagram of a first embodiment of the invention depicting a client software application comprising two program modules located on a computer connected to a server by way of the Internet;

Figure 2 is a block diagram of second embodiment that is a modified form of the that shown in Fig. 1;

Figure 3 is a block diagram depicting further details regarding use of the server shown in Fig. 1;

Figure 4 is a block diagram of a third embodiment of the invention depicting a client software application broken into a number of modules including a builder module responsible for upgrading and addition of any of the program modules;

Figure 5 is an exemplary view of the graphical user interface (GUI) generated by the client software application of Fig. 4;

Figure 5a is an exemplary view of a bookmark category window generated by the client software application of Fig. 4;

Figure 6 is block diagram that provides additional detail regarding the client software application depicted in Fig. 4;

Figure 7 depicts the structure of the banner database used by the client software application of Fig. 4;

Figure 8 depicts a method for providing access to the client software application and for obtaining and utilizing demographic information regarding users of the software application;

12

Figure 9 is a flow chart of the portion of the client software application of Fig. 4 that handles user login as well as acquisition of demographic information for new users of the application;

Figure 10 is a flow chart depicting an overview of the core operation of the client software application of Fig. 4;

Figure 11 is a flow chart of the processing of user input that is carried out by the client software application of Fig. 4;

Figure 12 is a flow chart of the processing of key events that is carried out by the client software application of Fig. 4;

Figure 13 is a flow chart of the process used by the builder module of Fig. 4 to upgrade different program modules or components used in the client software application; and

Figure 14 is a flow chart of a alternative process that can be used by the builder module of Fig. 4 to upgrade program modules or components used in the client software application.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

Referring first to Fig. 1, there is shown an overview of a client software application 10 comprising a graphical user interface (GUI) program module 12 and an advertising and data management (ADM) program module 14. Working together, these program modules act as a single software application that provides the computer user with a fully integrated interface to the other software applications loaded on the user's computer 18, as well as to information resources located on a private or public network, such as the Internet 20. Client application

10 may also include other executables, support files, and libraries that are used by program modules 12 and 14. In general, GUI module 12 contains the basic programming necessary to provide a user interface to the computer's software applications and operating system (e.g., Windows98 or WindowsNT), while ADM module 14 provides the basic management of the display and refreshing of advertising as well as the acquisition and reporting of computer usage information to an advertising and data management (ADM) server 22 via the Internet 20.

Computer 18 is a conventional personal computer, such as one that utilizes an Intel™ Pentium™ microprocessor. As is common, computer 18 includes RAM, a hard disk drive, a floppy drive, a CD-ROM or DVD drive, a mouse or other serial input device, a keyboard (all not shown), as well as a monitor 26. Computer 18 also includes a network adapter card through which it accesses the Internet. Alternatively, it can include a modem for accessing the Internet via a standard telephone line. As will be discussed below, client software application 10 is initially stored on a computer-readable memory (such as a hard drive) at server 22 and a copy is then downloaded and stored on the hard drive of computer 18 in response to a download request by the user.

As will be discussed in greater detail below in connection with Figs. 5 and 6, GUI module 12 generates an application window 24 that is displayed on the computer monitor 26. This window is separated into a number of regions, one of which is a banner region 28 for advertisements or other messages processed by ADM module 14. The advertisements displayed in banner region 28 are display objects such as graphical images that are stored on the computer's hard drive or in other non-volatile memory as a file or multiple files which are collectively represented in Fig. 1 as banner storage 30. They are accessed as needed by ADM module 14 and displayed in banner region 28. Upon ADM module 14 determining that new advertising is needed, it accesses the Internet via an existing TCP/IP connection 32 and downloads new banners from ADM server 22. Periodically, computer usage information is sent to ADM server 22 for use in profiling the end user and better targeting future advertising

14

to the end user. This computer usage information is stored on the end user's computer 18 in user data storage 34, which again can be the computer's hard drive or other non-volatile storage.

By separating out the advertising and end-user data management functions and providing them as a separate program, these functions can be changed easily by replacing the ADM module 14 without the necessity of downloading and installing an entire new version of the software. This update capability can be programmed into GUI module 12 (or, possibly, into ADM module 14) so that it periodically checks with server 22 for an updated ADM module 14 and, if found, downloads the new program and installs it as necessary. This can be done automatically without the client software application requiring any user input, if desired.

ADM module 14 can be downloaded as object code, in which case it can be executed as is and can be started by the GUI program 12 each time that program is run. Optionally, ADM module 14 can be written in byte code, such as Java™ , or even in a suitable scripting or interpreted language. If desired, the execution engine needed for these latter types of programming can be provided originally as a part of the total software application 10. Alternatively, existing execution engines, such as those found in Java™ and JavaScript™ - enabled browsers, can be used to execute ADM module 14 upon call by GUI module 12. Moreover, if written in one of these latter programming languages, GUI module 12 or ADM module 14 can initiate operation of the browser (if not already running) and can direct the browser to ADM server 22 in which case the new version of ADM module 14 can be automatically downloaded and run by the browser.

Although ADM module 14 is shown in Fig. 1 as handling storage of the computer usage information and banner advertising, as well as display of the advertising and reporting of the computer usage information, it will be appreciated that most of these functions can be handled by GUI module 12, with ADM module 14 simply providing the basic logic and rules

15

which govern the display and reporting functions. This is shown in Fig. 2. In this embodiment, GUI module 36 still reports events to ADM module 38 which, as in the system of Fig. 1, determines what action is to be taken. However, it is GUI module 36 that actually does the work, including accessing or storing data in banner storage 30 or user data storage 34, reporting computer usage information to ADM server 22, accessing new banner advertising from server 22 and, when available, downloading a new ADM module 38. One advantage of this separation of functions between GUI module 36 and ADM module 38 is that it permits ADM module 38 to be written as a streamlined program module that occupies a minimum amount of storage space so that the basic logic governing advertising processing can be easily and quickly upgraded by downloading a new ADM module 38.

Referring now to Fig. 3, ADM server 22 is accessible via the Internet by any of a number of remotely located client computers 40 on which client software application 10 is installed. This can include client computers that are connected directly to the Internet, as well as computers connected via private or other types of networks, such as a LAN 42. ADM server 22 has associated with it an Advertisement Database 44 and a User/Demographics Database 46. Ad Database 44 stores the banner advertising that is provided to the client computers 40 both initially when client application 10 is installed and thereafter periodically as the advertising needs to be replaced. As will be discussed in greater detail below, each advertisement is assigned to one of three priority levels (general, medium, or high) that are used in reactively targeting the banner advertisements. These assignments of the advertisements are stored along with the advertisements themselves in Ad Database 44. Periodically, new advertising can be added to Ad Database 44. Preferably, this is accomplished via the Internet with the new advertising being obtained from one or more Advertising Servers 50, which may be run by an advertising distribution organization or may simply be computers operated by the individual advertisers themselves.

16

User Database 46 stores the demographic information used in targeting the advertising downloaded to the individual client computers 40. As will be described below, when a user first accesses client application 10 for the purposes of downloading and installing the software, demographic data is obtained on the user and that information is then used to determine what advertising will be provided to that user. Whenever new advertising is required for a particular user, the relevant information from User Database 46 will be used to determine which advertisements should be downloaded to that user's computer.

In addition to advertising selection and distribution, ADM server 22 also handles the distribution of upgrades to client software application 10. In general, the upgrading process involves communication between ADM server 22 and the client computers 40 to determine what program modules are installed at the client computer and to compare those modules to the latest set 48 maintained at ADM server 22. As will be described in connection with Figs. 4 and 13, this is preferably accomplished using a "blueprint" that contains an identifier (filename and version number) of each of the program modules used by client software application 10. Once it is determined that one or more program modules need to be updated, they are accessed at ADM server 22 and downloaded to the requesting client computer 40 and installed.

Turning now to Fig. 4, there is shown a third embodiment of the client software application. In this embodiment, the software application can have the same functionality of the first two embodiments, but is separated into a number of program modules that interact to provide this functionality. In particular, it includes a GUI module 52 and ADM module 54 as in the first two embodiments, but further includes a notes module 56, I/O module 58, login module 60, PDA module 62, builder module 64, and auxiliary module 66. Some of these additional modules, such as the notes module 56, provide added functionality not included in the modules of the Fig. 1 and 2 embodiments. Other of these modules, such as I/O module 58, perform functions that were incorporated into the GUI and/or ADM modules of Figs. 1 and 2.

17

Before describing the various modules in detail, reference is made to Fig. 5 which depicts a Windows™ version of the user interface provided by GUI module 52. The user interface comprises application window 24 separated into a number of regions. These regions include a pull-down menu 70, a set (toolbar) of menu icons 72, a URL text field 74, a toolbar containing application icons 76, a banner advertising region 78, and a toolbar containing bookmark category icons 80. While some of these regions provide unique commands and functions that will be described below, the programming used to generate the display in these regions and to enable interactivity with the items displayed within these regions is well within the level of skill in the art. Pull-down menu 70 contains the basic commands available to the user, including launching applications, accessing basic editing commands, changing the display of the user interface, adding and removing application and bookmark category icons, changing window views, and obtaining help. Menu icons 72 contain a number of icons that permit quick access to some of the more common commands contained in menu 70. URL field 74 is a conventional drop-down input box that can be used for entering URLs or path and file names of locally-stored web pages. Once a user has entered a web page location into this field and pressed Enter, GUI module 52 initiates operation of the user's default browser and directs it to access and display the specified web page. Banner advertising region 78 is an information display region in which is displayed graphical images comprising advertising stored locally on the computer. These advertisements are replaced in response to various events including, in particular, user interaction with the computer. Application icons 76 provide single-click initiation of any programs accessible by the user's computer. When client software application 10 is first installed, it initially builds this toolbar using the shortcuts existing on the computer's Windows™ desktop. Thereafter, the user can customize this toolbar, either by dragging icons onto or off of the toolbar, or via a suitable command available under the "Tools" menu item. The client software application can be programmed to automatically add or remove icons from this list when they are added or removed from the Windows™ desktop. Furthermore, the icons can be automatically organized by the program, either in alphabetical

18

order or otherwise. The bookmark category icons 80 are each associated with a set of links related to a particular category of information, such as finance, news, or sports. By selecting one of the icons, a separate application window containing the related links is opened on the screen. This is shown in Fig. 5a. This window also includes a vertically-oriented toolbar containing bookmark category icons 80 so that the user can switch to other categories of links by clicking on the appropriate icon 80. The program is operable to respond to the user's selection of any one of the links by accessing the selected web page using the default browser. As with the application icons 76, bookmark category icons 80 can be added or removed from the toolbar. Furthermore, additional links can be added to the categorized sets of links, whether by conventional drag and drop methods (i.e., dragging onto the bookmark category icons 80) or via menu commands.

To permit user customization, the toolbars containing application icons 76 and bookmark category icons 80 include a slidebar 82 that is initially positioned at the far left of the toolbar, as illustrated, and that can be moved by the user to a location between any two icons on the toolbar. Thereafter, icons to the left of the slidebar cannot be re-organized except by express action of the user. These toolbars also each include left and right arrow buttons 84 that shift the icons in the associated toolbar to the left and right, respectively. These arrow buttons will not affect any icons located to the left of slidebar 82. Each of the toolbars, including the pull-down menu toolbar, includes a collapse button 86 that serves to toggle the display of its associated toolbar. This permits users to collapse the display size of the graphical user interface and to hide those toolbars that the user does not wish to utilize often.

A final region of window 24 is a conventional linked icon 88, which can be used to direct the user's default browser to the home page of the company that provided client software application 10. Also, window 24 can include another icon (not shown) that, when selected, accesses a local floppy or other non-volatile data storage device to retrieve various types of data. For example, a user may want to utilize client application 10 on different

computers; for example, a laptop and home or office desktop computer. To prevent the user from having to separately customize each of the two user interfaces, GUI module 52 is operable to store the user's customization settings and preferences on a floppy disk or other non-volatile storage. This disk can then be inserted into the other computer and, once the client application is executed, clicking on the same icon will cause the program to access the disk and to retrieve and apply the user's customizations and preferences to the user interface.

In addition to the toolbar containing bookmark category icons 80, window 24 can also include a "home" or "local" toolbar (not shown) containing the same icons 80, but with the links associated with each category icon 80 being specific to the user's local and regional interests. Thus, for each category of information, this permits the user to keep links to local web sites separate from their other links. In this way the user can, for example, keep links related to local high school sports separately from links for professional sports. When an icon on this "home" toolbar is selected, a window (not shown) separate from that shown in Fig. 5a can be opened or, alternatively, the Fig. 5a window itself can be used, with a button or other means being provided to allow the user to switch between the icons representing the "home" groups of links and the icons representing the other groups of links.

Referring now to Figs. 4-6, the details of the various program components and modules that comprise client software application 10 will now be described. As discussed above, GUI module 52 provides the programming used to display application window 24 including all of its various regions on a computer monitor or display 26. It accesses user customizations and preferences from user data storage 34 via I/O module 58 and interfaces with the other program modules. The user interface provided by GUI module 52 is implemented using a number of program components written in ActiveX™. These components include a toolbar component 90, a URL text field component 92, a drag button component 94, a drag and direct component 96, a collapsible menu component 98, a collapsible toolbar component 100, a user profile access component 102, and an advertising banner component 104.

20

Toolbar component 90 contains the programming code used to display and manage the applications icons toolbar 76 and the bookmarks categories toolbar 80. This includes the programming that generates the slidebars 82 and left/right buttons 84. This component interfaces with drag button component 94 which contains the programming that generates the various toolbar buttons that are represented by the different icons 76 and 80. Toolbar component 90 also interfaces with drag and direct component 96 which allows the user to customize the toolbars by shifting the icon buttons left or right on the toolbars, as well as drag and drop capabilities to add buttons to or remove buttons from the toolbars. URL field component 92 provides the URL text field 74 that permits direct user input of URL's. Collapsible menu component 98 contains the programming that generates and provides functionality to the pull-down menu 70. Similarly, collapsible toolbar component 100 is used to generate the toolbar containing the menu icons 72. Components 98 and 100 can be derived from the main toolbar component 90 and can function like any other toolbar, except that they are collapsible. User profile access component 102 contains the programming used to access the computer's floppy disk drive (as well as any other source) to read or write the user's customizations and preferences of the user interface. Banner component 104 contains the programming used to access and display an advertising banner specified by ADM module 54. In addition to the drag and drop capabilities discussed above, GUI module 52 can also include the programming necessary to permit dragging of links onto category icons to add them to the associated set of links, as well as dragging of data files (e.g., documents) onto the application icons to initiate execution of the selected application using the selected data file.

ADM module 54 includes a key event component 108, a timer/display component 110, a flag alert component 112, and an error handling component 114. These components are preferably written in ActiveX™ or Java™. User interaction with the computer, whether with the client software application itself or with other applications or the operating system, is monitored by GUI module 52 and reported to key event component 108. As will be

understood by those skilled in the art, the detection of user input to other programs and to the operating system itself can be implemented under Windows™ using system hooks. Key event component 108 determines whether the user interaction constitutes a key event; that is, whether a change in displayed banners should be made in response to the user input. If so, it informs timer/display component 110 which contains the programming that determines which banner should be displayed and what computer usage information should be stored for later reporting to ADM server 22. This component also includes a timer that periodically changes the advertisement displayed in banner region 78 in the absence of any user input. The selection of banners will be further described below in connection with Fig. 7.

Once a group of banners have been displayed their allotted number of times, timer/display component 110 notifies flag alert component 112, which sets a new banner flag. This flag is checked periodically and if set, ADM server 22 is accessed to download new banner advertising. If desired, flag alert component 112 can also maintain other flags for use by the system to record the state of various events. For example, it can include a flag that indicates whether the current execution of client software application 10 is the first execution following installation of the software. If so, a special introductory screen could be displayed. Other such uses will become apparent to those skilled in the art. Error handling and messaging component 114 is used to handle error conditions such as, for example, where a user has uninstalled a software application off the computer, but attempts to execute the uninstalled application from an application icon 76 still residing on the applications toolbar. This component can intercept the error message generated by the operating system and take appropriate action such as, for example, informing the user that the application cannot be located and asking whether the user wishes the application icon to be removed from the toolbar.

As mentioned above, client software application 10 monitors the user's interaction with applications other than itself using system hooks. As will be appreciated, this permits

22

the client software application to alter the normal response seen by the user to certain types of interactions with the computer. For example, GUI module 52 preferably monitors user action and, upon detecting that the user has initiated execution of a browser application, whether via an application icon 76 or directly via the computer's operating system itself, GUI module 52 can override the browser's default home page setting and redirect it to another web site. Preferably, the user is queried via a pop-up dialog box prior to redirection to ascertain whether he or she objects to starting the browser at some web site other than the default home page. This can be used as an additional means of exposing the user to advertising while providing the user with some variety in the use of their browser, since they are not limited to always seeing the same site upon startup of the browser. Other such uses of this feature will be apparent to those skilled in the art.

Notes module 56 provides messaging capabilities not only for personal use by the user, but also for use among different users. From the user's standpoint, the notes themselves comprise small pop-up windows containing short messages or reminders. These notes can be associated with certain events. For example, the user could set up a personal note that pops up at the end of the day when the user goes to exit the application. Alternatively, one user could send another user a note related to sports and could set that note to only pop-up when the receiver either accesses the sports bookmark category icon 80 or accesses a sports-related web site. The notes functions (e.g., creating a new note, sending a note, etc.) can be accessed via Tools under the pull-down menu 70. Notes sent between different users connected to the Internet is by way of ADM server 22, which acts as a messaging server, identifying individual users (whether senders or receivers) by way of their unique ID and handling the receipt and distribution of the notes.

Notes module 56 includes a display component 116, a logic component 118, a registration component 120, and a send/receive component 122, all of which can be written in ActiveX™ or Java™. The notes display component 116 contains the programming

23

responsible for the actual display of the pop-up notes on the monitor. The notes logic component 118 is responsible for the logical processing of the notes; for example, determining when or under what conditions a note will be displayed. Registration component 120 handles registration of the client software application with the messaging server process provided by ADM server 22. The send/receive component interfaces with I/O module 58 and is responsible for the actual transmission and reception of notes over the Internet.

I/O Module 58 is used as the interface between the various program modules and banner storage 30, user data storage 34, the Internet 20, and, if connected, a printer (not shown). It includes a reporting and printing component 124, a streams component 126, and a file I/O component 128. These components can all be written in ActiveX™ or Java™. Reporting and printing component 124 contains the programming code used to properly format and direct data to its proper output device (e.g., a printer, log file, etc.). The streams component 126 is used to manage the input and output functions which establish and provide data transmissions between components and objects. It is this component that is used to access the Internet via TCP/IP and can be used with other communications protocols, such as RMI and COM. The file I/O component 128 is used to manipulate stored files, including those used in the banner data storage 30 and user data storage 34.

Login module 60 (Fig. 4) comprises an ActiveX™ or Java™ login component which includes the programming that provides the user login and password validation features. If desired, this module can also include a security component that provides encryption of data transmitted over the Internet. PDA module 62 is an ActiveX™ or Java™ component that can be used to handle importing and exporting of user data between the client software application and the formats needed for use with a personal digital assistant. Also, this module can be used for interfacing the client software application with the user's current personal information management software, such as Outlook™, Lotus Notes™, or Netscape™ mail. The security

24

module can also include an import/export wizard for use by the user in converting between formats.

Builder module 64 interfaces with all of the other modules and contains the programming used to upgrade individual components of the software application from time to time. As with most of the other modules, it can be written in ActiveX™ or Java™. For purposes of upgrading components, each component has associated with it a version identifier that comprises a version name and version number, with the version name simply being the filename of the component or module. Builder module 64 is operable to determine the version name and number for each of the components currently installed on the client computer and to generate from that a current blueprint of the components. Then, the next time an Internet connection is available, the builder component can access ADM server 22 and download from it an upgraded blueprint. The builder module then compares these blueprints to determine whether the client software application installed on the computer is the most current version available. If not, the builder, having both blueprints, can determine specifically which new components it needs. Upgrading of existing components is typically accomplished simply by overwriting the existing files and making the appropriate entries into the Windows™ Registry. At the server side, adding new components to the application simply requires creating the new component and upgrading the existing components to work with the new component, followed by adding the new and revised components to the upgraded blueprint. Then, the next time the server is access by the builder module, it will download the new and revised components.

This upgrading process is implemented automatically by the client software application without requiring any user input or initiation of the process. Also, by modularizing the application in the manner described above, bug fixes and upgrading of features can be achieved without requiring downloading and installation of the entire software application. This is especially useful for distribution of software via the Internet, since software applications

25

typically require anywhere from several Megabytes to tens of Megabytes of disk space and the downloading of such large files can be burdensome.

It may be desirable or necessary from time to time to upgrade the builder module 64 itself so that it can evolve and provide new features not currently anticipated. For this purpose, auxiliary module 66 is provided. Upon builder module 64 determining from the blueprints that it needs to be upgraded itself, it turns over control to auxiliary module 66 and then terminates its execution so that it may be overwritten with the new builder module. Auxiliary module 66 then handles downloading and installation of the new builder module and other components.

As will be appreciated by those skilled in the art, builder module 64 or any of the other modules can have their own set of module commands which they use to perform particular functions. These module commands can be used by other modules to access or implement functions provided by that module. Additional module commands and, thus, additional functionality, can be added simply by creating upgraded modules that include the new module commands and using builder module 64 to upgrade to the new modules in accordance with the procedures described herein.

Referring now to Fig. 7, the details of the selection and use of banner advertising will now be described. In general, banners are displayed either in response to some user action (input) or, in the absence of user input, are displayed periodically at timed intervals. The client software application monitors the user's inputs to the computer and, when possible, targets the banner advertising displayed so that it relates to the what the user is doing.

Preferably, the banner advertisements are stored as graphical images on the client computer's hard drive and are replaced once they have been displayed a certain number of times. As mentioned above, this is accomplished by downloading new banner advertisements

from ADM server 22. To avoid running out of banners before new ones can be downloaded from ADM server 22, client software application 10 maintains a plurality of sets of locally stored banners and, at any one time, only displays banners contained in one of the sets. Then, when the banners in that set have all been displayed the allotted number of times, the next set of banners is used with the old set being replaced the next time that server 22 is accessed.

A banner database 130 is stored on the client computer's hard drive along with the image files themselves. This database contains information that is used by timer/display component 110 to determine when the banner should be displayed. In the representation of banner database 130 shown in Fig. 7, each row is a data set that is associated with a different one of the banners. The columns represent individual data items within each data set. The data for each banner includes the filename of the image file, a destination link, one or more associated category identifiers, one or more associated trigger links, one or more associated programs, and a priority level. The destination link is (typically) the URL of the web site to which the default browser will be directed if the user clicks on the banner while it is displayed. The category identifiers specify those categories to which the banner relates and can correspond exactly to the categories used in connection with the bookmark category icons 80 discussed above in connection with Fig. 5. For example, an advertisement for a securities brokerage would be related to finance and possibly business. By associating those category identifiers with the banner in database 130, ADM module 54 will be able to determine the proper time for display of the brokerage advertisement. The associated trigger links specify locations for which the associated banner should be displayed when one of the specified sites are accessed. In the first example given in Fig. 7, if the user were to direct his or her browser to www.lotus.com/123, ADM module 54 would display the banner01.gif image. Where multiple banners are associated with the same link, ADM module 54 determines which of the banners should be selected based upon another criteria such as number of times each banner has previously been displayed. The associated programs column is similar in that execution of one of the specified applications (rather than a visit to a web site) will result in an associated

banner being displayed. Finally, the priority level is used to determine the specificity of the targeting of the advertisements.

More specifically, ADM module 54 is programmed to select and display banners at any one of three different levels of processing. The first is the general level, which is the default priority level at which the processing is set when the client software application is first executed. In this mode, only banners having a general priority level will be displayed. The second level is the medium processing level, in which both medium and general banners are displayed, but at a weighting that favors the medium banners. Preferably, when operating in this mode, only one general priority level banner is displayed for every three medium level banners. Similarly, the third level is the high level at which high, medium, and general banners are displayed, with ten high priority level banners being displayed for every three medium level banners and for every one general level banners. The processing level at any one time is determined by the user's actions. In particular, when the user begins execution of an application or selects one of the bookmark category icons 80, the processing level is set to medium so that no high level banners will be used for display. When the user selects a link, the processing level changes to high at which point all banners are candidates for display, with the high priority level banners being given favoritism in the 10-3-1 ratio mentioned above. This ratio can be adjustable by ADM module 54, if desired.

It will be appreciated that other data items for the banners can be included in database 130. For example, each banner can have associated with it a maximum number of permitted displays, with this number being decremented each time that the banner is displayed. This allows different advertisements differing amounts of exposure. Similarly, each banner can have associated with it a weighting or frequency that is used by ADM module 54 to determine how often the banner should be displayed relative to other banners at the same priority level. A "display first" property can also be provided for any particular banner that indicates that it should be displayed before others at its same priority level, with timer/display component 110

providing the programming needed to insure that only one such banner at each priority level has this property set. Apart from the category identifiers, each banner can also have a number of keywords associated with it and ADM module 54 can be programmed to examine the web pages visited by the user to determine if any of those keywords are present, whether they be located in the web page as META TAGs or simply contained in the text of the page. If so, one of the banners associated with the located keyword could be displayed.

As will be apparent to those skilled in the art, client software application 10, acting in conjunction with ADM server 22, provides a two-tiered approach to targeted advertising. The first tier is the initial selection of banners to be downloaded to the user based upon the user's demographic information. The second tier is the reactive targeting of the advertisements based upon user interaction with the computer. Moreover, since client software application 10 communicates with server 22 from time to time and can report back computer usage information as well as information concerning the display of the banners, this information can be associated with the user's demographic information (by way of their unique ID) at the server and then used by the advertisers to help them better understand the consuming public.

As will be appreciated by those skilled in the art, the reactive targeting provided by client software application 10 is handled in real time, rather than simply as a part of building a set of advertisements for later display to the user. This permits the display of advertising that is relevant to what the user is doing at any particular time. Thus, if the user is using the computer to search for information on stocks, then client software application 10 can detect this (whether by recognizing the web site being accessed, the keywords used in the web pages being accessed, the program being executed, or some other aspect of the user's search) and can display an advertisement that is relevant to this topic, whether it be for a stock brokerage, a stock exchange, an investment group, or some other organization. Furthermore, for user computers that enjoy a full time connection to the Internet, the reactive targeting can be used to access a specific advertisement over the Internet, rather than from a pre-stored banner from

banner storage 30. This can be accomplished by replacing the local image filenames in the first column of banner database 130 with an Internet address of a specific image file. Alternatively, the user's actions that are used to select an advertisement via banner database 130 can be sent to ADM server 22 or some other advertising server as posted form data, with the server using the data to select and download an appropriate advertisement. This permits real time targeting of advertising while expanding the available pool of advertisements without having to previously download the complete set of advertisements to the user's computer.

Referring now to Fig. 8, the process for providing access to the client software application and for obtaining and utilizing demographic information regarding the user will now be described. As will be appreciated, the software download and data gathering process of Fig. 8 can be implemented by a suitable server program residing on ADM server 22. As indicated at blocks 132 and 134, in response to server 22 receiving a download request from a user, the server sends a form to the user and then waits for the completed form to be posted back to the server. The form can include a number of required fields that provide the minimum data needed to generate a proper demographic profile of the user. Once server 22 has received the completed form, a check is made to determine whether all of the required fields have been completed, as indicated at block 136. This check can include a certain amount of validity checking of the data. For example, if the user is required to specify the city and state in which they live, a check could be made to determine whether the city and state reported by the user actually exists. Similarly, a reported area code could be checked to determine its validity. If required information is missing or invalid, flow moves to block 138 where the server resends the form with a request for correction. As is known, this can include an identification of the particular required data that was missing or invalid. Once server 22 receives a correctly completed form, flow moves to block 140 where server 22 assigns a unique ID to the user and then stores that ID along with the received demographic data, as indicated at block 142. As discussed above in connection with Fig. 3, this data is stored in the user/demographics data base 46. Then, an initial set of banner advertisements and links are

30

selected based upon the user's zip code, indicated at block 144. The links are used to provide an initial set of links for each of the bookmark categories represented by icons 80. Thereafter, client software application 10 is downloaded to the user's computer for installation by the user, as indicated at block 146. Preferably, the client software application is packaged as a single, self-extracting ZIP file and includes an installation program that handles installation of the program and all of its components into proper directories, as well as making the necessary entries into the Windows™ Registry.

The user ID that is stored along with the demographic data is used to anonymously identify the user for the purpose of demographically targeting advertising to that user. This can be accomplished by assigning the user ID to the particular copy of the client software application downloaded by the user. Alternatively, the user ID can be included in a cookie placed by server 22 on the user's computer 18 and this cookie can be accessed by server 22 each time computer usage information is sent to server 22 so that the ID can be associated with the computer usage information. In the illustrated embodiment, the user ID is associated with a user login that is required each time the client software application is executed. By having the user login to the application, it can identify which demographics are associated with this particular user. Also, the provision of a user login allows the client software application to be utilized by multiple users, while permitting different demographically targeted advertising to be displayed for each user. This will now be described in connection with Fig. 9.

As shown in Fig. 9, upon execution of the client software application 10, a login and password input box is displayed. This is shown at block 148. Once the user has entered a login name, a check is made at block 150 to determine whether the user name is new. If not, a check is made at block 152 to determine whether the password provided for the recognized login name is correct. If not, flow returns to block 148 where the login box is again displayed. If the password is correct, flow moves to block 154 where the application accesses the user's

set of preferences and customizations for the display of the graphical user interface. The application also accesses the banner database and various bookmark categories for that user which, as described above, contains for each category of information a number of links to different information resources. Flow then moves to block 156 where the graphical user interface is displayed along with a first banner. The login names and associated passwords can be stored in the user data storage 34. Similarly, the user preferences, categorized lists of bookmarks, and banner database can be stored in user data storage 34.

If, back at block 150, the login name is determined to be new, the user can be queried as to whether they would like to set up a new account, as indicated at block 158. If not, then flow returns to block 148 where the login screen is again displayed. If a new account is desired, flow moves to block 160 where the application requests various demographic data, which can be the same data requested of the user who originally downloaded the application from server 22. At block 162 a check is made to determine whether all required demographic data was provided. If not, flow returns to block 160 to again request the required data. Once all required information has been provided, flow moves to block 164 where the application reports demographic data back to server 22, receives an assigned ID from the server, and stores the new user data at the client computer in user data storage 34. Flow then moves to block 166 where default preferences and bookmark lists are accessed and assigned to the new user. Flow then moves to block 156 where the graphical user interface is displayed, at which point the user can begin normal use of the application.

If desired, all user-specific information, including logins, password, demographic data, assigned ID, preferences, banner database, and bookmark lists can be stored together as a separate file and treated as a separate user object. This file can be both stored locally on client computer 40 and reported back to server 22. Moreover, this single file can then be used to transfer the user specific data between different computers upon which the application resides. By storing the demographic data at the client itself, demographic targeting of advertising can

32

be accomplished if desired by client software application 10 itself. Furthermore, in situations in which the computer operating system requests a login as a part of boot-up of the computer, or in networked environments where a login at the computer is required for network access, client software application 10 can use the identification of the user provided by these logins rather than requiring a separate login upon execution of the application itself. This allows the client software application to determine who is using the computer without having to request a separate user login.

Turning now to Fig. 10, there is shown an overview of the core operation of client software application 10. The first step is at block 168 where a check is made to determine whether access to ADM server 22 is needed. Access may be needed to report computer usage information or to download new banner advertising, for example. If no access is currently needed, flow moves to block 170 where a check is made to determine if there is any user input to the computer. If not, flow moves to block 172 where a check is made to determine whether the timer operated by timer/display component 110 has expired. If not, no action is taken and flow returns to block 170 to again check for user interaction with the computer. If the timer has expired, flow moves to block 174 for selection and display of a suitable banner. If, at block 170 user input was detected, flow moves to block 176 where the user input is processed. Flow also moves to block 178 where a check is made to determine whether the user interaction constitutes a key event. If not, flow returns to block 168 and the process repeats. If a key event is detected, then flow moves to block 174 where the key event is processed.

If, at block 168 it was determined that access to ADM server 22 is needed, flow moves to block 180 where a check is made to determine whether an Internet connection is available to the client computer. If no connection is available, the server cannot be accessed at this time and flow therefore moves to block 170. If an Internet connection is available, flow moves to block 182 where the current computer usage information is reported to ADM server 22.

Then, if necessary, the client software application downloads new banners, as indicated at block 184. Flow then moves to block 186 where the new banner flag is reset along with any flags used in reporting of computer usage information. At block 188 a check is then made to determine whether any of the components of software application 10 need to be upgraded. If not, flow moves to block 170 to look for user interaction. If a newer version of one or more components is available, flow moves to block 190 where the builder routine is executed.

Referring now to Fig. 11, the processing of user input represented by block 176 of Fig. 10 will now be described. This processing begins at block 192 where a check is made to determine whether a user has selected a banner by, for example, a mouse click on the banner itself. If so, flow moves to block 194 where the URL associated with the selected banner is accessed and the user's default browser used to access the site specified by that URL. This process then ends with the flow returning to block 168 of Fig. 10. If at block 192, a banner has not been selected, flow drops down to block 196 where it is determined whether a shortcut or application has been selected. This includes any of the application icons 76 on the application's graphical user interface itself or a shortcut or application selected from the Windows™ desktop. If so, flow moves to block 198 where the priority is set to medium following which flow moves to block 200 where the shortcut or application is executed or otherwise processed in accordance with the normal operation of the operating system. If at block 196 it was determined that no shortcut or application was selected, then flow moves to block 202 where a check is made to determine whether one of the bookmark category icons 80 was selected. If so, flow moves to block 204 where the priority is set to medium, following which flow moves to block 206 where a second application window is opened displaying the links associated with the selected category. If at block 202 no category was selected, then flow moves to block 208 where a check is made to determine whether a specific bookmark or link was selected by the user. If so, flow moves to block 210 where the priority is set to high, following which the default browser is run and the web page specified by the selected link is accessed. If at block 208 no link was selected by the user, flow drops down to block 214

where a check is made to determine whether the user has entered a URL or other web page address into URL text field 74. If so, flow moves to block 216 where the priority is again set to high following which the default browser is opened and the specified link is accessed, as indicated at block 218. If at block 214 no URL was inputted, then no further action is taken by client software application 10.

Turning now to Fig. 12, the processing of key events represented by block 174 of Fig. 10 will now be described. As indicated at block 220, the first step is to determine the current priority level which, as discussed in connection with Fig. 11 may have been set from the default general priority level to either medium or high. Flow then moves to block 222 where, in the case of the priority being either medium or high, the selected category of information (finance, news, sports, etc.) is determined so that only those banners associated with that category can be selected as candidates for display. Then, at block 224, using the determined category a particular banner is selected and displayed in the banner region 78. As previously discussed, in addition to an associated category, the banners can also be selected based on associated links and/or programs in the event, for example, that the user accesses a website that is listed in the banner database 130. Flow then moves to block 226 where a record is made of the occurrence of the event, the display of the banner, and the time that the event occurred. This computer usage information can now be reported back to ADM server 22 or a reporting flag can be set so that this information can be reported back the next time that the server is accessible. Flow then moves to block 228 where the banner count associated with the displayed banner is incremented by one. Then, at block 230, a check is made to determine whether the current group of banners has expired, based on their banner counts. If not, the key event processing is finished and flow then returns to block 168 of Fig. 10. If the banners have expired, then flow moves to block 232 where the next available set of locally stored banners is utilized for display purposes and the flag alert component 112 is notified so that it can set the new banner flag, as indicated at block 234. Processing then returns to block 168 of Fig. 10.

35

Referring now to Fig. 13, a first implementation of the builder routine 190 of Fig. 10 will now be described. The process begins at block 236 where the builder component 64 accesses version numbers for each component in the client software application. Flow then moves to block 238 where, using this information, builder component 64 generates a current blueprint. Then, at block 240, the builder component accesses an updated blueprint from ADM server 22. At block 242, a check is made to determine whether the updated blueprint is the same as the current blueprint. If so, the client computer has the upgraded version and no upgrading is necessary, as indicated at block 244. Flow then returns to block 168 of Fig. 10. If, at block 242, the updated blueprint is different from the current blueprint, flow moves to block 246 where the builder module determines which components are new or need upgrading. Flow then moves to block 248 where a check is made to determine whether the builder module itself needs to be upgraded. If not, flow moves to block 250 where the new or upgraded components are downloaded from server 22 and installed. If an upgraded builder module is needed, then flow moves from block 248 to block 252 where control is passed from the builder module to auxiliary module 66, following which flow moves to block 254 where execution of the builder module is terminated so that it may be overwritten with the new builder module. Flow then continues to block 250 where the builder module and other upgraded components are downloaded and installed under control of auxiliary module 66. Flow then returns to block 168 of Fig. 10.

Referring now to Fig. 14, another embodiment of builder routine 190 of Fig. 10 will now be described. In this embodiment, the builder module does not determine the current names and version numbers of all the modules that make up client software application 10, but rather uses a version ID associated with the application to determine whether upgrading of any of the components is necessary. The process starts at block 256 where the builder module accesses an updated blueprint ID from ADM server 22. Then, at block 258, a check is made to determine whether the updated ID is the same as the current version ID. If so, then no

upgrading of components is necessary as indicated at block 260 and flow returns to block 168 of Fig. 10. If the ID's are not the same, flow moves to block 262 where the builder module sends the current version ID back to ADM server 22. This current ID is used by ADM server 22 to determine which components need to be downloaded and installed at the client computer so that it has the most recent version. Then, at block 264, the builder module downloads and installs the updated components, following which the process returns to block 168 of Fig. 10. As with the process of Fig. 13, auxiliary module 66 can be used in the event of upgrading of builder module 64 itself. As will be appreciated by those skilled in the art, once the new components have been downloaded and installed, whether by the process of Fig. 13 or Fig. 14, restarting of the computer may be necessary.

It will thus be apparent that there has been provided in accordance with the present invention a method and apparatus for providing an automatically upgradeable graphical user interface with targeted advertising which achieves the aims and advantages specified herein. It will of course be understood that the foregoing description is of a preferred exemplary embodiment of the invention and that the invention is not limited to the specific embodiment shown. Various changes and modifications will become apparent to those skilled in the art. For example, although the advertising features described herein have been disclosed in connection with client software application 10, it will be appreciated that these features can be incorporated into any of a number of other types of software applications and can even be incorporated into the operating system's user interface itself. Other features of client software application 10 can be incorporated into and made an integral part of other software applications and operating systems. Also, rather than downloading the client software application via the Internet or some other network, it could be installed on the user's computer from a CDROM or DVD, with the new user login process of Fig. 9 being used to acquire demographic data on all users of the software. All such variations and modifications are intended to come within the scope of the appended claims.

37

CLAIMS

I claim:

1. An apparatus for use by a computer to provide a user of the computer with access to information resources, the apparatus comprising:

a non-volatile data storage device;

a first program module stored on said non-volatile data storage device in a computer-readable format;

said first program module being operable upon execution to display a graphical user interface comprising a window separated into a number of regions;

a first one of said regions including a number of user-selectable items, at least some of which are each associated with a different data set, said data sets each representative of a different category of information and each of said data sets comprising a number of user-selectable links to different information resources;

a second one of said regions comprising an information display region,

a second program module operable upon execution to select informational data to be displayed in said information display region;

wherein said first program module is operable in response to selection of a first one of said links to provide the user with access to its associated information resource and to notify said second program module of the selection of said first link; and

wherein said second program module is operable in response to notifications from said first program module to select the informational data to be displayed from among a larger amount of said informational data, said second program module further being operable to store statistical data regarding the display of said selected informational data.

2. An apparatus as defined in claim 1, wherein said informational data is selected by said second program module in accordance with the category of information associated with the one of said data sets that contains said first link.

3. An apparatus as defined in claim 1, wherein said second program module is stored in computer-readable format on said non-volatile data storage device and is stored as one or more files that are separate from said first program module, whereby said apparatus comprises a computer-readable memory.

4. An apparatus as defined in claim 1, wherein, when said second program module is stored on a server accessible by the computer over a computer network, said first program module is operable to access and download said second program module to said non-volatile data storage device via the network.

5. An apparatus as defined in claim 4, further comprising a third program module stored on said non-volatile data storage device, said third program module being operable to automatically request upgrade information from the server and to cause downloading and implementation of an upgraded version of at least one of said first and second modules.

6. An apparatus as defined in claim 1, wherein said information display region comprises a banner region and said informational data comprises one of a plurality of advertisements accessible to said second program.

7. An apparatus as defined in claim 6, wherein said second program is operable to select said one of said advertisements from among a first subset of said plurality of advertisements and, in response to each of the advertisements in said first subset having been displayed a selected number of times, to select said one of said advertisements from among a second subset of said plurality of advertisements.

8. An apparatus as defined in claim 7, wherein said second program is operable in response to each of the advertisements in said first subset having been displayed said selected number of times to request a new first subset of advertisements from a server and, in response to receipt of said new first subset, to replace the advertisements in said first subset with the advertisements in said new first subset.

9. An apparatus as defined in claim 6, wherein said second program is operable to select said one of said advertisements from among a plurality of said advertisements in accordance with the category of information associated with said first link.

10. An apparatus as defined in claim 6, wherein said second programs is operable to select said one of said advertisements in accordance with one or more keywords contained in the information obtained from the information resource accessed using said first link.

11. A computer-readable memory for use by a computer to provide a user of the computer with an automatically-upgradeable software application, comprising:

a non-volatile data storage device;

a program stored on said non-volatile data storage device in a computer-readable format, said program comprising a plurality of program modules;

at least one version identifier associated with one or more of said program modules, said version identifier(s) being stored on said non-volatile storage device;

wherein one of said program modules is operable upon execution to access said stored version identifier(s) and at least one updated version identifier from a server via a global public network, with said updated version identifier(s) representing one or more updated program modules accessible from a server via the public network, wherein said one program module is further operable to download one or more updated program modules when said stored version identifier and said updated version identifier are different, with said updated program

40

module(s) replacing one or more of said program modules stored on said data storage device, and, further, wherein said one program module is operable to store said updated version identifier.

12. A computer-readable memory as defined in claim 11, wherein said one program module is operable when executed by a microprocessor to compare said stored version identifier with said updated version identifier and, if said stored and updated version identifiers are different, to send a download request to a server via the public network.

13. A computer-readable memory as defined in claim 11, wherein at least some of said program modules each have a unique version identifier associated therewith and wherein said one program module is operable to generate a current blueprint of said program modules by accessing each of said unique version identifiers.

14. A computer-readable memory as defined in claim 13, wherein said one program module is operable to receive from the server an updated blueprint containing updated version identifiers and, wherein said one program module is further operable to compare said current and updated blueprints and to download one or more updated program modules if any of the updated version identifiers from the updated blueprint do not match a unique version identifier from the current blueprint.

15. A computer-readable memory as defined in claim 13, wherein said one program module is operable to send the current blueprint to a server via the public network.

16. A computer-readable memory as defined in claim 11, wherein said version identifiers comprise a module identifier and a module version number.

17. A computer-readable memory as defined in claim 16, wherein said one program module has a version identifier associated therewith and wherein said one program module is operable to upgrade itself when its version identifier does not match its associated updated version number.

18. A computer-readable memory as defined in claim 17, wherein said one program module is written in a programming language and has a number of module commands associated therewith, each of said module commands being used by said one program module to invoke one or more instructions in said programming language, wherein said one program module is operable to perform a function in response to receiving one or more of said module commands, whereby additional module commands can be added to said one program module by automatically upgrading said one module command via the public network.

19. A computer-readable memory as defined in claim 18, wherein said one program module is stored in a file and is operable to upgrade itself by passing control to an auxiliary module, terminating its execution, and thereafter being replaced by an updated version downloaded from a server.

20. A computer-readable memory as defined in claim 16, wherein each of said modules comprise a separate computer file and wherein said module identifier includes a filename.

21. A computer-readable memory for use by a computer to provide a user of the computer with an integrated graphical interface to a plurality of computer resources, the computer-readable memory comprising:

a non-volatile data storage device;

a program stored on said non-volatile data storage device in a computer-readable format;

said program being operable upon execution to display a graphical user interface comprising an application window separated into a number of regions,

a first one of said regions including a number of graphical objects, at least some of which are each representative of a different computer application and are selectable by the user via an input device, wherein said program is operable upon selection of one of said graphical objects to initiate execution of the computer application associated therewith;

a second one of said regions including a number of menu items selectable by the user, each of said menu items having a function associated therewith;

a third one of said regions including a number of user-selectable items, at least some of which are each associated with a different data set, said data sets each comprising a number of links to different information resources, wherein said program is operable in response to selection of one of said items to provide the user with access to its associated data set;

a fourth one of said regions including a user-input text field, wherein said program is operable to access one or more computer files specified by the user via text inputted into said text field;

a fifth one of said regions comprising a banner region, wherein said program is operable to access banner data and display said banner data in said banner region; and

said window including a display object that is selectable by the user via the input device, wherein said program is operable in response to selection of the display object to access information stored on a data storage device located in a disk drive within the computer.

12. A computer-readable memory as defined in claim 11, wherein said application window includes a sixth one of said regions that includes a number of user-selectable graphical icons, each of which is associated with one of said menu items, wherein said program is operable in response to selection of one of said graphical icons to carry out the menu item associated with the selected graphical icon.

41

23. A computer-readable memory as defined in claim 21, wherein each of said data sets comprise at least one link to at least one information resource.

24. A computer-readable memory as defined in claim 21, ~~wherein said items in said third region comprise link category buttons and~~ wherein said program is operable in response to selection of one of said link category buttons to display a second window containing links from the data set associated with said one of said link category buttons.

25. A computer-readable memory as defined in claim 24, wherein said second window can be positioned by the user independently of the position of said application window.

26. A method of providing demographically-targeted advertising to a computer user, comprising the steps of:

providing a server that is accessible via a computer network,

permitting a computer user to access said server via said computer network,

acquiring demographic information about the user, said demographic information including information specifically provided by the user in response to a request for said demographic information,

providing the user with download access to computer software that, when run on a computer, displays advertising content, records computer usage information concerning the user's utilization of the computer, and periodically requests additional advertising content,

transferring a copy of said software to the computer in response to a download request by the user,

providing a unique identifier to the computer, wherein said identifier uniquely identifies information sent over said computer network from the computer to said server,

associating said unique identifier with demographic information in a database,

selecting advertising content for transfer to the computer in accordance with the demographic information associated with said unique identifier,

transferring said advertising content from said server to the computer for display by said program,

periodically acquiring said unique identifier and said computer usage information recorded by said software from the computer via said computer network, and

associating said computer usage information with said demographic information using said unique identifier.

27. The method of claim 26, further comprising the step of periodically selecting and transferring additional advertising content to the computer in response to a request therefor.

28. The method of claim 26, wherein said computer network is a publicly-accessible global computer network.

29. The method of claim 26, wherein said unique identifier identifies said copy of said software from among other copies of said software

30. The method of claim 26, wherein said providing a unique identifier step further comprises storing a cookie on the computer.

31. The method of claim 26, wherein said providing steps further comprise providing said computer software which, when run on the computer, requires a user login to use said software and associates a different unique identifier with each of a number of valid users of said software.

32. The method of claim 26, wherein said providing steps further comprise providing said computer software which, when run on the computer, requires a user login to use said software and uses the user login to associate one of a number of unique identifiers with the computer usage information recorded by said software.

33. The method of claim 26, wherein said computer usage information includes data regarding information resources accessed by the user over the global computer network.

34. The method of claim 26, wherein said computer usage information includes data regarding software applications run by the user on the computer.

35. The method of claim 26, wherein said acquiring step further comprises requesting said demographic information in response to a request from the user to download said software and receiving said demographic information from the user prior to providing the user with access to said software.

35. The method of claim 26, wherein said step of providing download access further comprises examining said demographic information to determine that said demographic information includes certain required information and, upon determining that said demographic information includes said required information, providing the user with said download access to said software.

36. The method of claim 35, further comprising the step of limiting said required information to demographic information, whereby the user is permitted anonymous download access to said software and the server is provided demographically-relatable computer usage information.

37. A computer-readable memory for use by a computer to provide a user of the computer with targeted information, comprising:

a non-volatile data storage device;

a program stored on said non-volatile data storage device in computer-readable format, said program being operable upon execution to display a window containing an information display region;

wherein said program is operable to select and display informational data in said information display region, said informational data comprises a plurality of display objects with at least some of said display objects each having a data set associated therewith, said data sets each including one or more of the following data items:

a category identifier that indicates a category of information to which the associated display object relates, wherein said program is operable in response to a user action relating to one of said categories of information to display in said information display region a display object having an associated category identifier that relates to that one category of information;

a software application identifier that identifies a software application that may be accessible to the user via the computer, wherein said program is operable in response to user selection of the software application to display in said information display region a display object associated with the selected software application.

17 16

38. A computer-readable memory as defined in claim ~~37~~, wherein said category identifier comprises at least one keyword and wherein said program is operable in response to user access to an information resource to determine if said accessed information resource contains said keyword and, if so, said program is operable to display in said information display region a display object associated with said keyword.

18 16

39. A computer-readable memory as defined in claim ~~37~~, wherein said program is operable in response to user selection of an associated group of links that are related to one of said categories of information to display in said information display region a display object associated with that one category of information;

43

19 18
~~40~~. A computer-readable memory as defined in claim ~~39~~, wherein said program is operable to provide a user interface comprising a number of user-selectable items, each of which represents a different group of associated links and each of which is associated with one of said categories of information, wherein said program is operable in response to user selection of one of said user-selectable items to display in said information display region a display object associated with the category of information to which that one selected item relates.

20 16
~~41~~. A computer-readable memory as defined in claim ~~37~~, wherein one or more of said data sets include a destination identifier that provides a link to an information resource, wherein said program is operable in response to user selection of a display one of said display objects to cause the computer to access the information resource associated with said selected display object.

21 16
~~42~~. A computer-readable memory as defined in claim ~~37~~, wherein one or more of said data sets include at least one trigger link, wherein said program is operable in response to user access to an information resource identified by said trigger link to display in said information display region the display object associated with said trigger link.

22 16
~~43~~. A computer-readable memory as defined in claim ~~37~~, wherein said display object comprises a graphical image.

44

Practitioner's Docket No. P3001-1/L&M (McKinley) **PATENT**

COMBINED DECLARATION AND POWER OF ATTORNEY

(ORIGINAL, DESIGN, NATIONAL STAGE OF PCT, SUPPLEMENTAL, DIVISIONAL, CONTINUATION, OR C-I-P)

As a below named inventor, I hereby declare that:

TYPE OF DECLARATION

This declaration is of the following type:

(check one applicable item below)

- ■ original.
- ☐ design.
- ☐ supplemental.

NOTE: If the declaration is for an International Application being filed as a divisional, continuation or continuation-in-part application, do not check next item; check appropriate one of last three items.

- ☐ national stage of PCT.

NOTE: If one of the following 3 items apply, then complete and also attach ADDED PAGES FOR DIVISIONAL, CONTINUATION OR C-I-P.

NOTE: See 37 C.F.R. § 1.63(d) (continued prosecution application) for use of a prior nonprovisional application declaration in the continuation or divisional application being filed on behalf of the same or fewer of the inventors named in the prior application.

- ☐ divisional.
- ☐ continuation.

NOTE: Where an application discloses and claims subject matter not disclosed in the prior application, or a continuation or divisional application names an inventor not named in the prior application, a continuation-in-part application must be filed under 37 C.F.R. § 1.53(b) (application filing requirements — nonprovisional application).

- ☐ continuation-in-part (C-I-P).

INVENTORSHIP IDENTIFICATION

WARNING: If the inventors are each not the inventors of all the claims, an explanation of the facts, including the ownership of all the claims at the time the last claimed invention was made, should be submitted.

My residence, post office address and citizenship are as stated below, next to my name. I believe that I am the original, first and sole inventor *(if only one name is listed below)* or an original, first and joint inventor *(if plural names are listed below)* of the subject matter that is claimed, and for which a patent is sought on the invention entitled:

TITLE OF INVENTION

A COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

SPECIFICATION IDENTIFICATION

the specification of which:

(complete (a), (b), or (c))

(a) ■ Is attached hereto.

NOTE: "The following combinations of information supplied in an oath or declaration filed on the application filing date with a specification are acceptable as minimums for identifying a specification and compliance with any one of the items below will be accepted as complying with the identification requirement of 37 CFR 1.63:

"(1) name of inventor(s), and reference to an attached specification which is both attached to the oath or declaration at the time of execution and submitted with the oath or declaration on filing;

"(2) name of inventor(s), and attorney docket number which was on the specification as filed; or

"(3) name of inventor(s), and title which was on the specification as filed."

Notice of July 13, 1995 (1177 O.G. 60).

(b) ☐ was filed on ____________, as ☐ Serial No. 0 /__________
or ☐ ____________________
and was amended on ____________ *(if applicable).*

NOTE: Amendments filed after the original papers are deposited with the PTO that contain new matter are not accorded a filing date by being referred to in the declaration. Accordingly, the amendments involved are those filed with the application papers or, in the case of a supplemental declaration, are those amendments claiming matter not encompassed in the original statement of invention or claims. See 37 CFR 1.67.

NOTE: "The following combinations of information supplied in an oath or declaration filed after the filing date are acceptable as minimums for identifying a specification and compliance with any one of the items below will be accepted as complying with the identification requirement of 37 CFR 1.63:

"(1) name of inventor(s), and application number (consisting of the series code and the serial number; e.g.,08/123,456);

"(2) name of inventor(s), serial number and filing date;

"(3) name of inventor(s) and attorney docket number which was on the specification as filed;

"(4) name of inventor(s), title which was on the specification as filed and filing date;

"(5) name of inventor(s), title which was on the specification as filed and reference to an attached specification which is both attached to the oath or declaration at the time of execution and submitted with the oath or declaration; or

"(6) name of inventor(s), title which was on the specification as filed and accompanied by a cover letter accurately identifying the application for which it was intended by either the application number (consisting of the series code and the serial number; e.g.,08/123,456), or serial number and filing date. Absent any statement(s) to the contrary, it will be presumed that the application filed in the PTO is the application which the inventor(s) executed by signing the oath or declaration."

Notice of July 13, 1995 (1177 O.G. 60).

(c) ☐ was described and claimed in PCT International Application No. ____________, filed on ____________ and as amended under PCT Article 19 on ____________ *(if any).*

(Declaration and Power of Attorney [1-1]—page 2 of 7)

09118351 . 072798

SUPPLEMENTAL DECLARATION (37 C.F.R. § 1.67(b))

(complete the following where a supplemental declaration is being submitted)

☐ I hereby declare that the subject matter of the

☐ attached amendment

☐ amendment filed on ______________

was part of my/our invention and was invented before the filing date of the original application, above-identified, for such invention.

ACKNOWLEDGEMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

✓ I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

✓ I acknowledge the duty to disclose information, which is material to patentability as defined in 37, Code of Federal Regulations, § 1.56,

(also check the following items, if desired)

■ and which is material to the examination of this application, namely, information where there is a substantial likelihood that a reasonable Examiner would consider it important in deciding whether to allow the application to issue as a patent, and

☐ In compliance with this duty, there is attached an information disclosure statement, in accordance with 37 CFR 1.98.

PRIORITY CLAIM (35 U.S.C. §§ 119(a)–(d))

NOTE: *"The claim to priority need be in no special form and may be made by the attorney or agent if the foreign application is referred to in the oath or declaration as required by § 1.63. The claim for priority and the certified copy of the foreign application specified in 35 U.S.C. 119(b) must be filed in the case of an interference (§ 1.630), when necessary to overcome the date of a reference relied upon by the examiner, when specifically required by the examiner, and in all other situations, before the patent is granted. If the claim for priority or the certified copy of the foreign application is filed after the date the issue fee is paid, it must be accompanied by a petition requesting entry and by the fee set forth in § 1.17(i). If the certified copy is not in the English language, a translation need not be filed except in the case of interference; or when necessary to overcome the date of a reference relied upon by the examiner; or when specifically required by the examiner, in which event an English language translation must be filed together with a statement that the translation of the certified copy is accurate." 37 C.F.R. § 1.55(a).*

I hereby claim foreign priority benefits under Title 35, United States Code, §§ 119(a)–(d) of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed.

(complete (d) or (e))

(d) ■ no such applications have been filed.

(e) ☐ such applications have been filed as follows.

NOTE: *Where item (c) is entered above and the International Application which designated the U.S. itself claimed priority check item (e), enter the details below and make the priority claim.*

PRIOR FOREIGN/PCT APPLICATION(S) FILED WITHIN 12 MONTHS (6 MONTHS FOR DESIGN) PRIOR TO THIS APPLICATION AND ANY PRIORITY CLAIMS UNDER 35 U.S.C. § 119(a)-(d)

COUNTRY (OR INDICATE IF PCT)	APPLICATION NUMBER	DATE OF FILING (day, month, year)	PRIORITY CLAIMED UNDER 37 USC 119
			☐ YES NO ☐
			☐ YES NO ☐
			☐ YES NO ☐
			☐ YES NO ☐
			☐ YES NO ☐

CLAIM FOR BENEFIT OF PRIOR U.S. PROVISIONAL APPLICATION(S)
(34 U.S.C. § 119(e))

I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below:

PROVISIONAL APPLICATION NUMBER	FILING DATE
_____ /_____	_____
_____ /_____	_____
_____ /_____	_____

CLAIM FOR BENEFIT OF EARLIER US/PCT APPLICATION(S) UNDER 35 U.S.C. 120

☐ The claim for the benefit of any such applications are set forth in the attached ADDED PAGES TO COMBINED DECLARATION AND POWER OF ATTORNEY FOR DIVISIONAL, CONTINUATION OR CONTINUATION-IN PART (C-I-P) APPLICATION.

ALL FOREIGN APPLICATION(S), *IF ANY*, FILED MORE THAN 12 MONTHS (6 MONTHS FOR DESIGN) PRIOR TO THIS U.S. APPLICATION

NOTE: If the application filed more than 12 months from the filing date of this application is a PCT filing forming the basis for this application entering the United States as (1) the national stage, or (2) a continuation, divisional, or continuation-in-part, then also complete ADDED PAGES TO COMBINED DECLARATION AND POWER OF ATTORNEY FOR DIVISIONAL, CONTINUATION OR C-I-P APPLICATION for benefit of the prior U.S. or PCT application(s) under 35 U.S.C. § 120.

POWER OF ATTORNEY

I hereby appoint the following practitioner(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

E.J. Biskup	18,987	J.F. Learman	17,069
P.J. Ethington	17,299	J.K. McCulloch	17,452
J.C. Evans	20,124	J.P. Moran	20,941
R.L. Farris	25,112	S.L. Permut	28,388
F.J. Fodale	20,824	W.J. Schramm	24,795
A.M. Grove	39,697	R.L. Stearns	36,937
R.W. Hoffmann	33,711	J.D. Stevens	35,691
E.T. Jones	40,037	C.R. White	20,494

☐ I hereby appoint the practitioner(s) associated with the Customer Number provided below to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

☐ Attached, as part of this declaration and power of attorney, is the authorization of the above-named practitioner(s) to accept and follow instructions from my representative(s).

SEND CORRESPONDENCE TO

■ Address

John K. McCulloch
James D. Stevens
Reising, Ethington, Learman & McCulloch
5291 Colony Drive North
Saginaw, MI 48603

☐ Customer Number _____

DIRECT TELEPHONE CALLS TO: *(Name and telephone number)*

James D. Stevens
(248) 689-3500

John K. McCulloch
(517) 799-5300

DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

SIGNATURE(S)

NOTE: Carefully indicate the family (or last) name, as it should appear on the filing receipt and all other documents.

Full name of sole or first inventor

Marrin (GIVEN NAME) David (MIDDLE INITIAL OR NAME) Hoyle (FAMILY OR LAST NAME)

Inventor's signature X Marrin David Hoyle

Date 7-16-98 Country of Citizenship U.S.A.

Residence ~~Destrehan, Louisiana 70047~~

Post Office Address ~~90 Carriage Lane, Apt. B~~ 4923 28TH ST
~~Destrehan, LA 70047~~ METAIRIE, LA 70001

Full name of second joint inventor, if any

(GIVEN NAME) (MIDDLE INITIAL OR NAME) (FAMILY OR LAST NAME)

Inventor's signature

Date Country of Citizenship

Residence

Post Office Address

Full name of third joint inventor, if any

(GIVEN NAME) (MIDDLE INITIAL OR NAME) (FAMILY OR LAST NAME)

Inventor's signature

Date Country of Citizenship

Residence

Post Office Address

(check proper box(es) for any of the following added page(s) that form a part of this declaration)

☐ **Signature** for fourth and subsequent joint inventors. *Number of pages added* ______

• • •

☐ **Signature** by administrator(trix), executor(trix) or legal representative for deceased or incapacitated inventor. *Number of pages added* ______

• • •

☐ **Signature** for inventor who refuses to sign or cannot be reached by person authorized under 37 CFR 1.47. *Number of pages added* ______

• • •

☐ Added page for **signature** by one joint inventor on behalf of deceased inventor(s) where legal representative cannot be appointed in time. (37 CFR 1.47)

• • •

☐ Added pages to combined declaration and power of attorney for divisional, continuation, or continuation-in-part (C-I-P) application.

☐ Number of pages added ______

• • •

☐ Authorization of practitioner(s) to accept and follow instructions from representative.

• • •

(If no further pages form a part of this Declaration, then end this Declaration with this page and check the following item)

■ This declaration ends with this page.

09118351.072798

(Declaration and Power of Attorney [1-1]—page 7 of 7)

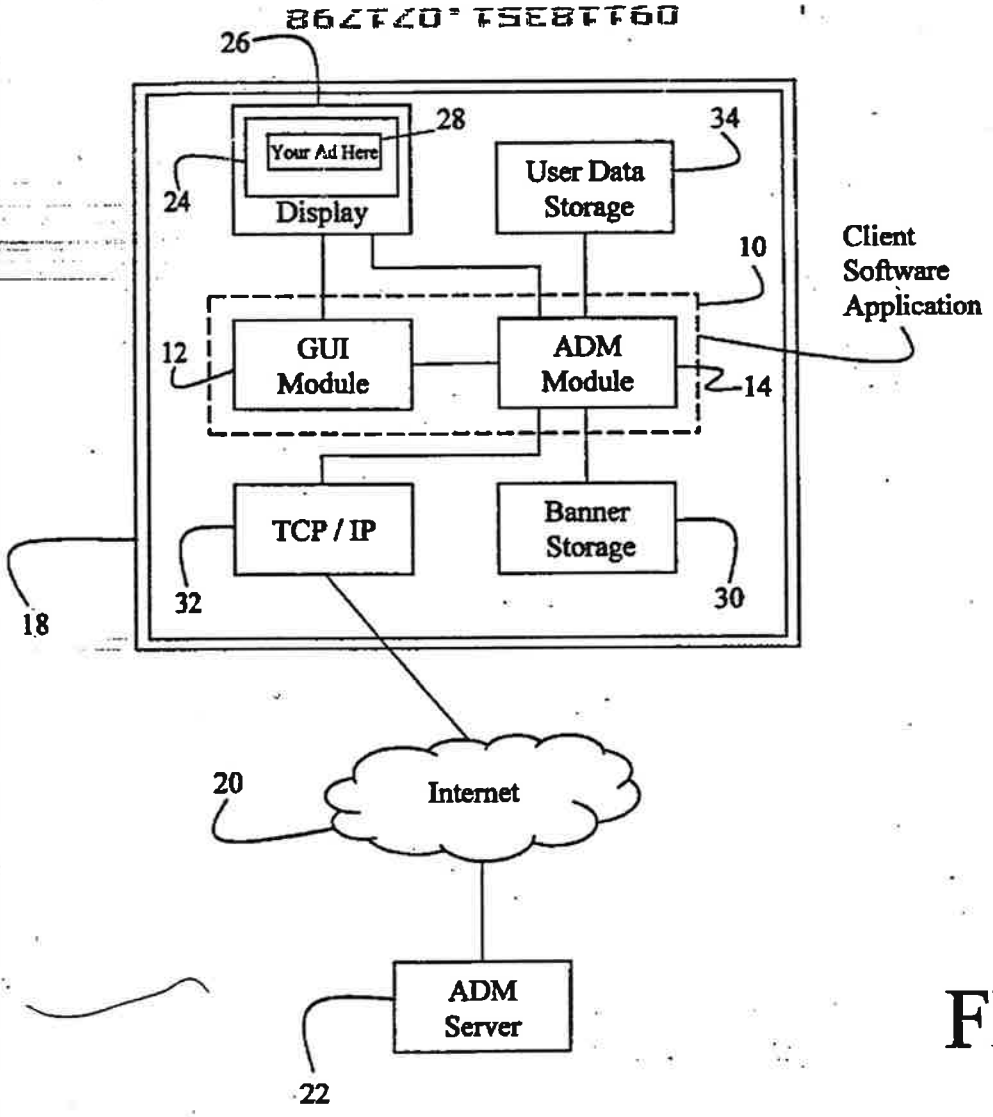

FIG. 1

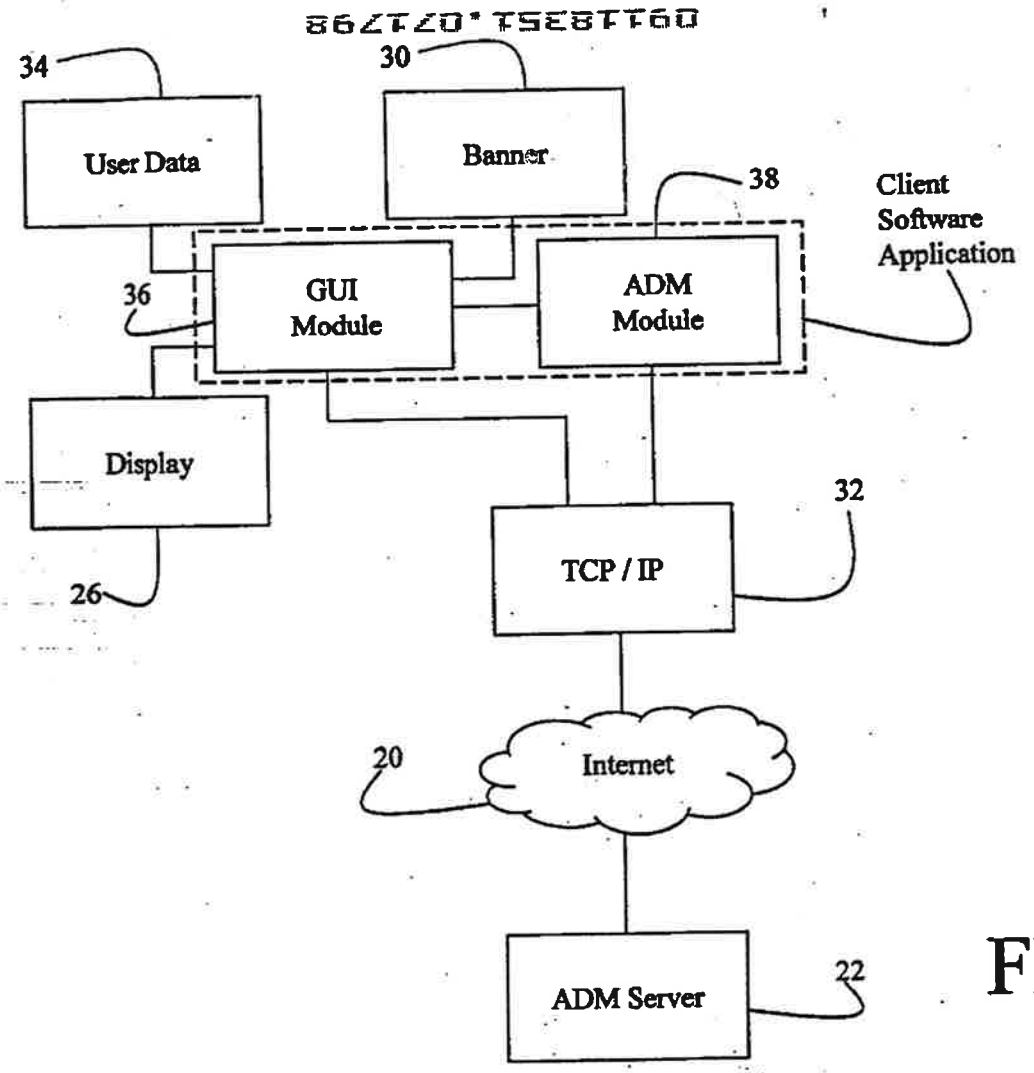

FIG. 2

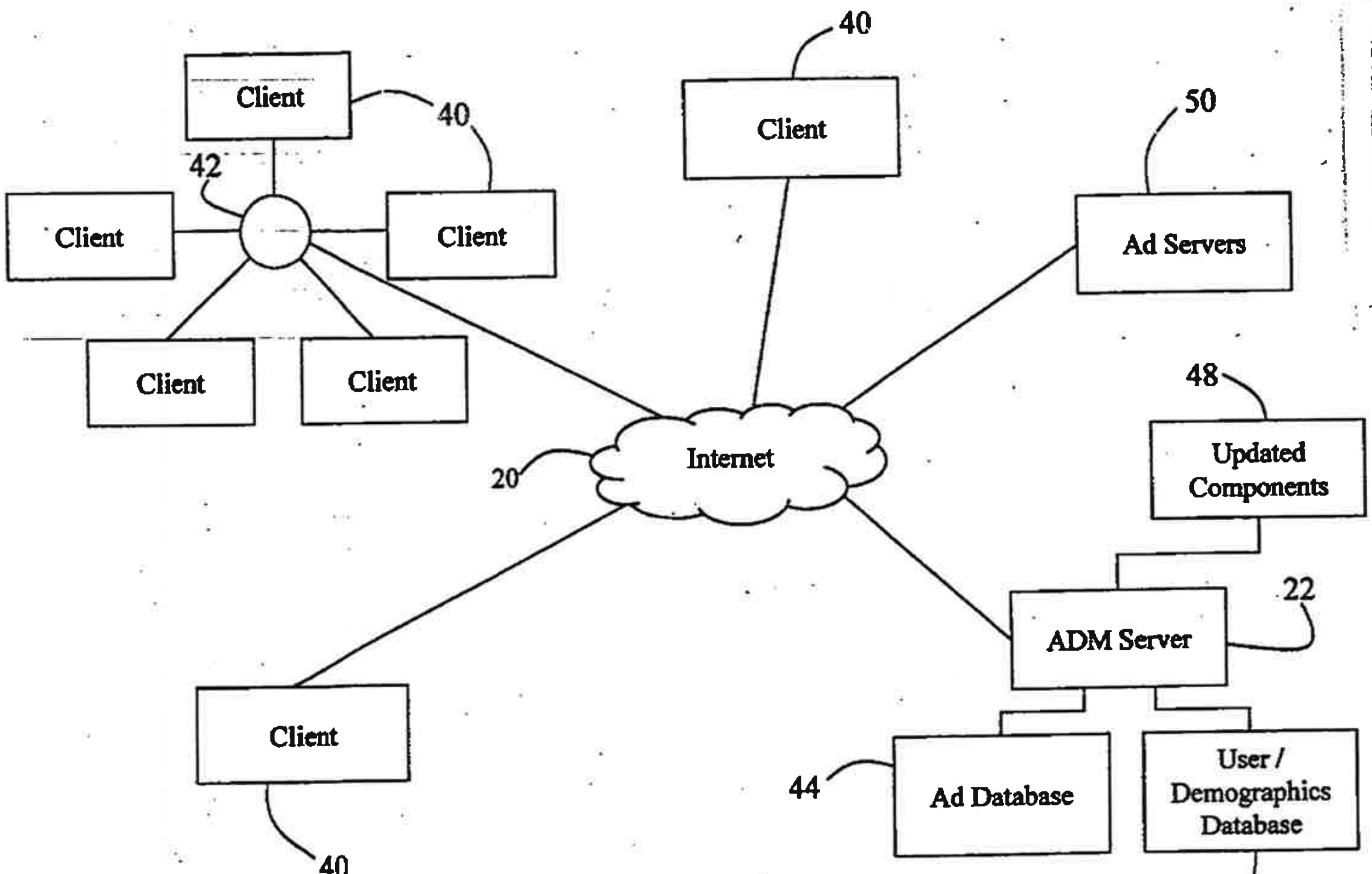

FIG. 3

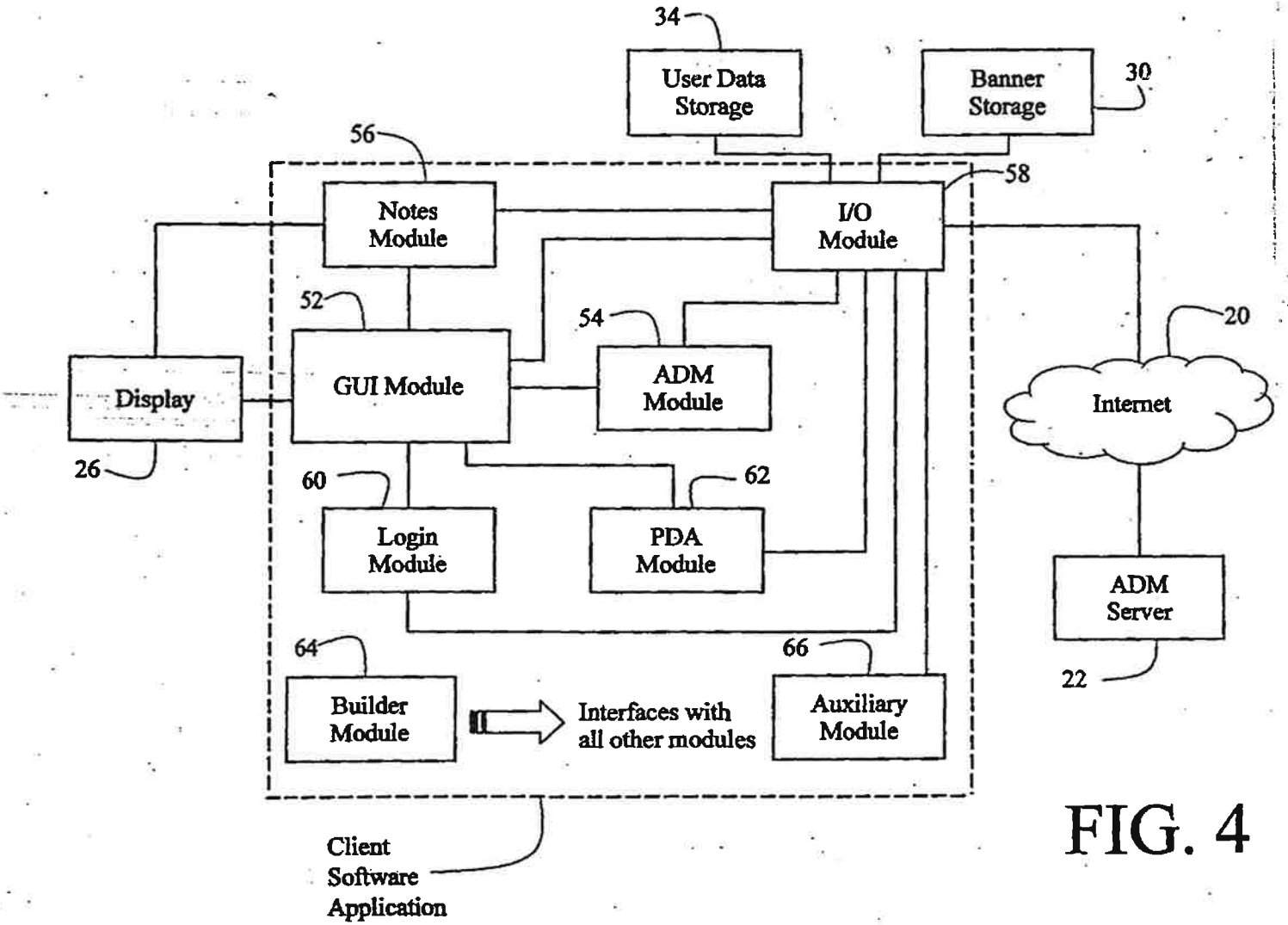

FIG. 4

FIG. 5

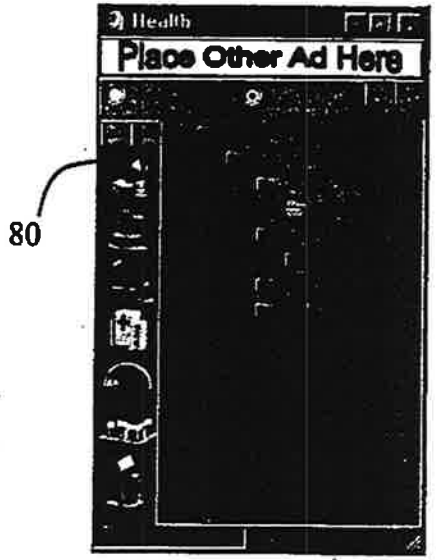

FIG. 5a

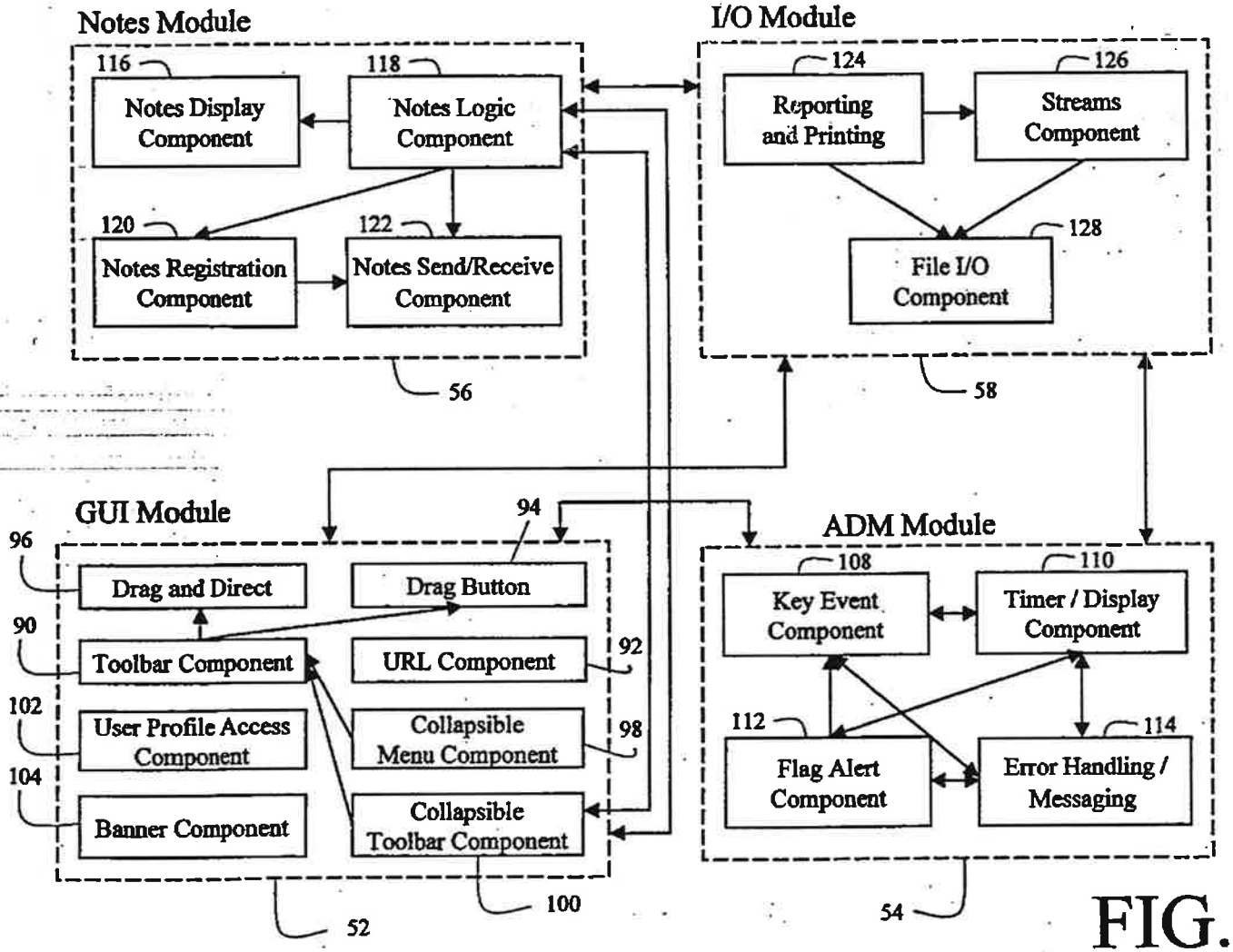

FIG. 6

Image File	Destination Link	Associated Categories	Associated Links	Associated Programs	Priority Lev
Banner01.gif	www.first_link.com	business, finance	www.microsoft.com\excel www.lotus.com\123	Excel™, 123™	General
Banner02.gif	www.second_link.com \ products	business, shopping, computers		Control Panel:System	High
Banner03.gif	third_link.com	sports	www.nfl.com www.espn.com www.sports.com		Medium
:	:	:	:	:	:
BannerXX.gif	www.last_link.com\cgi\login	travel, entertainment			High

FIG. 7

PRINT OF DRAWINGS
AS ORIGINALLY FILI

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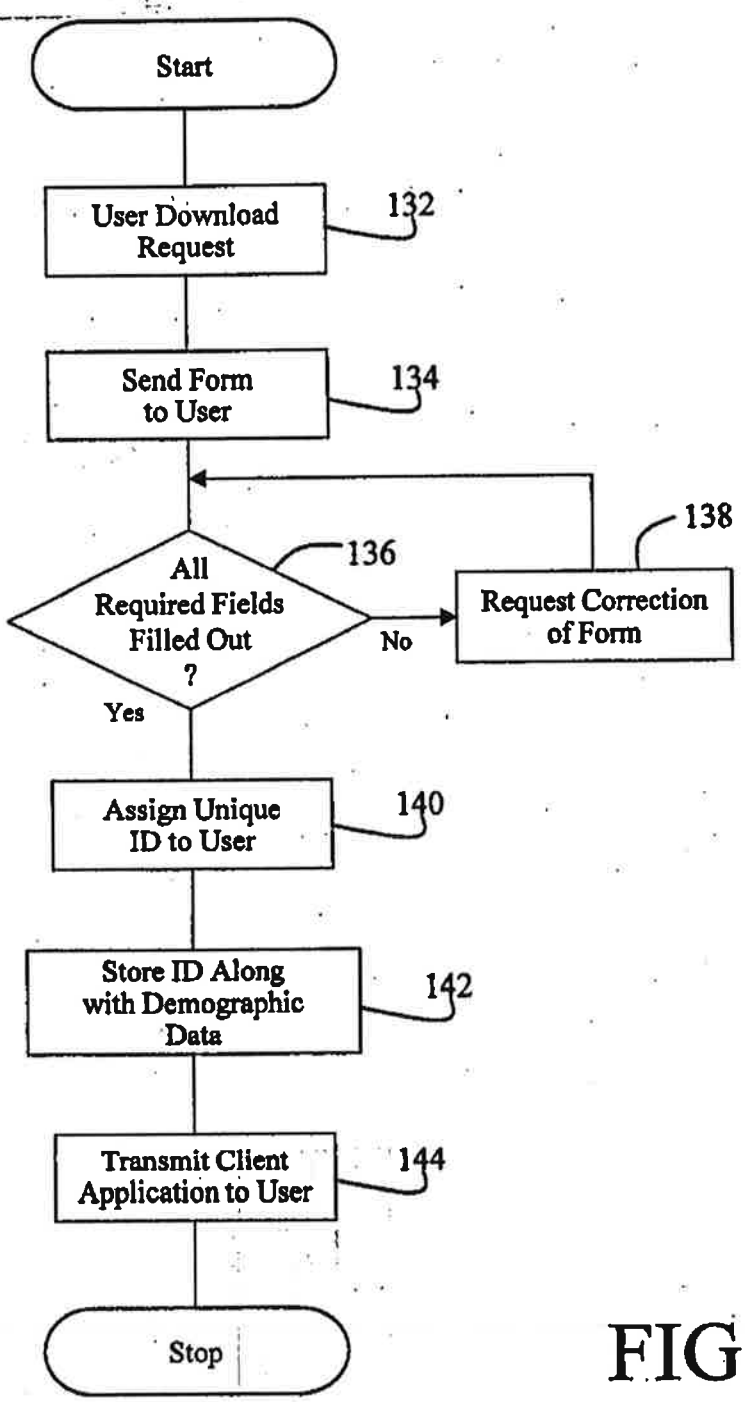


FIG. 8

PRINT OF DRAWINGS
AS ORIGINALLY FILI

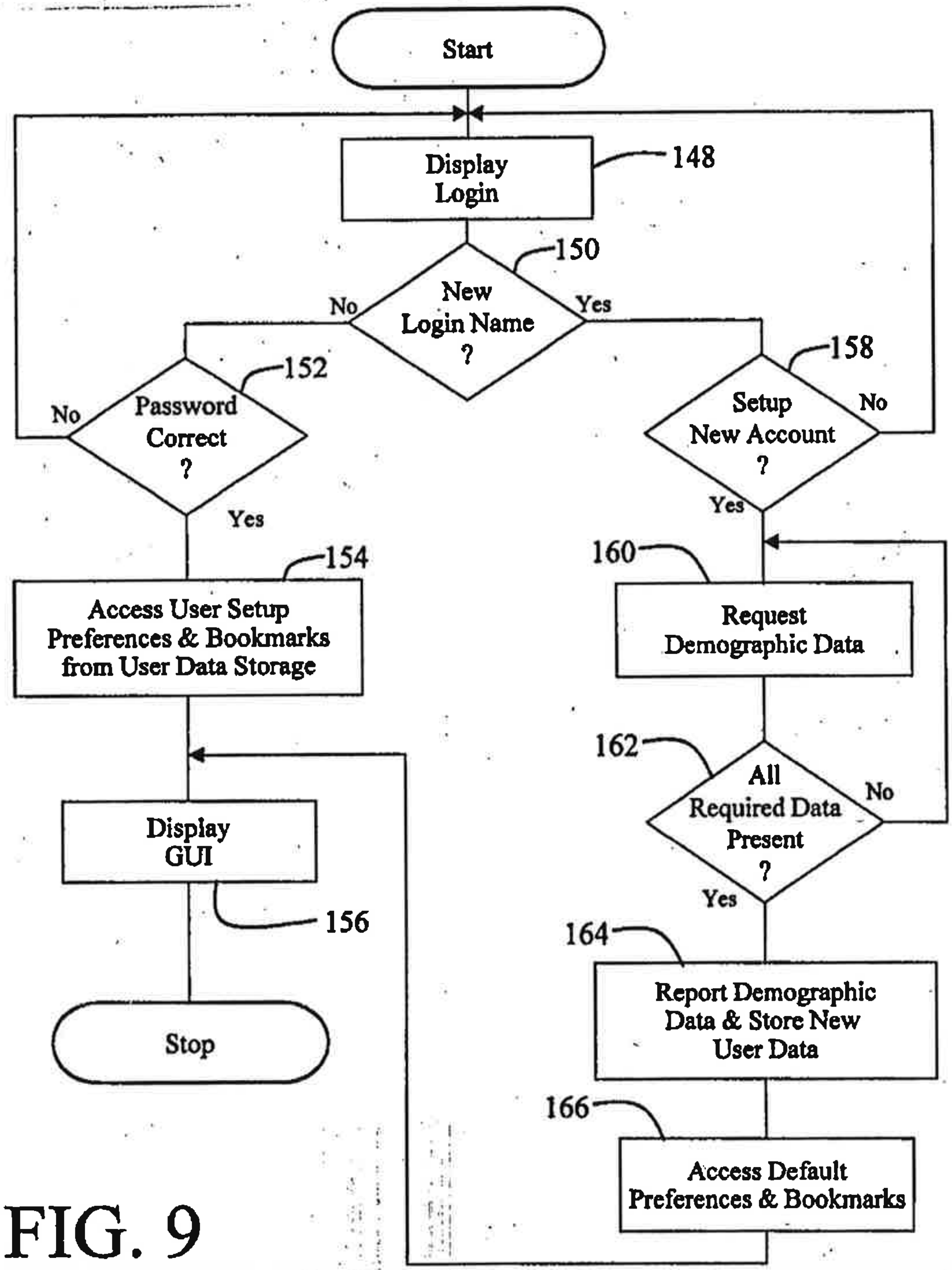


FIG. 9

09118351 .071798

PRINT OF DRAWINGS
AS ORIGINALLY FIL

FIG. 10

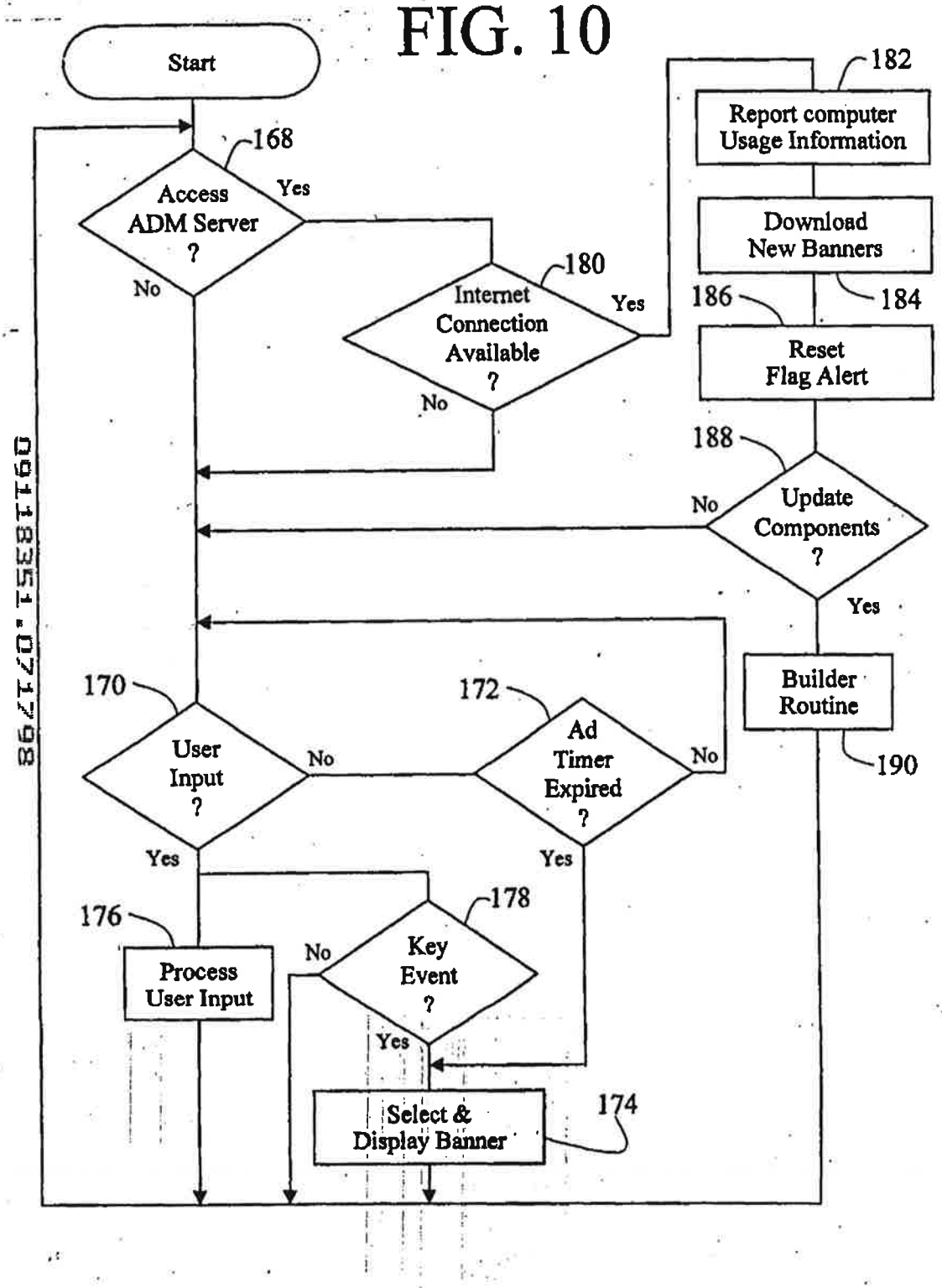
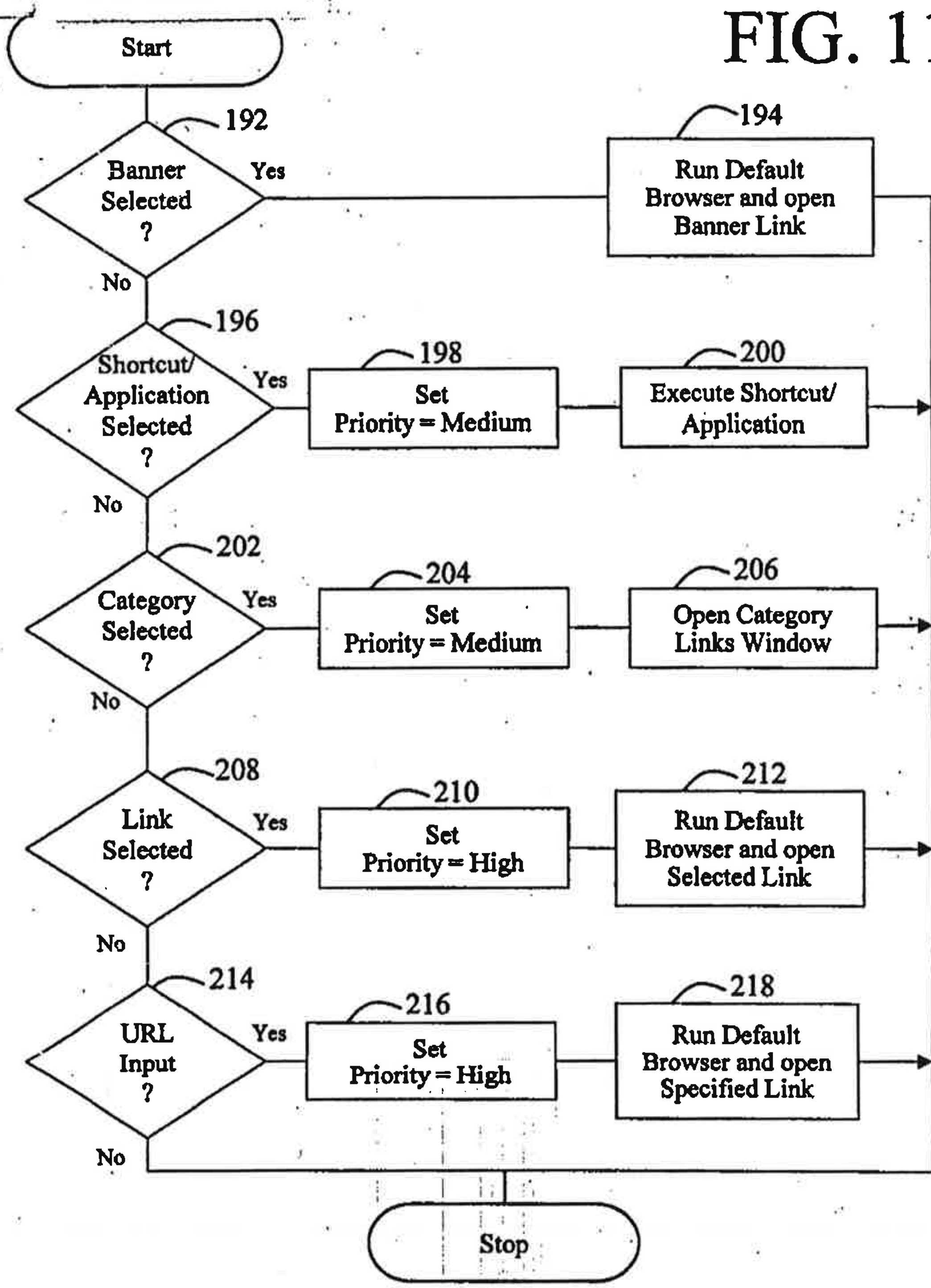


FIG. 11


Start
192
Banner Selected ?
Yes
194
Run Default Browser and open Banner Link
No
196
Shortcut/ Application Selected ?
Yes
198
Set Priority = Medium
200
Execute Shortcut/ Application
No
202
Category Selected ?
Yes
204
Set Priority = Medium
206
Open Category Links Window
No
208
Link Selected ?
Yes
210
Set Priority = High
212
Run Default Browser and open Selected Link
No
214
URL Input ?
Yes
216
Set Priority = High
218
Run Default Browser and open Specified Link
No
Stop

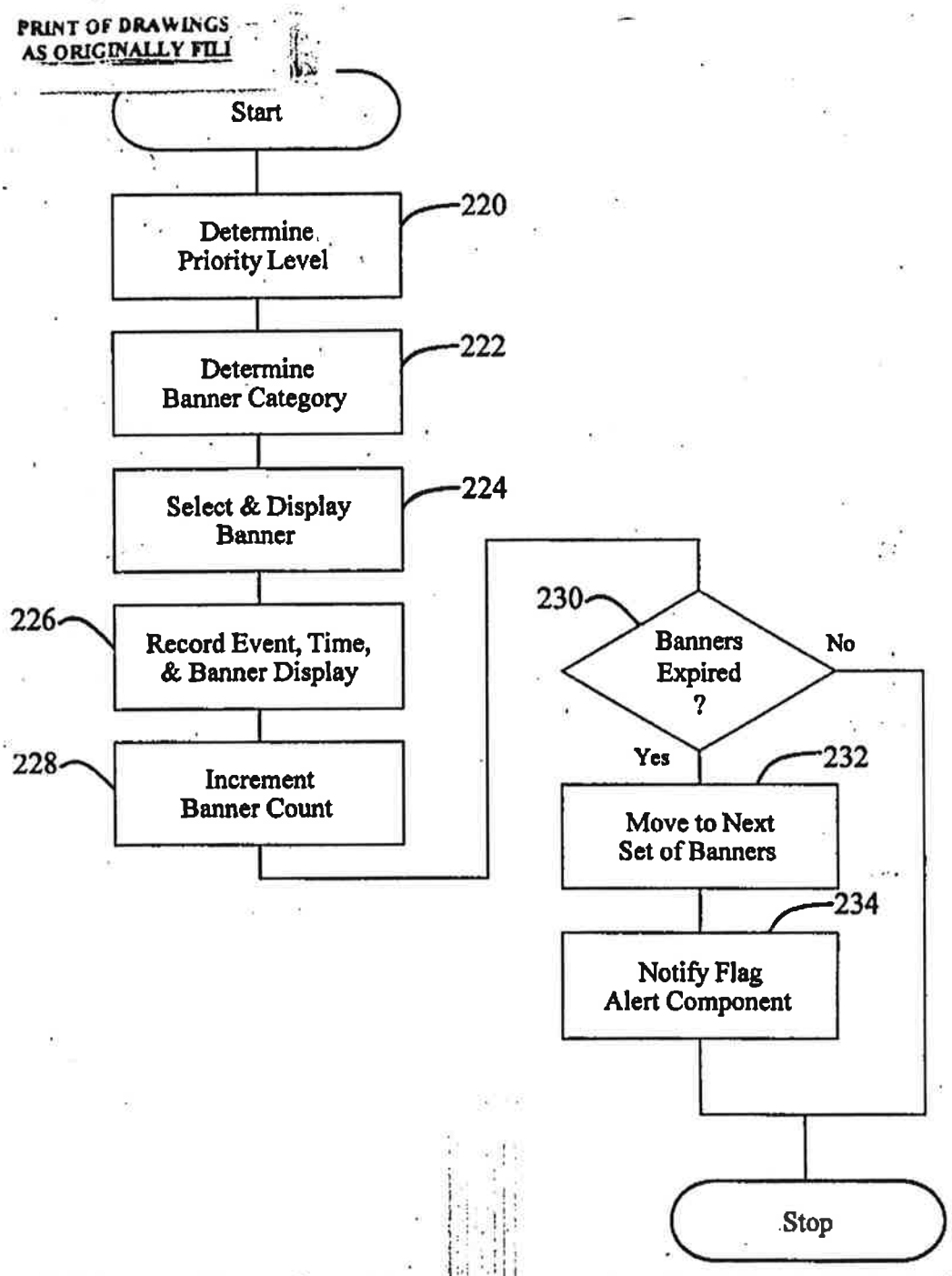


FIG. 12

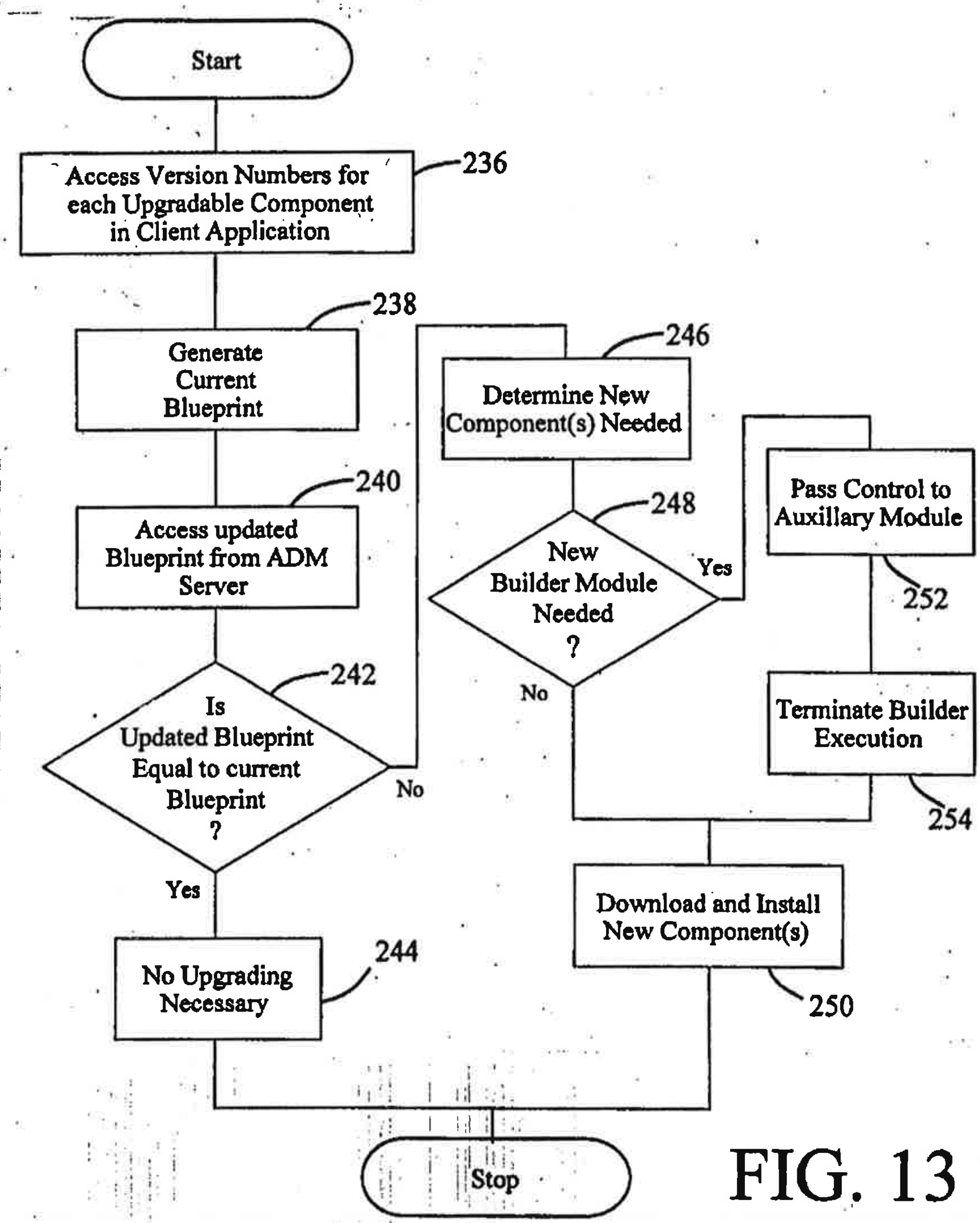
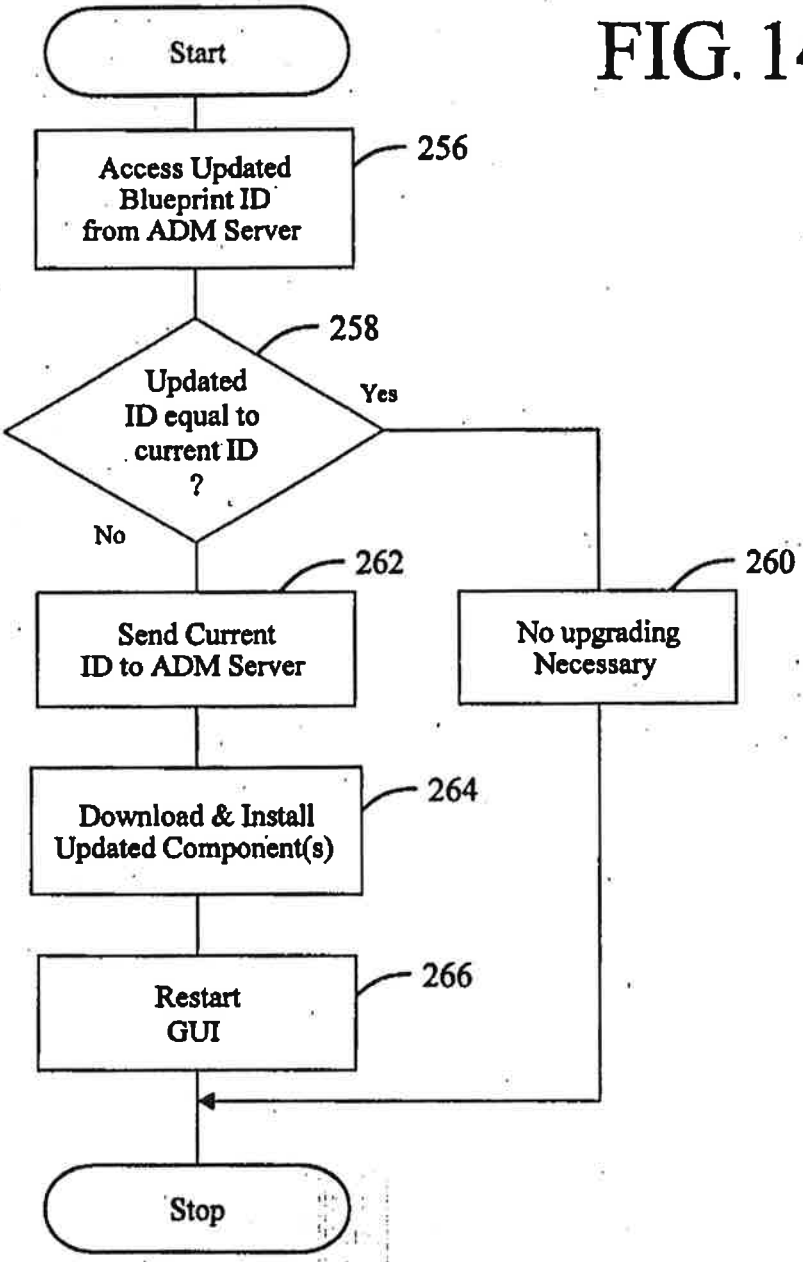


FIG. 13

FIG. 14



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.119616830US

jc447 U.S. PTO
07/17/98

Please type a plus sign (+) inside this box → [+]

PTO/SB/05 (4/98)
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Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No.	P-3001-1/L&M (McKinley)
First Inventor or Application Identifier	Martin David Hoyle
Title	A COMPUTER INTERFACE METHOD AND ....
Express Mail Label No.	EM119616830US

jc518 U.S. PTO
09/118351
07/17/98

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO: Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

1. [■] * Fee Transmittal Form *(e.g., PTO/SB/17)*
(Submit an original and a duplicate for fee processing)
2. [■] Specification [Total Pages 48]
(preferred arrangement set forth below)
- Descriptive title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to Microfiche Appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings *(if filed)*
- Detailed Description
- Claim(s)
- Abstract of the Disclosure
3. [■] Drawing(s) *(35 U.S.C. 113)* [Total Sheets 14]
4. Oath or Declaration [Total Pages 7]
   a. [■] Newly executed (original or copy)
   b. [ ] Copy from a prior application (37 C.F.R. § 1.63(d))
   (for continuation/divisional with Box 16 completed)
      i. [ ] DELETION OF INVENTOR(S)
      Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

* NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

5. [ ] Microfiche Computer Program *(Appendix)*
6. Nucleotide and/or Amino Acid Sequence Submission *(if applicable, all necessary)*
   a. [ ] Computer Readable Copy
   b. [ ] Paper Copy (identical to computer copy)
   c. [ ] Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

7. [ ] Assignment Papers (cover sheet & document(s))
8. [ ] 37 C.F.R.§3.73(b) Statement *(when there is an assignee)* [ ] Power of Attorney
9. [ ] English Translation Document *(if applicable)*
10. [■] Information Disclosure Statement (IDS)/PTO-1449 [■] Copies of IDS Citations
11. [ ] Preliminary Amendment
12. [■] Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
13. [■] * Small Entity Statement(s) *(PTO/SB/09-12)* [ ] Statement filed in prior application, Status still proper and desired
14. [ ] Certified Copy of Priority Document(s)
(if foreign priority is claimed)
15. [ ] Other: _____

16. If a CONTINUING APPLICATION, *check appropriate box, and supply the requisite information below and in a preliminary amendment:*

[ ] Continuation [ ] Divisional [ ] Continuation-in-part (CIP) of prior application No: _____/_____

Prior application information: Examiner _____ *Group / Art Unit:* _____

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

17. CORRESPONDENCE ADDRESS

[ ] Customer Number or Bar Code Label (Insert Customer No. or Attach bar code label here) or [■] Correspondence address below

Name	John K. McCulloch				
	Reising, Ethington, Learman & McCulloch				
Address	5291 Colony Drive North				
City	Saginaw	State	MI	Zip Code	48603
Country	USA	Telephone	(517) 799-5300	Fax	(517) 792-8585

Name (Print/Type)	James D. Stevens	Registration No. (Attorney/Agent)	35,691
Signature	James D. Stevens	Date	7/17/98

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

09118351-071798

09118351.071798

EXPRESS MAILING NO.
119616830US

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Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
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FEE TRANSMITTAL

Patent fees are subject to annual revision on October 1. These are the fees effective October 1, 1997. Small Entity payments must be supported by a small entity statement, otherwise large entity fees must be paid. See Forms PTO/SB/09-12. See 37 C.F.R. §§ 1.27 and 1.28.

TOTAL AMOUNT OF PAYMENT ($) 730.00

Complete If Known	
Application Number	
Filing Date	
First Named Inventor	Martin David Hoyle
Examiner Name	
Group / Art Unit	
Attorney Docket No.	P3001-1/L&M (McKinley)

METHOD OF PAYMENT (check one)

1. ■ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit Account Number: 12-0755

Deposit Account Name: Learman & McCulloch

■ Charge Any Additional Fee Required Under 37 C.F.R. §§ 1.16 and 1.17

☐ Charge the Issue Fee Set in 37 C.F.R. § 1.18 at the Mailing of the Notice of Allowance

2. ■ Payment Enclosed: ■ Check ☐ Money Order ☐ Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
101	790	201	395	Utility filing fee	395
106	330	206	165	Design filing fee	
107	540	207	270	Plant filing fee	
108	790	208	395	Reissue filing fee	
114	150	214	75	Provisional filing fee	

SUBTOTAL (1) ($) 395.00

2. EXTRA CLAIM FEES

			Extra Claims		Fee from below		Fee Paid
Total Claims	43	-20** =	23	X	11	=	253
Independent Claims	5	-3** =	2	X	41	=	82
Multiple Dependent						=	335

**or number previously paid, if greater; For Reissues, see below

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description
103	22	203	11	Claims in excess of 20
102	82	202	41	Independent claims in excess of 3
104	270	204	135	Multiple dependent claim, if not paid
109	82	209	41	** Reissue independent claims over original patent
110	22	210	11	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) ($) 730.00

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet.	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for reexamination	
112	920*	112	920*	Requesting publication of SIR prior to Examiner action	
113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for reply within first month	
116	400	216	200	Extension for reply within second month	
117	950	217	475	Extension for reply within third month	
118	1,510	218	755	Extension for reply within fourth month	
128	2,060	228	1,030	Extension for reply within fifth month	
119	310	219	155	Notice of Appeal	
120	310	220	155	Filing a brief in support of an appeal	
121	270	221	135	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,320	241	660	Petition to revive - unintentional	
142	1,320	242	660	Utility issue fee (or reissue)	
143	450	243	225	Design issue fee	
144	670	244	335	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	240	126	240	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	
146	790	246	395	Filing a submission after final rejection (37 CFR 1.129(a))	
149	790	249	395	For each additional invention to be examined (37 CFR 1.129(b))	

Other fee (specify) ______________

Other fee (specify) ______________

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) ($)

SUBMITTED BY				Complete (if applicable)	
Typed or Printed Name	James D. Stevens			Reg. Number	35,691
Signature	James D Stevens	Date	7/17/98	Deposit Account User ID	

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PTO/SB/08A (6/95)
For use through 9/30/98, OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

1449A/PTO Rev. 10/95	U.S. Department of Commerce Patent and Trademark Office	Complete If Known	
		Application Number	09/118,351
		Filing Date	7/17/98
LIST OF PRIOR ART CITED BY APPLICANT (use as many sheets as necessary)		First Named Inventor	Martin David Hoyle
		Group Art Unit	2773
		Examiner Name	C. Jackson
Sheet 1 of 1		Attorney Docket No. P3001-1/L&M (McKinley)	

09/118351 JC516 U.S. PTO 07/17/98

U.S. PATENT DOCUMENTS						
Examiner Initials	Cite No.	U.S. Patent Document Number	Kind Code if known	Name of Patentee or Applicant of Cited Document	Date of Publication MM-DD-YY	Pages, Columns, Lines Where Relevant Passages or Relevant Figures Appear
C		4,602,279		Freeman	7/22/86	
C		5,347,632		Filepp, et al.	9/13/94	
C		5,572,643		Judson	11/5/96	
C		5,584,025		Keithley, et al.	12/10/96	
C		5,600,781		Root, et al.	2/4/97	
C		5,617,565		Augenbrauun, et al.	4/1/97	
C		5,710,884		Dedrick	1/20/98	
C		5,717,923		Dedrick	2/10/98	
C		5,724,521		Dedrick	3/3/98	
C		5,732,218		Bland, et al.	3/24/98	

FOREIGN PATENT DOCUMENTS							
Examiner Initials	Cite No.	Foreign Patent Document Office Code	Number	Kind (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YY	Pages, Columns, Lines, Where Relevant Passages or Figures Appear

11/29/99

LM
9-24-98
#3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. 09/118,351

Inventor: Martin David Hoyle

A COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

Filed: July 17, 1998

Group Art Unit: 2751

Examiner: Unknown

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the to the Assistant Commissioner for Patents, Washington, D.C. 20231, on September 11, 1998.

JoAnn Shackelford

CHANGE OF ATTORNEY'S ADDRESS IN APPLICATION

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Please send all correspondence for this application to the following attorney of record:

James D. Stevens
Reising, Ethington, Learman & McCulloch, PLLC
P.O. Box 4390
Troy, MI 48099-4390

Please direct all telephone calls to: James D. Stevens
(248) 689-3500

Respectfully submitted,

REISING, ETHINGTON,
LEARMAN & McCULLOCH, PLLC

James D. Stevens
Registration No. 35,691
P.O. Box 4390
Troy, Michigan 48099
(248) 689-3500

Date: September 11, 1998

JDS/js

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postmaster@reising.com

MAILING ADDRESS:
P.O. BOX 4390
TROY, MICHIGAN 48099

FACSIMILE COVER SHEET

TO:
GROUP 2751

COMPANY:
ASSISTANT COMMISSIONER FOR PATENTS
U.S. PATENT & TRADEMARK OFFICE

FAX NUMBER:
(703) 308-6606

PHONE NUMBER:
(703) 305-3900

RE:
CHANGE OF ADDRESS IN APPLICATION
USSN 08/118,351 A COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING
OUR FILE: P-3001-1/BET

FROM:
JAMES D. STEVENS

DATE
September 11, 1998

TOTAL NO. OF PAGES INCLUDING COVER: 2

☐ URGENT!
☐ For Your Review
☐ Original Will Follow by Mail

☐ Please Confirm Receipt by:
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NOTES/COMMENTS

If you do not receive all of the pages, please call (248) 689-3500.

Receipt

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#4

Serial No. 09/118,351

Inventor: Martin David Hoyle

A COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

Filed: July 17, 1998

Group Art Unit: 2751

Examiner: Unknown

REQUEST FOR CORRECTED FILING RECEIPT

Assistant Commissioner for Patents
Washington, D.C. 20231

Attention: **APPLICATION PROCESSING DIVISION**
CUSTOMER CORRECTION BRANCH

Dear Sir:

Attached is a copy of the official Filing Receipt received from the PTO in the above application for which issuance of a corrected filing receipt is respectfully requested.

There is an error with respect to the order of the inventor's name on the official Filing Receipt, which is entered as "DAVID HOYLE MARTIN."

The correct order is:

MARTIN DAVID HOYLE

A copy of the signature page of the Declaration is enclosed.

Since this request is being made due to Patent Office error, we believe that no fee is due, however, the Commissioner is hereby authorized to charge any deficiencies, or credit any overpayment associated with this communication to Deposit Account No. 18-0853. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

REISING, ETHINGTON,
LEARMAN & McCULLOCH, PLLC

James D. Stevens
Registration No. 35,691
P.O. Box 4390
Troy, Michigan 48099
(248) 689-3500

Date: September 11, 1998

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Enc.

PTO-103X
(Rev. 8-95)

FILING RECEIPT

OIPE JC32 SEP 15 1998 PATENT & TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTORNEY DOCKET NO.	DRWGS	TOT CL	IND CL
09/118,351	07/17/98	2751	$730.00	P-3001-1/L&M	14	23	2

JOHN K MCCULLOCH
REISING ETHINGTON LEARMAN & MCCULLOCH
5291 COLONY DRIVE NORTH
SAGINAW MI 48603

#4 JDS 9/10/98

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Application Processing Division's Customer Correction Branch within 10 days of receipt. Please provide a copy of the Filing Receipt with the changes noted thereon.

Applicant(s)

DAVID HOYLE MARTIN, METAINE, LA.

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TITLE
COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

PRELIMINARY CLASS: 074

RECEIVED
AUG 27 1998
LEARMAN & McCULLOCH

RECEIVED
98 SEP 25 AM 9:26
GROUP 2700

(see reverse)

DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

SIGNATURE(S)

NOTE: Carefully indicate the family (or last) name, as it should appear on the filing receipt and all other documents.

Full name of sole or first inventor

Martin (GIVEN NAME) David (MIDDLE INITIAL OR NAME) Boyle (FAMILY OR LAST NAME)

X Inventor's signature Martin David Boyle

Date 7-16-98 Country of Citizenship U.S.A.

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Full name of second joint inventor, if any

(GIVEN NAME) (MIDDLE INITIAL OR NAME) (FAMILY OR LAST NAME)

Inventor's signature

Date Country of Citizenship

Residence

Post Office Address

Full name of third joint inventor, if any

(GIVEN NAME) (MIDDLE INITIAL OR NAME) (FAMILY OR LAST NAME)

Inventor's signature

Date Country of Citizenship

Residence

Post Office Address

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
Address: COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

09/118,351

APPLICATION NUMBER	FILING DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NO.
09/118,351	07/17/98	DAVID HOYLE	P-3001-1/L&M

EXAMINER: M

LM02/0826

JAMES D. STEVENS
REISING ETHINGTON LEARMAN & MCCULLOCH
PO BOX 4390
TROY MI 48099-4390

ART UNIT: 2773 PAPER NUMBER: #5

DATE MAILED: 08/26/99

This is a communication from the examiner in charge of your application.
COMMISSIONER OF PATENTS AND TRADEMARKS

OFFICE ACTION SUMMARY

☒ Responsive to communication(s) filed on 7/17/98

☐ This action is **FINAL.**

☐ Since this application is in condition for allowance except for formal matters, **prosecution as to the merits is closed** in accordance with the practice under *Ex parte Quayle*, 1935 D.C. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire 1 month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

Disposition of Claims

☒ Claim(s) 1-43 is/are pending in the application.

Of the above, claim(s) _____ is/are withdrawn from consideration.

☐ Claim(s) _____ is/are allowed.

☐ Claim(s) _____ is/are rejected.

☐ Claim(s) _____ is/are objected to.

☒ Claims 1-43 are subject to restriction or election requirement.

Application Papers

☐ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☐ The drawing(s) filed on _____ is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on _____ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some* ☐ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) _____.

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

*Certified copies not received: _____.

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

☒ Notice of Reference Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). _____

☐ Interview Summary, PTO-413

☐ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

– SEE OFFICE ACTION ON THE FOLLOWING PAGES –

DETAILED ACTION

Election/Restriction

1. Restriction to one of the following inventions is required under 35 U.S.C. 121:

   I. Claims 1-10, 21-25 and 37-43 are drawn to a "system to provide a user with access to resources," a "computer program product to provide a user with a graphical user interface to access resources and targeted information" all of which are classified in Class 345

   II. Claims 11-20, are drawn to "program product to provide a user with automatically upgradeable software applications, classified in Class 395, subclass 712.

   III. Claims 26-36, are drawn a method for providing advertisement, classified in Class 705, subclass 14.

2. The inventions are distinct, each from the other because of the following reasons: Inventions I, II and III are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct from each other if they are shown to be separately usable. In the instant case, invention I has a separate utility in that it provides a graphical user interface with many display areas having objects that are selectable by a user for accessing information, where invention II is directed at version management of software application. Lastly, invention III is methods for displaying an advertisement in any graphical environment. Each of the

respective inventions has separate utility as in a system not having the others. See MPEP § 806.05(d).

3. Because these inventions are distinct for the reasons given above and have acquired a separate status in the art as shown by their different classification, restriction for examination purposes as indicated is proper.

4. A telephone call was made to James D. Stevens on 8/25/99 to request an oral election to the above restriction requirement, but did not result in an election being made.

Applicant is advised that the reply to this requirement to be complete must include an election of the invention to be examined even though the requirement be traversed (37 CFR 1.143).

5. Any inquiry concerning this communication from the examiner should be directed to Chadwick A. Jackson whose telephone number is (703) 308-9572.

Chadwick A. Jackson, Esq.

August 25, 1999

RAYMOND J. BAYERL
PRIMARY EXAMINER
ART UNIT 2773

GP 2773
10-7-99
B Hilliard

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. 09/118,351

Martin David Hoyle

COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

Filed: July 17, 1998

Group Art Unit: 2773

Examiner: Jackson, Chadwick A.

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Box Missing Parts, Assistant Commissioner for Patents, Washington, D.C. 20231 on September 27, 1999.

JoAnn Shackelford

RESPONSE TO RESTRICTION REQUIREMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Restriction Requirement mailed August 26, 1999, Applicant hereby elects, without traverse, the claims in Group I; that is, claims 1-10, 21-25, and 37-43, for continued prosecution in this application.

The Examiner is invited to telephone the undersigned at (248) 689-3500 if such would advance prosecution of the application.

The Commissioner is hereby authorized to charge any deficiencies or fees or credit any overpayment associated with this communication to Deposit Account No. 50-0852. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

REISING, ETHINGTON, BARNES,
KISSELLE, LEARMAN & McCULLOCH, P.C.

James D. Stevens
Registration No. 35,691
P.O. Box 4390
(248) 689-3500
Troy, Michigan 48099

Date: September 27, 1999
JDS/js

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
Address: COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
09/118,351	07/17/98	DAVID HOYLE M	P-3001-1/L&M

LM02/1130

JAMES D. STEVENS
REISING ETHINGTON LEARMAN & MCCULLOCH
PO BOX 4390
TROY MI 48099-4390

EXAMINER	
JACKSON, C	
ART UNIT	**PAPER NUMBER**
2773	7

DATE MAILED: 11/30/99

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

PTO-90C (Rev. 2/95) 1- File Copy

Office Action Summary

Application No.	Applicant(s)
09/118,351	Hoyle
Examiner	**Group Art Unit**
C. Jackson	2773

—The MAILING DATE of this communication appears on the cover sheet beneath the correspondence address—

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, such period shall, by default, expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).

Status

☒ Responsive to communication(s) filed on 9/28/99.

☐ This action is FINAL.

☐ Since this application is in condition for allowance except for formal matters, **prosecution as to the merits is closed** in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 1 1; 453 O.G. 213.

Disposition of Claims

☒ Claim(s) 1-43 is/are pending in the application.

Of the above claim(s) 11-20, 26-36 is/are withdrawn from consideration.

☐ Claim(s) _____ is/are allowed.

☒ Claim(s) 1-10, 21-25 and 37-43 is/are rejected.

☐ Claim(s) _____ is/are objected to.

☐ Claim(s) _____ are subject to restriction or election requirement.

Application Papers

☒ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☐ The proposed drawing correction, filed on _____ is ☐ approved ☐ disapproved.

☐ The drawing(s) filed on _____ is/are objected to by the Examiner.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119 (a)-(d)

☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 11 9(a)-(d).

☐ All ☐ Some* ☐ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) _____.

☐ received in this national stage application from the International Bureau (PCT Rule 1 7.2(a)).

*Certified copies not received: _____.

Attachment(s)

☒ Information Disclosure Statement(s), PTO-1449, Paper No(s). 2

☐ Interview Summary, PTO-413

☒ Notice of Reference(s) Cited, PTO-892

☐ Notice of Informal Patent Application, PTO-152

☒ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Other _____

Office Action Summary

U. S. Patent and Trademark Office
PTO-326 (Rev. 9-97)

*U.S. GPO: 1997-433-221/62717

Part of Paper No. _____

DETAILED ACTION

Election/Restriction

1. Applicant's election without traverse of claims 1-10, 21-25 and 37-43 in Paper No. 6 is acknowledged.

2. Claims 11-20 and 26-36 are withdrawn from further consideration by the examiner, 37 CFR 1.142(b) as being drawn to a non-elected invention. Election was made without traverse in Paper No. 6.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless --
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claim 21-25 are rejected under 35 U.S.C. 102(b) as being anticipated by Brown, M "Using Netscape 3" (hereinafter "Netscape").

As per claims 21 and 23, Netscape teaches a browser operable upon execution to display a window separated into a number of regions including a menu bar (i.e., second region) with menu items selectable by a user, each menu item having an associated function, a bookmark list window (i.e., third region) with selectable folders used to categorize URLs that provide access web pages,

a location bar (i.e., fourth region) enabling a user can go directly to a web page by typing the URL, a banner region (i.e., fifth region) that displays an advertisement, and a home page button (i.e., display object) that allows a user to access a local HTML file that is stored on the hard drive as the home page. Moreover, Netscape teaches a button region below the location bar provided with a software button that enables the user to access and launch applications. See Netscape, pages 40, 43, 52, 53, 58, 59, 62-64 and 94-109.

As per claim 22, the browser is provided with a tool bar that includes buttons associated with various Internet related activities as well as menu activities.

As per claims 24 and 25, selection of a folder icon reveals URLS, and the window can be manipulated independently.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6. Claims 1, 2-7, 9 and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Angles et al. (US Patent # 5,933,811) in view of Brown, M., "Using Netscape 3" (hereinafter "Netscape").

The Angles '811 patent teaches, as claimed in **claim 1**, a second program module operable upon execution to select informational data to be displayed in said information display region [a consumer control module provided on a client computer as a plug in is operable upon receiving an advertising request to select an appropriate advertisement to be displayed in a place holder of an electronic page, see Angles '811, col. 22, line 9-col. 23, line 56] wherein said first program module is operable in response to selection of a first one of said links to provide the user with access to its associated information resource and to notify said second program module of the selection of said first link [wherein said consumer browser module is operable in response to "user direction" to provide the user with access to a content provided computer and provide an advertisement request associated with said "user direction", see Angles '811, col. 7, lines 53-67, col. 8, lines 33-61, col. 23, lines 15-55]; and wherein said second program module is operable in response to notification from said first program module to select the informational data to be displayed from among a large amount of informational data, said second program module further being operable to store statistical data regarding the display of said selected informational data [wherein the consumer control module is operable in response to an advertisement request from said browser module to select an advertisement from an advertisement database, and further being operable to store audit information regarding the display of said selected advertisement, see Angles '811, col. 15, lines 1-42, col. 23, lines 15-55]. Moreover, the Angles '811 patent teaches the use of consumer browser module, where the module is a software program that enables the display of an electronic pages. However, the Angles '811 patent does not explicitly recite that the

browser module enables the display of a graphical user interface comprising "*a window separated into a number of regions*" and "*a first one of said regions includes a number of user-selectable items, at least some of which is associated with a different data set.*" Netscape, on the other hand, teaches a browser operable upon execution to display a window separated into a number of regions including a bookmark list window with selectable folders, each of which is associated with URLs that are links responsive to user direction and related to the category associated with the folders. See Netscape pages 94-109. Consequently, it would have been obvious to one having ordinary skill in the art at the time the invention was made to provide a the browser with a window separated into a number of regions and having selectable items each associated with a different data set because it a software program that allows a user to access different content providers while providing an organized interface.

As per **claim 2**, the advertisement is selected by the consumer control module based on the content provider profile whose URL is selectable and associated with a folder.

As per **claims 3 and 4**, the control module is a plug-in stored on the consumer computer.

As per **claim 5**, the advantages and techniques for requesting an update version of a plug-in and downloading a new version is old and well known in the art.

As per **claim 6**, the electronic document is provided with an advertisement insert and the advertisement is one of many that is stored in an advertisement database. See Angles '811, col. 12, lines 51-60, col. 15, lines 20-43.

As per **claim 9**, see discussion of claim 2, supra.

As per **claim 10**, advertisement module selects an advertisement for display using content provider information provided by the content provider ID in the advertisement request. See Angles '811, col. 15, lines 20-31.

7. Claims 7 and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Angles et al. (US Patent # 5,933,811) and Brown, M., "Using Netscape 3" (hereinafter "Netscape") in view of Merriman et al. (US Patent 5,948,061).

The combined apparatus of the Angles et al. (US Patent # 5,933,811) and Netscape references do not teach the "*advertisement module selecting and advertisement from a first subset of advertisement in the advertisement database, and in response to each of the advertisements in the first subset being selected a number of times, to select an advertisement from a second subset of advertisements in the advertisement database.*" In contrast, the Merriman '061 patent teaches selecting an advertisement from a database when the number of times the user has seen the advertisement does not exceed a predetermined threshold (i.e., first subset is the set of advertisements which "*initially*" do not exceed the predetermined threshold). In addition, when the number of times a user has seen an advertisement exceeds the threshold, the advertisement is removed as a selection option (i.e., second set is the set of advertisements that remain one an advertisement has been removed because it exceeds the viewing threshold). See Merriman '061, col. 6, lines 11-26. Moreover, the Merriman '061 patent also teaches that continuous exposure to the same advertisement reduces the response rate to the advertisement. Consequently, it would have been obvious to one having ordinary skill in the art at the time the

invention was made to incorporate the frequency of exposure feature disclosed in the Merriman '061 patent into the combined apparatus of the Angles '811 and Netscape references because it would reduce the amount of exposure a user has to an advertisement and thus improve user response to the advertisement.

6. Claims 37-43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Merriman et al. (US Patent 5,948,061) in view of Netscape.

The Merriman '061 patent teaches, as claimed in claim 37 and 43, a web browser application stored on a user's computer wherein the browser is operable to display web pages on the user's computer, the web pages include a banner region for displaying a plurality of advertisements. The advertisements associated information, such as advertisement id, Standard Industry Codes (SIC codes) that indicate acceptable viewers for an advertisement and pages that the advertisements are viewed. Moreover, the browser is operable in response to user selection of a category of advertisement, specified by SIC code, to display an advertisement currently available that matches the category of advertisement. See Merriman '061, col. 5, line 50-col. 6, line 11. The Merriman '061 patent does not specifically teach that the web page is displayed in a window. However, the Netscape reference teaches providing a browser with a window for displaying a web page. See Netscape pages 40, 43, 52, 53, 58, 59 and 62-64. Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to provide a window for displaying a web page because it provides an interface for viewing information accessed by the browser.

As per **claims 39 and 40**, as discussed above with respect to claim 37, in response to a user's selection of a web page or advertisement the system will display an advertisements corresponding to the SIC code of the selected web page or advertisement.

As per **claim 41**, see col. 7, lines 15-31.

As per **claims 38 and 42**, the invention utilizes SIC codes to associated characteristics of the web site to the web site. Accordingly, one having ordinary skill in the art would recognize that keywords and URLs are substitutes for selecting appropriate advertisements for display.

Conclusion

9. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure and is provided on PTO form 892.

10. Response to this action should be mailed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231. If applicant desires to fax a response, (703) 308-9051 may be used for formal communications or (703) 305-9724 for informal or draft communications. Please label "PROPOSED" OR "DRAFT" for informal facsimile communications. For after final responses, please label "AFTER FINAL" or "EXPEDITED PROCEDURE' on the document. Hand delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington VA., Sixth Floor (Receptionist).

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chadwick A. Jackson, whose telephone number is (703) 308-9572. The

examiner can normally be reached Mon-Thu from 7:30 a.m. - 6:00 p.m. ET. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew Kim, can be reached at (703) 305-3821

12. Any inquiry of a general nature or relating to the status of this application or proceedings should be directed to the group receptionist whose telephone number is (703) 305-3900.

Chadwick A. Jackson

November 18, 1999

RAYMOND J. BAYERL
PRIMARY EXAMINER
ART UNIT 2773

Notice of References Cited

Application No.	Applicant(s)		
09/118,351	Hoyle		
Examiner		Group Art Unit	Page 1 of 1
C. Jackson		2773	

U.S. PATENT DOCUMENTS

*		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS
	A	5,740,549	4/98	Reilly et al.	705	14
	B	5,848,397	12/98	Marsh et al.	705	14
	C	5890172	3/99	Borman et al	707	501
	D	5,914,714	6/99	Brown	345	339
	E	5917491	6/99	Bauersfeld	345	352
	F	5933811	8/99	[redacted]. Anglas et al	705	14
	G	5937392	8/99	Alberts	705	14
	H	5,963,208	10/99	Dolan et al	345	357
	I	5,948,061	9/99	Merriman et al	707	501
	J	5,977,970	11/99	Amro et al.	345	340
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

*		DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS
	N						
	O						
	P						
	Q						
	R						
	S						
	T						

NON-PATENT DOCUMENTS

*		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
	U	Brown, M, Using Netscape 3, special Edition Pages 40, 43, 52, 53, 58, 59, [redacted] 62-64, 94-109	1996
	V		
	W		
	X		

* A copy of this reference is not being furnished with this Office action. (See Manual of Patent Examining Procedure, Section 707.05(a).)

Part of Paper No. 7

FORM PTO 948 (REV. 11-97) U.S. DEPARTMENT OF COMMERCE-Patent and Trademark Office Application No. 09/118351

NOTICE OF DRAFTPERSON'S PATENT DRAWING REVIEW

The drawing filed (insert date) 7/17/98 are:

A. ____ not objected to by the Draftperson under 37 CFR 1.84 or 1.152.

B. ✓ objected to by the Draftperson under 37 CFR 1.84 or 1.152 as indicated below. The Examiner will require submission of new, corrected drawings whe necessary. Corrected drawings must be submitted according to the instructions on the back of this notice.

1. DRAWINGS. 37 CFR 1.84(a): Acceptable categories of drawings: Black ink. Color.
   - ____ Color drawing are not acceptable until petition is granted. Fig.(s) ____
   - ____ Pencil and non black ink is not permitted. Fig(s): ____

2. PHOTOGRAPHS. 37 CFR 1.84(b)
   - ____ Photographs are not acceptable until petition is granted.
   - ____ 3 full-tone sets are required. Fig(s)____
   - ____ Photographs not properly mounted (must brystol board or photographic double-weight paper). Fig(s)____
   - ____ Poor quality (half-tone). Fig(s)____

3. TYPE OF PAPER. 37 CFR 1.84(e)
   - ____ Paper not flexible, strong, white and durable. Fig.(s)____
   - ____ Erasures, alterations, overwritings, interlineations, folds, copy machine marks not acceptable. (too thin)
   - ____ Mylar, vellum paper is not acceptable (too thin). Fig(s)____

4. SIZE OF PAPER. 37 CFR 1.84(F): Acceptable sizes:
   - ____ 21.0 cm by 29.7 cm (DIN size A4)
   - ____ 21.6 cm by 27.9 cm (8 1/2 x 11 inches)
   - ____ All drawings sheets not the same size. Sheet(s)____

5. MARGINS. 37 CFR 18.4(g): Acceptable margins:
   Top 2.5 cm Left 2.5 cm Right 1.5 cm Bottom 1.0 cm SIZE: A4 Size
   Top 2.5 cm Left 2.5 cm Right 1.5 cm Bottom 1.0 cm SIZE: 8 1/2 x 11
   - X Margins not acceptable. Fig(s)____
   - ____ Top (T) ____ Left (L)
   - ____ Right (R) ____ Bottom (B)

6. VIEWS. CFR 1.84(h)
   REMINDER: Specification may require revision to correspond to drawing changes.
   - ____ Views connected by projection lines or lead lines. Fig.(s)____

   Partial views. 37 CFR 1.84(h)(2)
   - ____ Brackets needed to show figure as one entity. Fig.(s)____
   - ____ Views not labeled separately or properly. Fig.(s)____
   - ____ Enlarged view not labeled separately or properly. Fig.(s)____

7. SECTIONAL VIEWS. 37 CFR 1.84(h)(3)
   - ____ Hatching not indicated for sectional portions of an object. Fig.(s)____
   - ____ Sectional designation should be noted with Arabic or Roman numbers. Fig.(s)____

8. ARRANGEMENT OF VIEWS. 37 CFR 1.84(i)
   - ____ Words do not appear on a horizontal, left-to-right fashion when page is either upright or turned, so that the top becomes the right side, except for graphs. Fig.(s)____
   - ____ Views not on the same plane on drawing sheet. Fig.(s)____

9. SCALE. 37 CFR 1.84(k)
   - ____ Scale not large enough to show mechansim without crowding when drawing is reduced in size to two-thirds in reproduction. Fig.(s)____

10. CHARACTER OF LINES, NUMBERS, & LETTERS. 37 CFR 1.84(l)
   - ____ Lines, numbers & letters not uniformly thick and well defined, clean, durable and black (poor line quality). Fig.(s)____

11. SHADING. 37 CFR 1.84(m)
   - ____ Solid black areas pale. Fig.(s)____
   - ____ Solid black shading not permitted. Fig.(s)____
   - ____ Shade lines, pale, rough and blurred. Fig.(s)

12. NUMBERS, LETTERS, & REFERENCE CHARACTERS. 37 CFR 1.48(p)
   - ____ Numbers and reference characters not plain and legible. Fig.(s)____
   - ____ Figure legends are poor. Fig.(s)____
   - ____ Numbers and reference characters not oriented in the same direction as the view. 37 CFR 1.84(p)(3) Fig.(s)____
   - ____ Engligh alphabet not used. 37 CFR 1.84(p)(3) Fig.(s)____
   - ✓ Numbers, letters and reference characters must be at least .32 cm (1/8 inch) in height. 37 CFR 1.84(p)(3) Fig.(s) 1,7 in part

13. LEAD LINES. 37 CFR 1.84(q)
   - ____ Lead lines cross each other. Fig.(s)____
   - ____ Lead lines missing. Fig.(s)____

14. NUMBERING OF SHEETS OF DRAWINGS. 37 CFR 1.48(t)
   - ____ Sheets not numbered consecutively, and in Ababic numerals beginning with number 1. Fig.(s)____

15. NUMBERING OF VIEWS. 37 CFR 1.84(u)
   - ____ Views not numbered consecutively, and in Abrabic numerals, beginning with number 1. Fig.(s)____

16. CORRECTIONS. 37 CFR 1.84(w)
   - ____ Corrections not made from PTO-948 dated ____

17. DESIGN DRAWINGS. 37 CFR 1.152
   - ____ Surface shading shown not appropriate. Fig.(s)____
   - ____ Solid black shading not used for color contrast. Fig.(s)____

COMMENTS

REVIEWER Tavis DATE 8/27/98 TELEPHONE NO. 703 305 8404

ATTACHMENT TO PAPER NO. 7

GAU 2773

#8/A

5-12-00

B. Hilliard

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. 09/118,351

Martin David Hoyle

COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

Filed: July 17, 1998

Group Art Unit: 2773

Examiner: ~~Jackson, Chadwick A.~~ Nguyen, Cao

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231 on May 1, 2000.

JoAnn Shackelford

AMENDMENT AND RESPONSE PURSUANT TO 37 C.F.R. § 1.111

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Office Action mailed November 30, 1999, for which a two month extension of time for response is hereby requested, please amend the subject application as follows.

IN THE CLAIMS

1. **(Amended)** An apparatus for use by a computer to provide a user of the computer with access to information resources **via a browser**, the apparatus comprising:

a non-volatile data storage device;

a first program module stored on said non-volatile data storage device in a computer-readable format;

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said first program module being operable upon execution to display a graphical user interface comprising a window separated into a number of regions;

a first one of said regions including a number of user-selectable items, at least some of which are each associated with a different data set, said data sets each

45

representative of a different category of information and each of said data sets comprising a number of user-selectable links to different information resources;

a second one of said regions comprising an information display region,

a second program module operable upon execution to select informational data to be displayed in said information display region;

wherein said first program module is operable in response to selection of a first one of said links to **activate a separate browser application and retrieve the associated information resource using the browser application, said first program module further being operable in response to selection of the first link [provide the user with access to its associated information resource and]** to notify said second program module of the selection of said first link, **whereby said informational data is displayed in said second region of the graphical user interface of said first program module independently of the display of the information resource by said browser application**; and

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wherein said second program module is operable in response to notifications from said first program module to select the informational data to be displayed from among a larger amount of said informational data, said second program module further being operable to store statistical data regarding the display of said selected informational data.

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11 2X. **(Amended)** A computer-readable memory for use by a computer to provide a user of the computer with an integrated graphical interface to a plurality of computer resources, the computer-readable memory comprising:

a non-volatile data storage device;

a program stored on said non-volatile data storage device in a computer-readable format;

A2

said program being operable upon execution to display a graphical user interface comprising an application window separated into a number of regions,

a first one of said regions including a number of graphical objects, at least some of which are each representative of a different computer application and are selectable by the user via an input device, wherein said program is operable upon

46

selection of one of said graphical objects to initiate execution of the computer application associated therewith;

a second one of said regions including a number of menu items selectable by the user, each of said menu items having a function associated therewith;

a third one of said regions including a **plurality [number]** of user-selectable **link category buttons [items, at least some of which are]** each associated with a different data set, said data sets each comprising a number of links to different information resources, wherein said program is operable in response to selection of one of said **link category buttons to display the links from the data set associated with said one of said link category buttons, with said program further being operable in response to selection of one of the displayed links [items]** to provide the user with access to its associated **[data set] information resource via a browser application**;

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a fourth one of said regions including a user-input text field, wherein said program is operable to access one or more computer files specified by the user via text inputted into said text field;

a fifth one of said regions comprising a banner region, wherein said program is operable to access banner data and display said banner data in said banner region; and

said window including a display object that is selectable by the user via the input device, wherein said program is operable in response to selection of the display object to access information stored on a data storage device located in a disk drive within the computer.

In claim 24, lines 1 and 2, delete "wherein said items in said third region comprise link category buttons and" and, in line 3, insert -- the -- between "containing" and "links".

In claim 25, line 1, delete "21" and insert therefor -- 24 --.

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16 37. **(Amended)** A computer-readable memory for use by a computer to provide a user of the computer with targeted information, comprising:

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a non-volatile data storage device;

47

a program stored on said non-volatile data storage device in computer-readable format, said program being operable upon execution to display a window containing an information display region;

wherein said program is operable to select and display informational data in said information display region, said informational data **comprising** [comprises] a plurality of **locally-stored** display objects with at least some of said display objects each having a **locally-stored** data set associated therewith, said data sets each including one or more of the following data items:

a category identifier that indicates a category of information to which the associated display object relates, wherein said program is operable in response to a user action relating to one of said categories of information to display in said information display region a display object having an associated category identifier that relates to that one category of information;

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a software application identifier that identifies a software application that may be accessible to the user via the computer, wherein said program is operable in response to user selection of the software application to display in said information display region a display object associated with the selected software application;

whereby said program can present the user with display objects that are selected based on user action without requiring concurrent access to any other computer.

REMARKS

This amendment is being filed in response to the Office Action mailed November 30, 1999. In that Office Action, claims 1-10, 21-25, and 37-43 were rejected on various prior art grounds and claims 11-20 and 26-36 were withdrawn from consideration based on Applicant's previously-filed response to the Examiner's restriction requirement. Claims 1, 21, 24, 25, and 37 are hereby being amended and claims 11-20 and 26-36 are being cancelled. Accordingly, claims 1-10, 21-25, and

48

37-43 remain pending in the application. The undersigned thanks the Examiner for the thoroughness of his written basis for the rejection of the claims.

Claims 1, 2-7, 9, and 10 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Angles et al. in view of the Netscape reference. Further, claim 7 and 8 stand rejected under this same section as being unpatentable over Angles et al. and the Netscape reference in view of Merriman et al. These rejections are respectfully traversed for the reasons discussed below.

Angles et al. is directed to a system for delivering advertising that is embedded into web pages requested by the user. The user registers with the advertising provider and is assigned a member code that is stored on the user's computer as a cookie. When the user requests a web page from a content provider that uses the advertising provider's services, the returned web page includes a link (advertising request) that results in the user's browser contacting the advertising provider's computer to request an advertisement. The advertising computer then accessing the member's code and, using the user's profile that was obtained at registration, accesses a custom advertisement that is returned to the user's computer and combined with (embedded into) the displayed web page. The content provider also registers initially with the advertising provider and is assigned a content provider script and code that can also be used in selecting appropriate advertising.

Applicant's invention, as defined in amended claim 1, is different in a number of ways. First, the invention of claim 1 is not directed to the use of a browser to display advertisements, much less ones embedded into a third party web page, but rather to a separate application program that displays advertisements or other such informational data outside of the browser application in response to user action in selecting links to web pages or other information resources. Second, the invention of claim 1 does not require the information resource to include an advertising request to obtain targeted advertising. Rather, the claimed data sets that are used in targeting the advertising can (but need not) be locally-stored along with the advertising. Thus, the advertisement can be displayed immediately, without having to wait for it to be first

identified by the requested web page as in the Angles et al. system. This means that the advertisement can be displayed for viewing while the user is waiting for the requested web page to be retrieved and loaded. In this regard, the user's computer need not even be concurrently connected to the Internet or any other network to display its advertising, as required in the Angles et al. system. These differences are recited in amended claim 1, which states that:

> wherein said first program module is operable in response to selection of a first one of said links to activate a separate browser application and retrieve the associated information resource using the browser application, said first program module further being operable in response to selection of the first link to notify said second program module of the selection of said first link, whereby said informational data is displayed in said second region of the graphical user interface of said first program module independently of the display of the information resource by said browser application.

Furthermore, as this quoted portion of claim 1 indicates, the first and second program modules are separate from the browser application used to display the requested information resource. That is, claim 1 recites that, in response to the user selecting a link, the first program module activates a separate browser to display the requested information resource and then notifies the second program module which, as stated later in the claim, selects an advertisement or other informational data to display in the appropriate region provided by the first program module. Thus, although Angles et al. discloses the use of a plug-in for display of advertisements in a separate window, it does not provide the advertising using Applicant's claimed notification and display approach that is the subject of claim 1.

The Netscape reference, Merriman et al., and the other prior art of record has been reviewed and Applicant respectfully submits that none of these references, whether considered singly or in combination, disclose or suggest the invention of amended claim 1. Accordingly, claim 1 is believed to patentably distinguish the prior art. Claims 2-10 each ultimately depend from claim 1 and should be allowable therewith.

Claims 21-25 stand rejected under 35 U.S.C. § 102(b) as being anticipated by the Netscape reference. This rejection is respectfully traversed for the following reasons.

The Examiner's application of basic browser technology and, in particular, the Netscape reference to claims 21-25 is acknowledged and understood. In response, a portion of claim 24 has been substantially incorporated into independent claim 21 along with additional changes which together is believed to render claim 21 patentably distinct over the Netscape and other prior art of record.

As amended, claim 21 recites that the third region of the displayed graphical user interface includes:

> a plurality of user-selectable link category buttons each associated with a different data set, said data sets each comprising a number of links to different information resources, wherein said program is operable in response to selection of one of said link category buttons to display the links from the data set associated with said one of said link category buttons, with said program further being operable in response to selection of one of the displayed links to provide the user with access to its associated information resource via a browser application.

Applicant respectfully submits that neither the Netscape reference nor any of the other prior art of record teach or suggest this feature; namely, the provision of link category buttons that provide a display of associated links which can be selected by the user to access its associated web page or other information resource. The folder buttons used to organize Netscape bookmarks are not incorporated into a separate region of the user interface, as recited in claim 21, but are displayed within a separate window that is not a part of the application window containing the menu items, location bar, etc.

Accordingly, Applicant respectfully submits that claim 21 patentably distinguishes over the prior art. Claims 22-25 each ultimately depend from claim 21 and are allowable therewith.

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Claims 37-43 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Merriman et al. in view of the Netscape reference. The rejection is respectfully traversed for the reasons discussed below.

Merriman et al. is similar to Angles et al. in that it relies on the use of the content provider's web pages having an embedded reference to the advertising server in order to obtain the advertisement and, further, uses user-specific information, such as the user's IP address or the information contained in a received cookie, to look up user information for use in selecting (targeting) the advertising to the user. The selected advertisement is then incorporated into the requested web page, as in the Angles et al. system. However, in the invention recited in amended claim 37, the advertisements or other display objects, as well as their associated category identifiers and/or software application identifiers, are stored locally (i.e., along with the executable program itself). This permits advertising to be targeted, not simply according to the content of the requested web page (which is determined by the third party) or the user demographic data stored at the advertising server, but rather by the user's actions according to category-specific associations stored locally on the user's computer.

Moreover, while other systems in the prior art of record provide for local storage and offline display of advertisements, they do not utilize the claimed category or software application identifiers to target the advertisement according to user actions on his or her computer. That is, they do not disclose such a system in which locally-stored category or software application identifiers are utilized in response to user action to select an advertisement or other display object.

Accordingly, claim 37 is believed to patentably define over the prior art of record. Claims 38-43 each ultimately depend from claim 37 and should be allowed therewith.

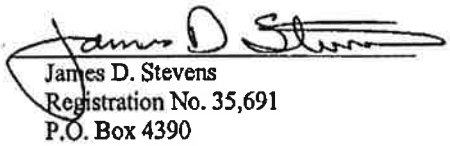
In view of the foregoing, Applicant respectfully submits that all claims pending are allowable over the prior art of record. Reconsideration is therefore

requested. The Examiner is invited to telephone the undersigned if doing so would advance prosecution of this case.

Our check in the amount of $190 for a two (2) month extension of time is enclosed. The Commissioner is hereby authorized to charge any deficiencies or fees or credit any overpayment associated with this communication to Deposit Account No. 50-0852. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

REISING, ETHINGTON, BARNES,
KISSELLE, LEARMAN & McCULLOCH, P.C.



James D. Stevens
Registration No. 35,691
P.O. Box 4390
(248) 689-3500
Troy, Michigan 48099

Date: May 1, 2000
JDS/js

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UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
Address: COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

APPLICATION NUMBER	FILING DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NO.
09/118,351	07/17/98	DAVID HOYLE	P-3001-1/L&M

LM01/0605

JAMES D. STEVENS
REISING ETHINGTON LEARMAN & MCCULLOCH
PO BOX 4390
TROY MI 48099-4390

EXAMINER	
NGUYEN, C	
ART UNIT	PAPER NUMBER
2773	9/B

DATE MAILED: 06/05/00

This is a communication from the examiner in charge of your application.
COMMISSIONER OF PATENTS AND TRADEMARKS

NOTICE OF ALLOWABILITY

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance and Issue Fee Due or other appropriate communication will be mailed in due course.

☒ This communication is responsive to 5/4/00

☒ The allowed claim(s) is/are 1-10, 21-25 and 37-43.

☐ The drawings filed on _____ are acceptable.

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some* ☐ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) _____.

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

*Certified copies not received: _____.

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

A SHORTENED STATUTORY PERIOD FOR REPLY to comply with the requirements noted below is set to EXPIRE **THREE MONTHS** FROM THE "DATE MAILED" of this Office action. Failure to timely comply will result in ABANDONMENT of this application. Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

☐ Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL APPLICATION, PTO-152, which discloses that the oath or declaration is deficient. A SUBSTITUTE OATH OR DECLARATION IS REQUIRED.

☒ Applicant MUST submit NEW FORMAL DRAWINGS

☐ because the originally filed drawings were declared by applicant to be informal.

☒ including changes required by the Notice of Draftperson's Patent Drawing Review, PTO-948, attached hereto or to Paper No. 5.

☐ Including changes required by the proposed drawing correction filed on _____, which has been approved by the examiner.

☐ Including changes required by the attached Examiner's Amendment/Comment.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the reverse side of the drawings. The drawings should be filed as a separate paper with a transmittal letter addressed to the Official Draftperson.

☐ Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Any reply to this notice should include, in the upper right hand corner, the APPLICATION NUMBER (SERIES CODE/SERIAL NUMBER). If applicant has received a Notice of Allowance and Issue Fee Due, the ISSUE BATCH NUMBER and DATE of the NOTICE OF ALLOWANCE should also be included.

Attachment(s)

☐ Notice of References Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). _____

☐ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

☐ Interview Summary, PTO-413

☒ Examiner's Amendment/Comment

☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

☒ Examiner's Statement of Reasons for Allowance

RAYMOND J. BAYERL
PRIMARY EXAMINER
ART UNIT 2773

PTOL-37 (Rev. 8/97)

*U.S. GPO: 1998-433-221/62108

#9/B
6-5-00
J. Hilliard

Examiner's Amendment

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

2. The application has been amended as follows:

Claims 11-20 RB and 26-36 are being canceled to the Examiner's restriction requirement.

Allowable Subject Matter

3. Claim 21 is allowable over the prior of record.

4. The following is an examiner's statement of reasons for allowance:

The instant application is directed to non-anticipate improvement over the invention describe in "Using Netscape 3" by Brown, Mark. The improvement comprises a user of the computer with an integrated graphical interface to a plurality of computer resources. Each independent claim identifies the uniquely distinct features. *The "third one of said regions" is an actual displayed part of the "program"'s application window," and not a separately invoke window. And the "program that displays the GUI is recited in a way that is interpreted in light of the specification to be different from "a browser application."* This patentable distinction is included in independent claim 21.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Response

5. Responses to this action should be mailed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231. If applicant desires to fax a response, (703) 308-9051 may be used for formal communications or (703) 305-9724 for informal or draft communications.

Please label "PROPOSED" or "DRAFT" for informal facsimile communications. For after final responses, please label "AFTER FINAL" or "EXPEDITED PROCEDURE" on the document.

Hand-delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington, VA. Sixth Floor (Receptionist).

Inquires

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cao (Kevin) Nguyen whose telephone number is (703) 305-3972. The examiner can normally be reached on Monday-Friday from 8:30 am to 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matt Kim, can be reached on (703) 305-3821. The fax number for this group is (703) 308-6606.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-3800.

C. Nguyen

June 3, 2000

RAYMOND J. BAYERL
PRIMARY EXAMINER
ART UNIT 2773

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

NOTICE OF ALLOWANCE AND ISSUE FEE DUE

LM01/0605

JAMES D. STEVENS
BEYER WEAVER THOMAS LLP
P.O. BOX 778
BERKELEY CA 94704-0778

APPLICATION NO.	FILING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
09/116,361	07/17/98	022	NGUYEN, C	2773 06/05/00

First Named Applicant	35 USC 154(b) term ext. =	0 Days.
DAVID HOYLE,		

TITLE OF INVENTION: COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

ATTY'S DOCKET NO.	CLASS-SUBCLASS	BATCH NO.	APPLN. TYPE	SMALL ENTITY	FEE DUE	DATE DUE
2 P-3001-1/L&M	345-356.000	146	UTILITY	YES	$605.00	09/05/00

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED.

THE ISSUE FEE MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED.

HOW TO RESPOND TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.
If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is changed, pay twice the amount of the FEE DUE shown above and notify the Patent and Trademark Office of the change in status, or
B. If the status is the same, pay the FEE DUE shown above.

If the SMALL ENTITY is shown as NO:

A. Pay FEE DUE shown above, or

B. File verified statement of Small Entity Status before, or with, payment of 1/2 the FEE DUE shown above.

II. Part B-Issue Fee Transmittal should be completed and returned to the Patent and Trademark Office (PTO) with your ISSUE FEE. Even if the ISSUE FEE has already been paid by charge to deposit account, Part B Issue Fee Transmittal should be completed and returned. If you are charging the ISSUE FEE to your deposit account, section "4b" of Part B-Issue Fee Transmittal should be completed and an extra copy of the form should be submitted.

III. All communications regarding this application must give application number and batch number.
Please direct all communications prior to Issuance to Box ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PATENT AND TRADEMARK OFFICE COPY

PART B—ISSUE FEE TRANSMITTAL

Complete and mail this form, together with applicable fees, to: **Box ISSUE FEE**
Assistant Commissioner for Patents
Washington, D.C. 20231

JUN 12 2000

MAILING INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE. Blocks 1 through 4 should be completed where appropriate. All further correspondence including the Issue Fee Receipt, the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Legibly mark-up with any corrections or use Block 1)

LM01/0605

JAMES D. STEVENS
REISING ETHINGTON LEARMAN & MCCULLOCH
PO BOX 4390
TROY MI 48099-4390

Note: The certificate of mailing below can only be used for domestic mailings of the Issue Fee Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing.

Certificate of Mailing

I hereby certify that this Issue Fee Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Box Issue Fee address above on the date indicated below.

JoAnn Shackelford (Depositor's name)

JoAnn Shackelford (Signature)

September 5, 2000 (Date)

APPLICATION NO.	FILING DATE	TOTAL CLAIMS	EXAMINER AND GROUP ART UNIT	DATE MAILED
09/118,351	07/17/98	022	NGUYEN, C 2773	06/05/00

First Named Applicant	35 USC 154(b) term ext. =	
DAVID HOYLE,	0 Days.	

TITLE OF INVENTION: COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

ATTY'S DOCKET NO.	CLASS-SUBCLASS	BATCH NO.	APPLN. TYPE	SMALL ENTITY	FEE DUE	DATE DUE
2 P-3001-1/L&M	345-356.000	N46	UTILITY	YES	$605.00	09/05/00

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363). Use of PTO form(s) and Customer Number are recommended, but not required.

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47) attached.

2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 Reising, Ethington, ~~Barnes, Kisselle,~~ Learman & McCulloch, P.C.
2
3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)
PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. Inclusion of assignee data is only appropriate when an assignment has been previously submitted to the PTO or is being submitted under separate cover. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE B.E. TECHNOLOGY, LLC

(B) RESIDENCE: (CITY & STATE OR COUNTRY) Bay City, Michigan

Please check the appropriate assignee category indicated below (will not be printed on the patent)
☐ Individual ■ corporation or other private group entity ☐ government

4a. The following fees are enclosed (make check payable to Commissioner of Patents and Trademarks):
■ Issue Fee
☐ Advance Order - # of Copies

4b. The following fees or deficiency in these fees should be charged to:
DEPOSIT ACCOUNT NUMBER 50-0852
(ENCLOSE AN EXTRA COPY OF THIS FORM)
■ Issue Fee
☐ Advance Order - # of Copies

The COMMISSIONER OF PATENTS AND TRADEMARKS IS requested to apply the Issue Fee to the application identified above.

(Authorized Signature) James D. Stevens (Date) 9/5/00

James D. Stevens, R.N. 35,691

NOTE: The Issue Fee will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the Patent and Trademark Office.

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending on the needs of the individual case. Any comments on the amount of time required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, D.C. 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND FEES AND THIS FORM TO: Box Issue Fee, Assistant Commissioner for Patents, Washington D.C. 20231

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

OIPE JC112 SEP 8 2000 PATENT & TRADEMARK OFFICE

09/11/2000 ETULNH 00000027 09118351
01 FC:242 605.00 OP

TRANSMIT THIS FORM WITH FEE

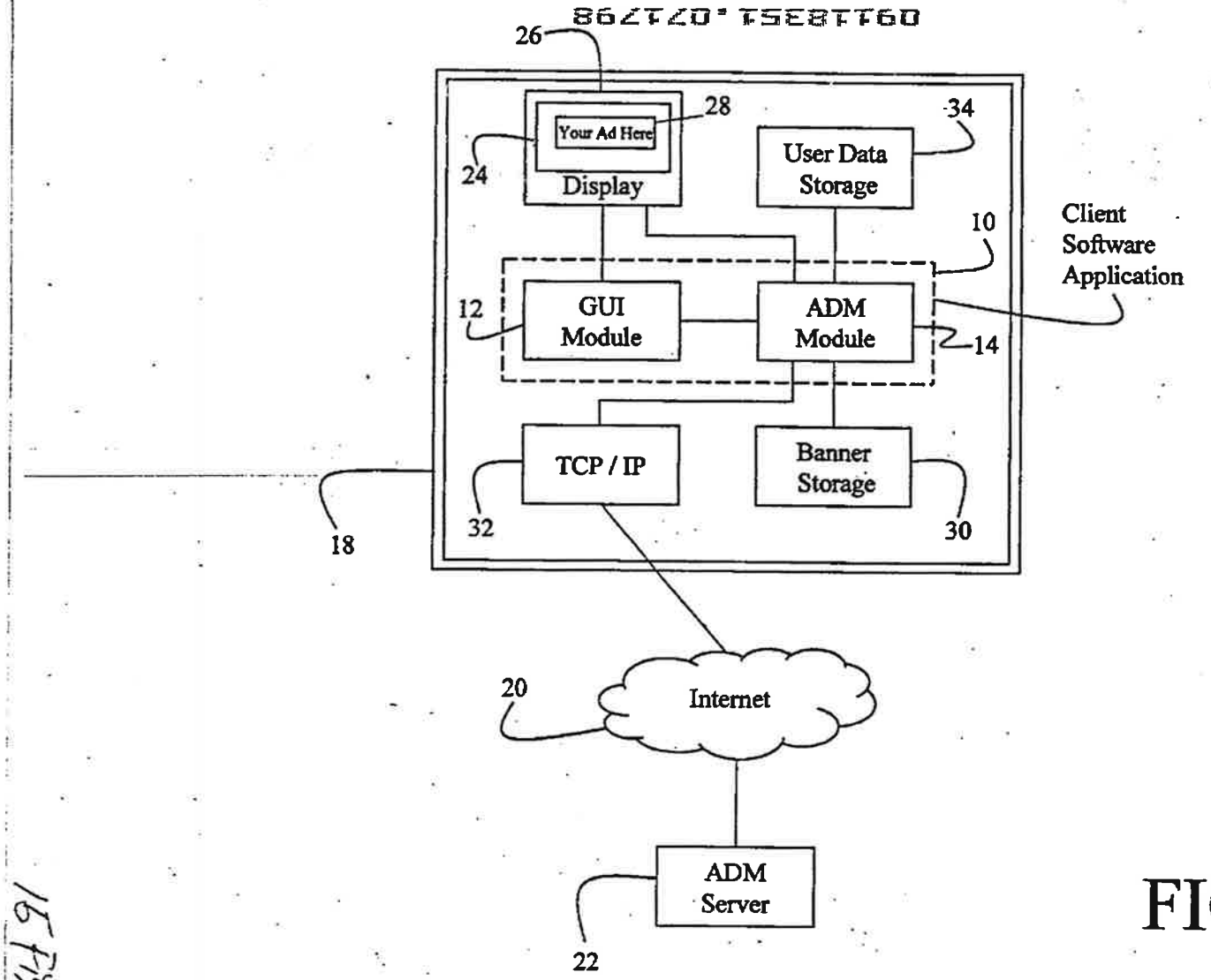


FIG. 1

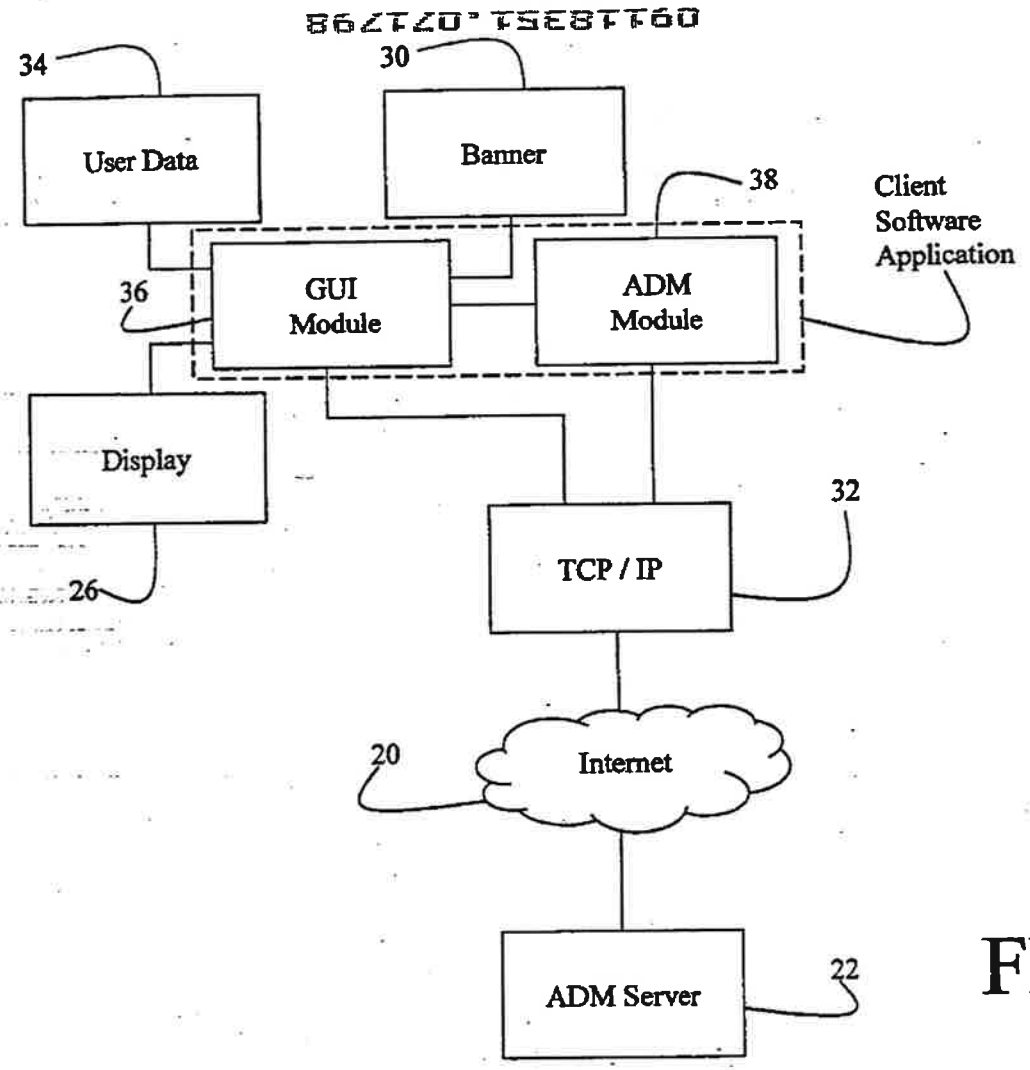


FIG. 2

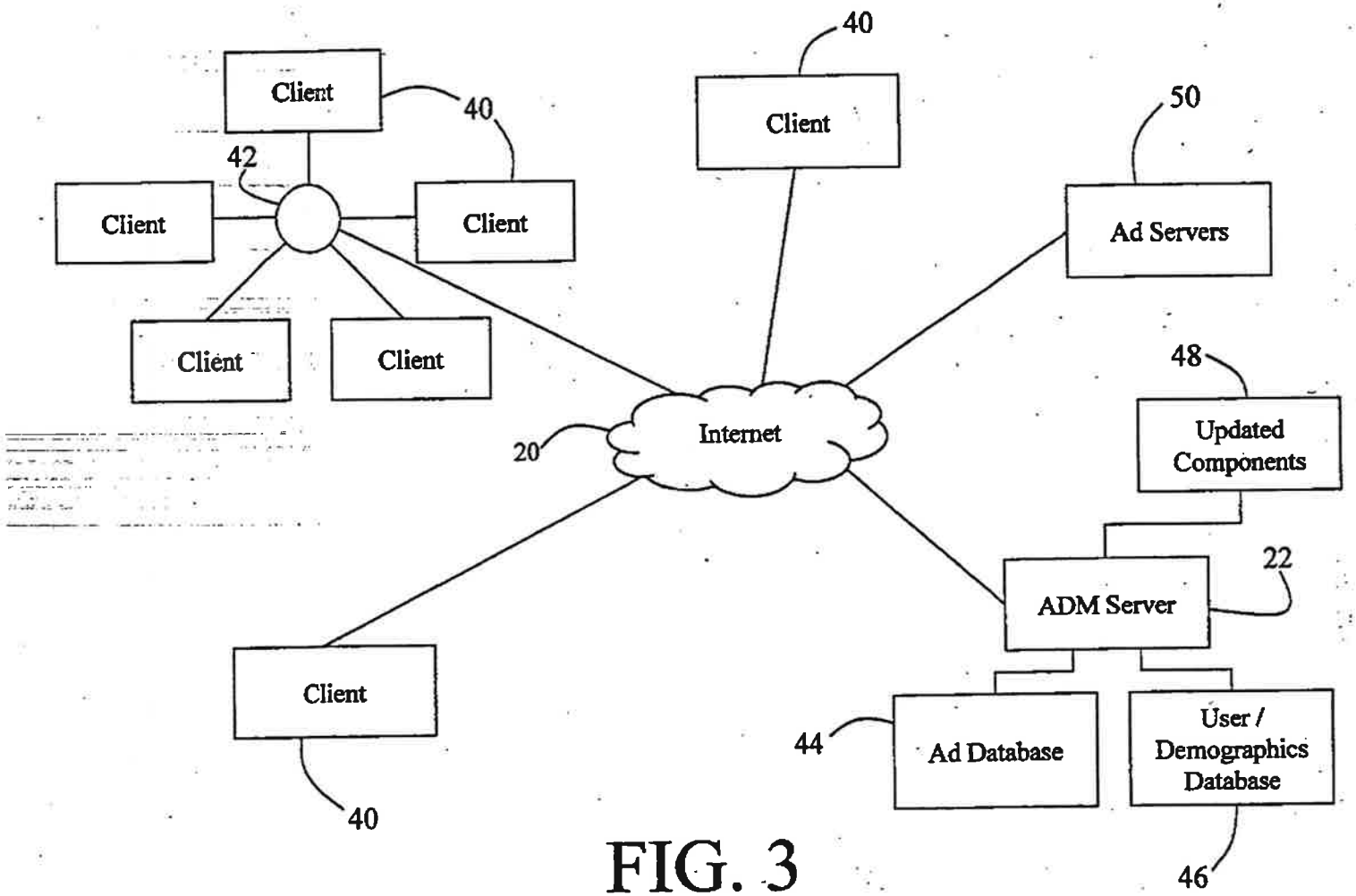


FIG. 3

09118351.021798

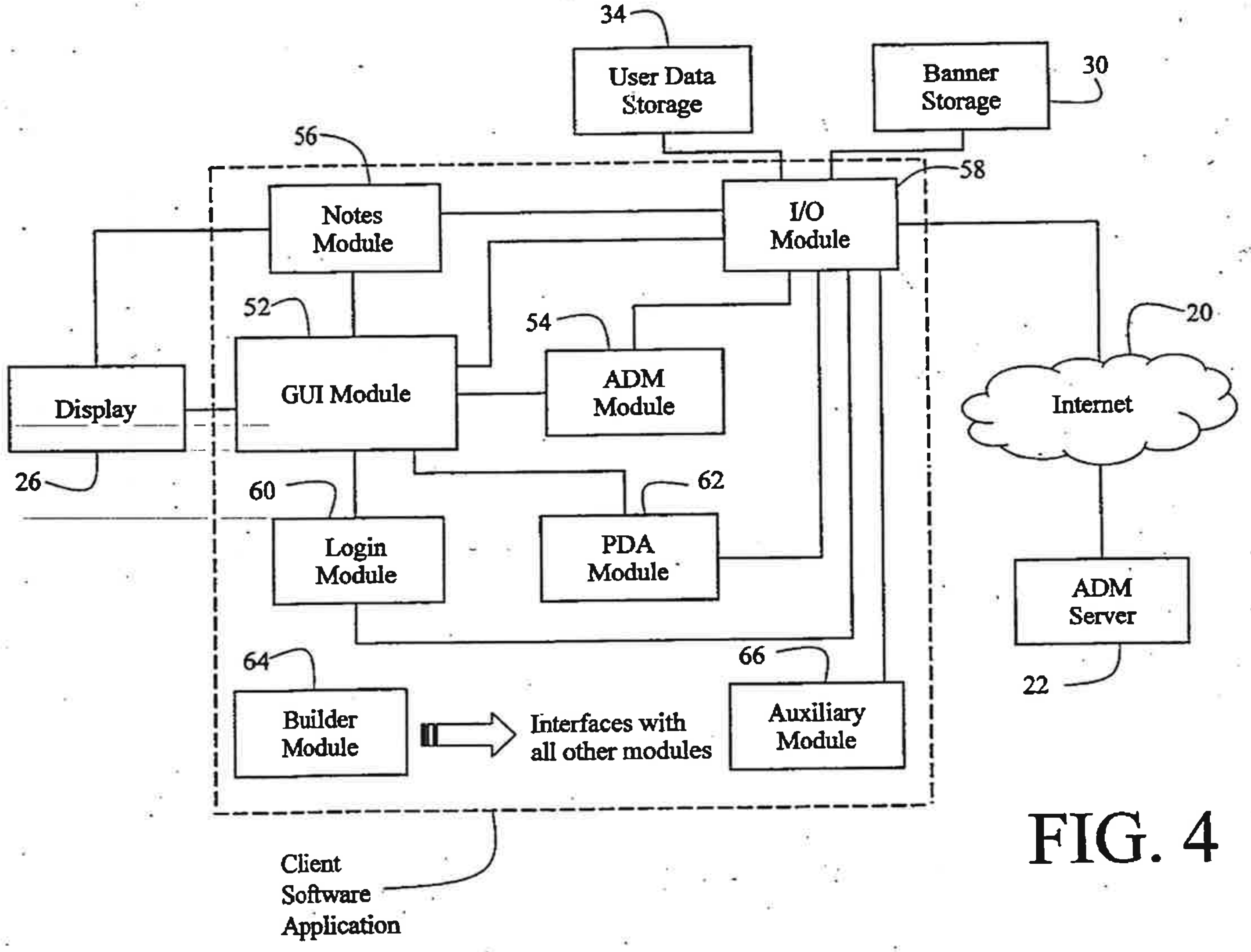


FIG. 4

FIG. 5

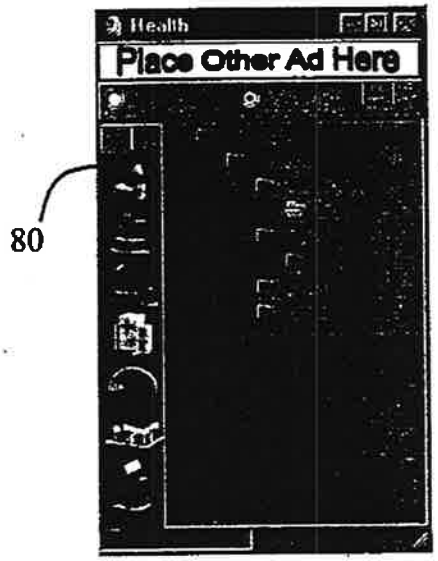


FIG. 5a

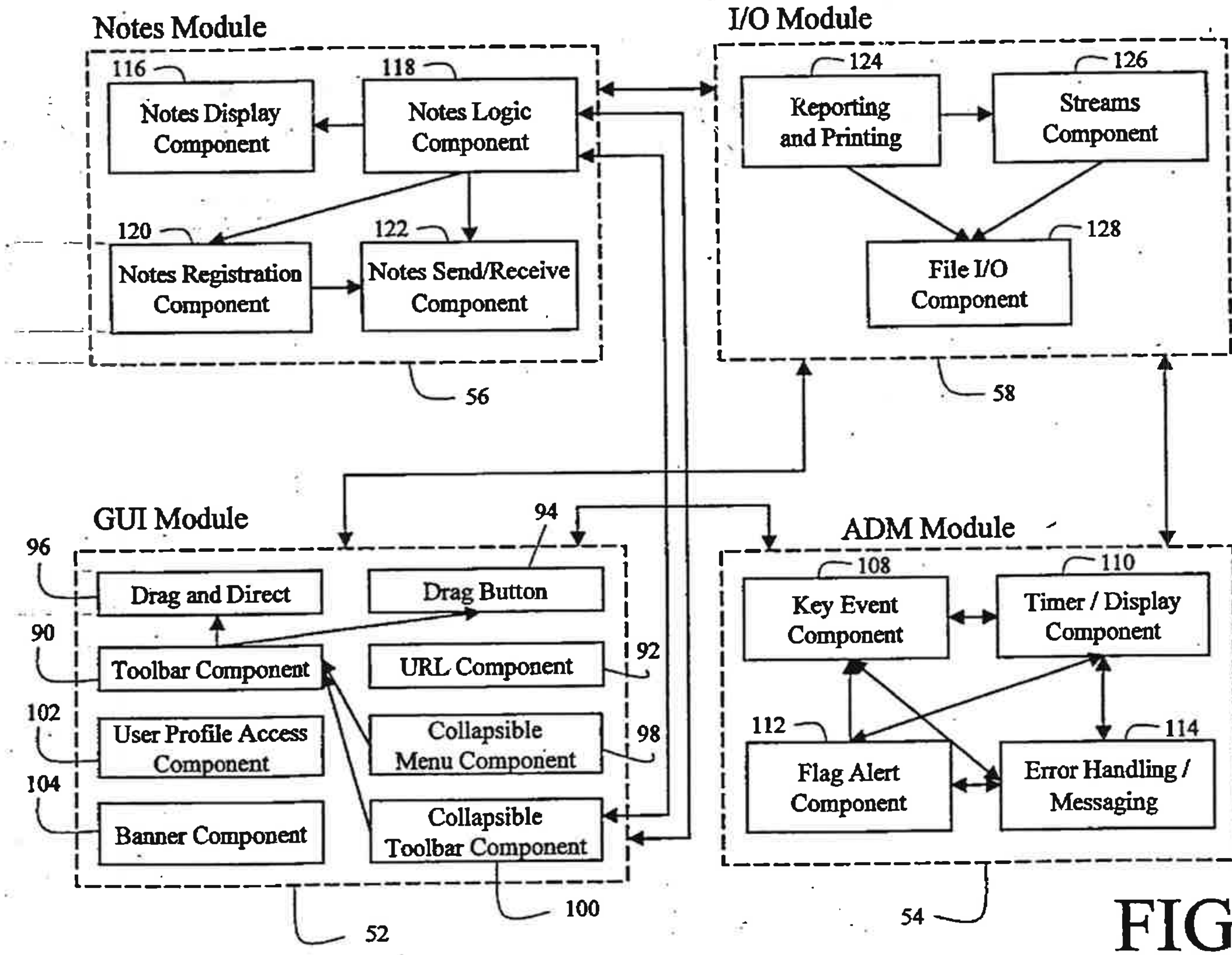

Notes Module
116
Notes Display Component
118
Notes Logic Component
120
Notes Registration Component
122
Notes Send/Receive Component
56
I/O Module
124
Reporting and Printing
126
Streams Component
128
File I/O Component
58
GUI Module
96
Drag and Direct
94
Drag Button
90
Toolbar Component
URL Component
92
102
User Profile Access Component
Collapsible Menu Component
98
104
Banner Component
Collapsible Toolbar Component
100
52
ADM Module
108
Key Event Component
110
Timer / Display Component
112
Flag Alert Component
114
Error Handling / Messaging
54

FIG. 6

Image File	Destination Link	Associated Categories	Associated Links	Associated Programs	Priority Level
Banner01.gif	www.first_link.com	business, finance	www.microsoft.com\excel www.lotus.com\123	Excel™, 123™	General
Banner02.gif	www.second_link.com \ products	business, shopping, computers		Control Panel:System	High
Banner03.gif	third_link.com	sports	www.nfl.com www.espn.com www.sports.com		Medium
: :	: :	: :	: :	: :	: :
BannerXX.gif	www.last_link.com\cgi\login	travel, entertainment			High

FIG. 7

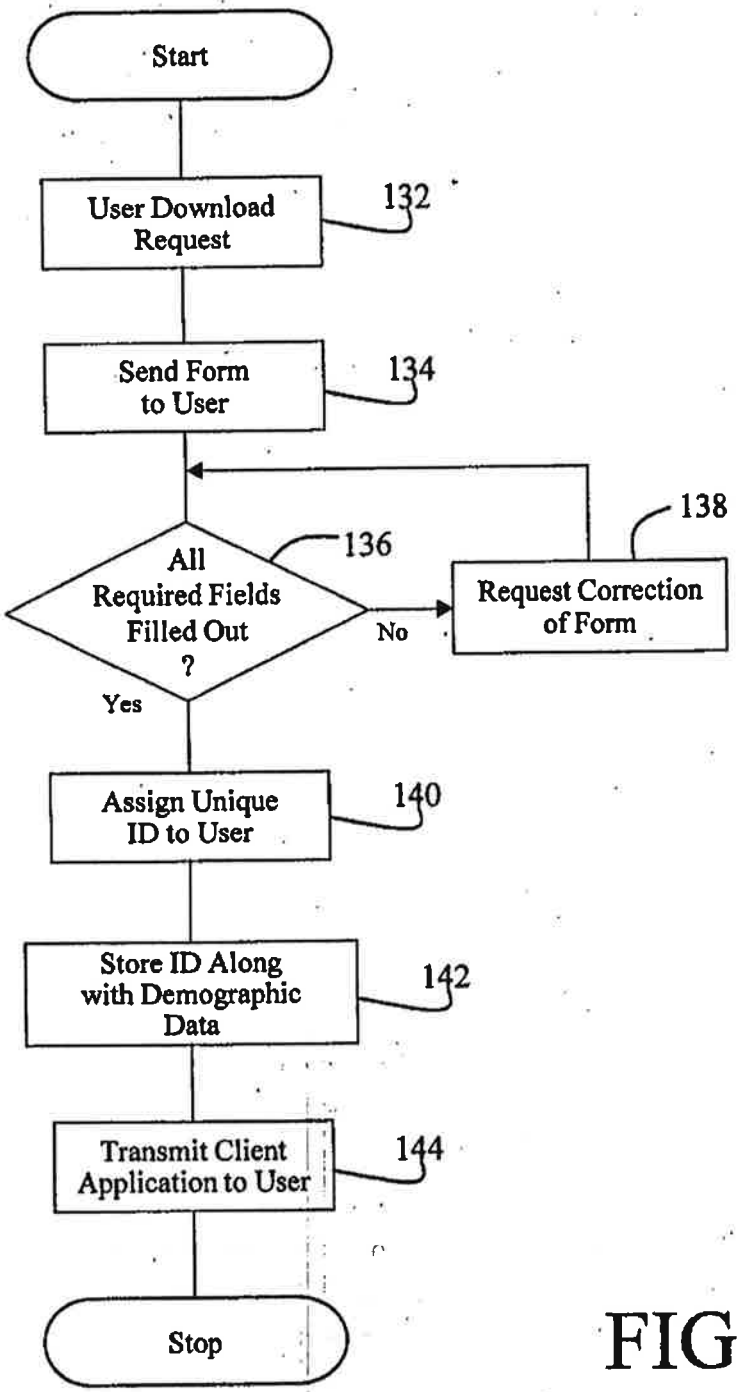


FIG. 8

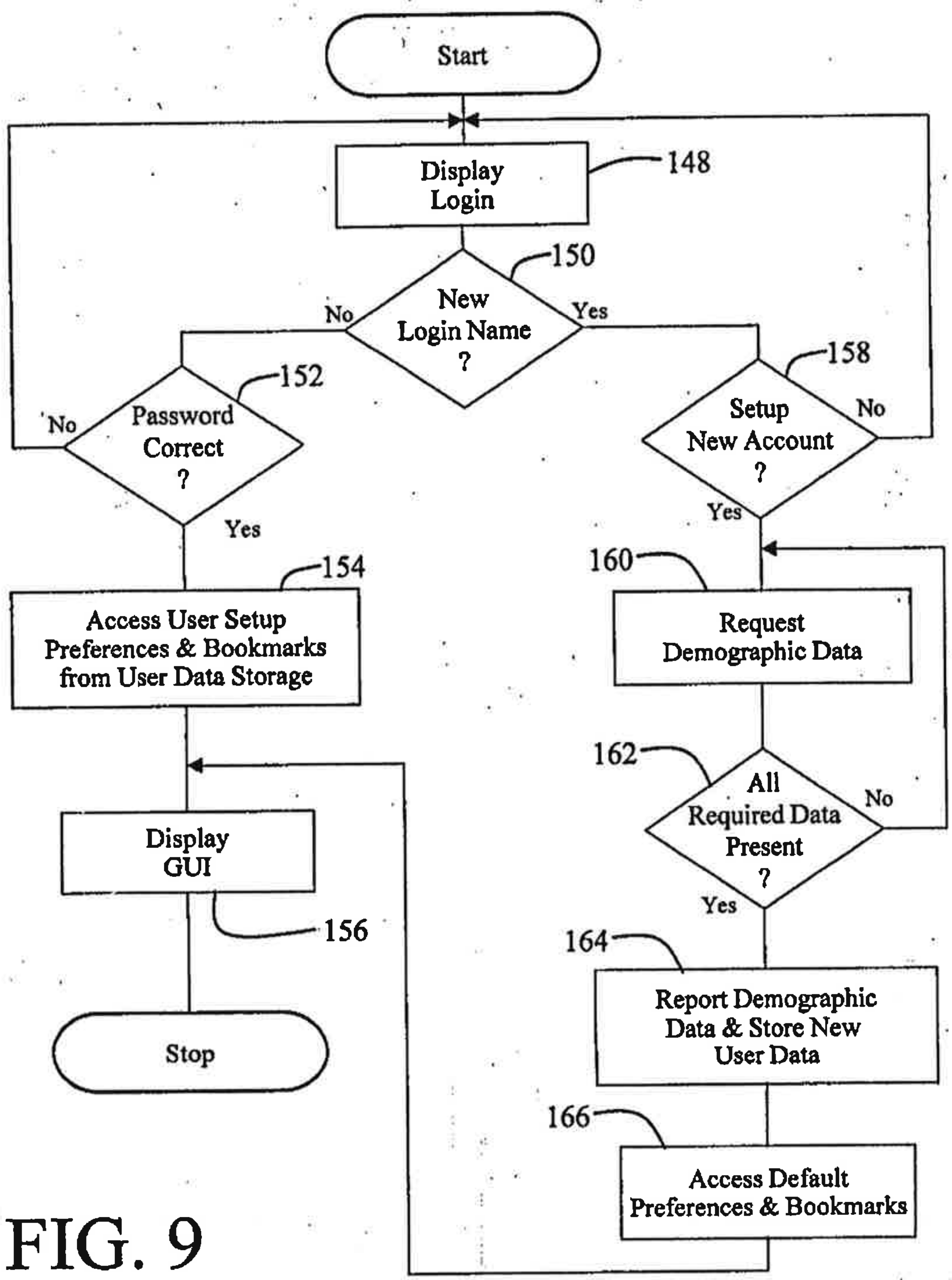


FIG. 9

09118351.071798

FIG. 10

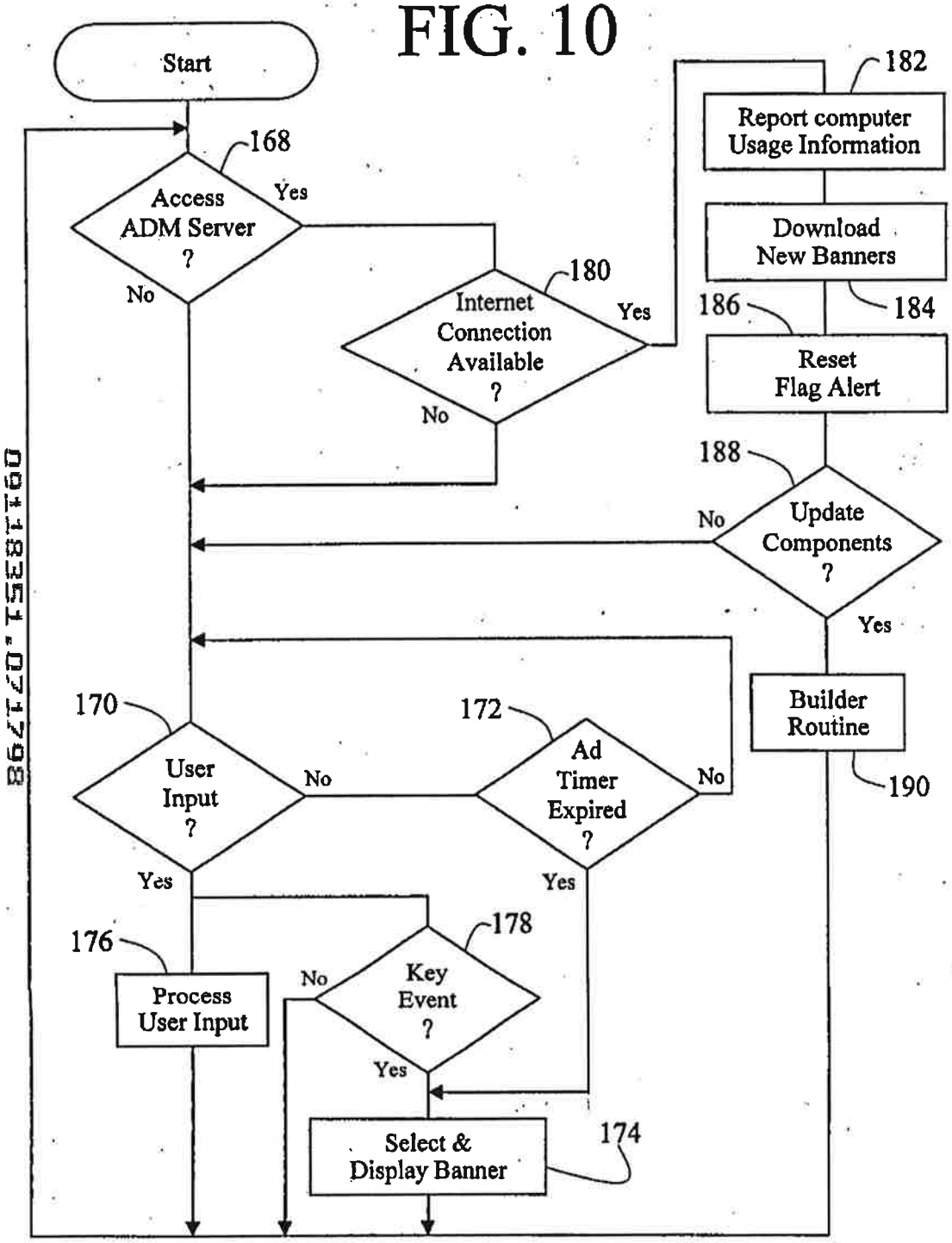
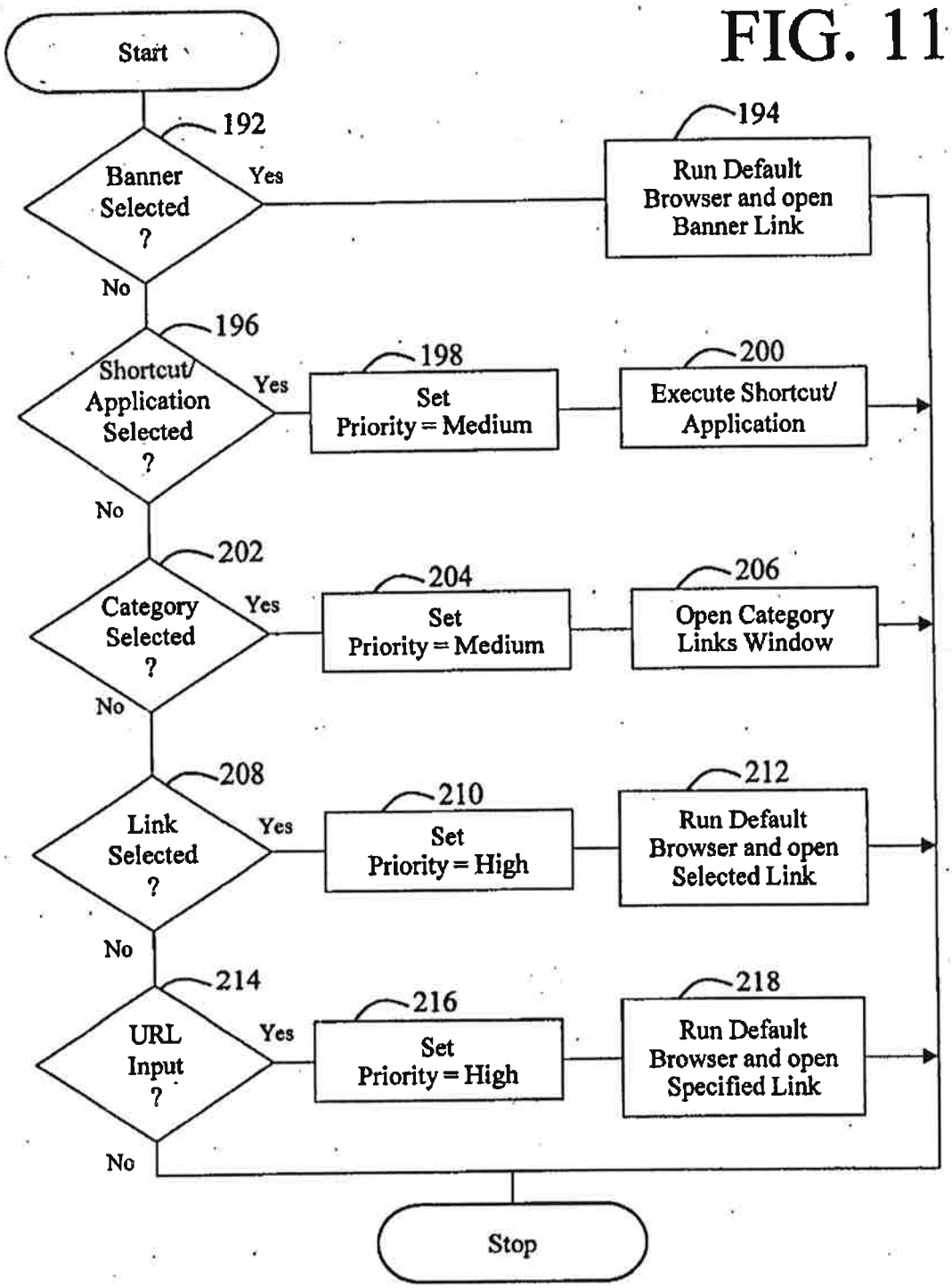

Start
168
Access ADM Server ?
Yes
No
180
Internet Connection Available ?
Yes
No
182
Report computer Usage Information
Download New Banners
184
186
Reset Flag Alert
188
Update Components ?
No
Yes
Builder Routine
190
170
User Input ?
No
172
Ad Timer Expired ?
No
Yes
Yes
176
Process User Input
178
Key Event ?
No
Yes
Select & Display Banner
174
09418351 .07.1798

FIG. 11



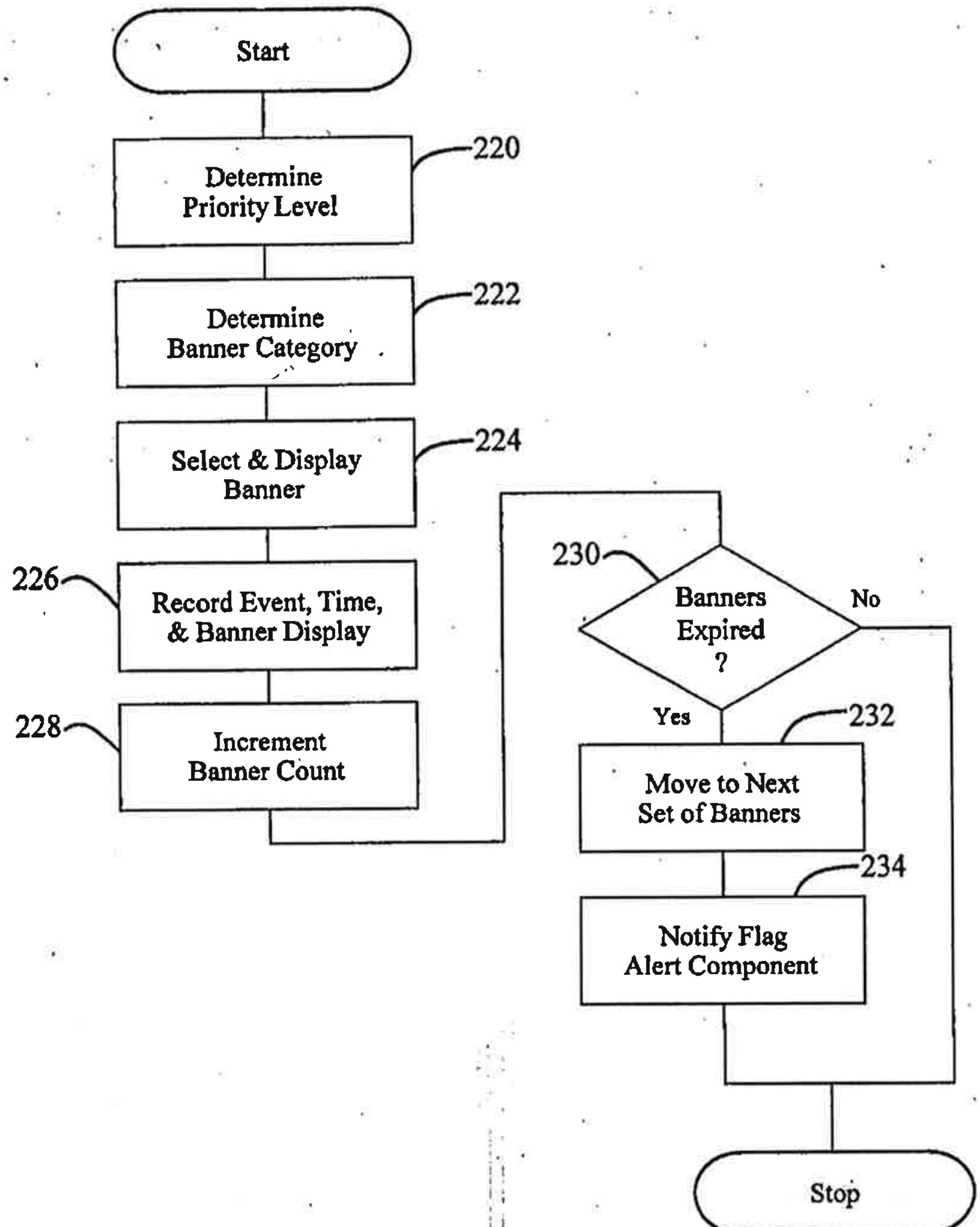


FIG. 12

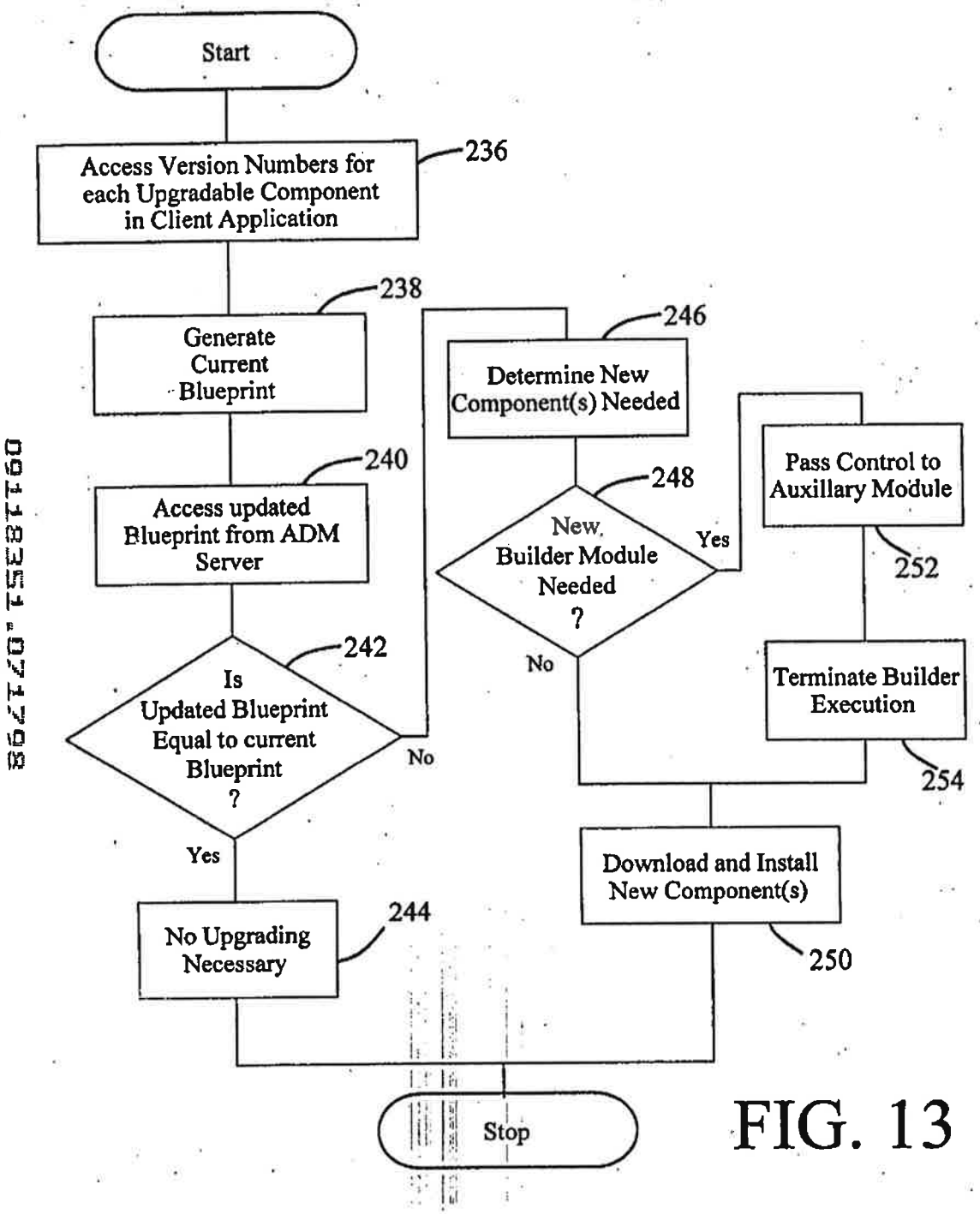
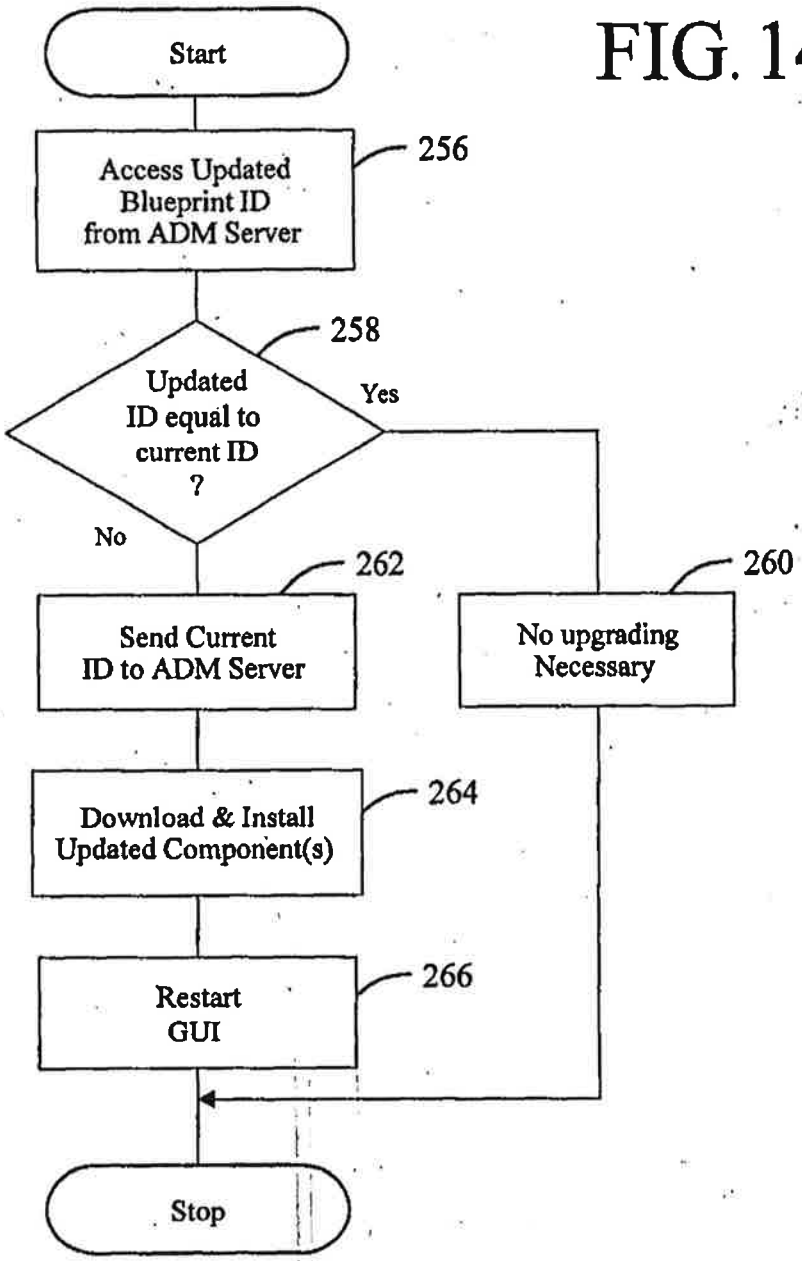


FIG. 13

FIG. 14



B ≠

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. 09/118,351

Martin David Hoyle

COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING

Filed: July 17, 1998

Group Art Unit: 2773

Examiner: Nguyen, C.

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Box Issue Fee, Assistant Commissioner for Patents, Washington, D.C. 20231 on September 5, 2000.

JoAnn Shackelford

Date of mailing of PTOL 85 entitled "Notice of Allowance and Base Issue Fee Due": 6/5/00

Issue Batch No. N46

TRANSMITTAL LETTER

BOX ISSUE FEE
Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Notice of Allowance and Issue Fee Due mailed June 5, 2000, enclosed are the following items to be filed with the above-identified application:

1. Executed PTOL-85B form with the Certificate of Mailing signed and dated (in duplicate); and
2. Our check No. 3459 in the amount of $605 for payment of the issue fee.

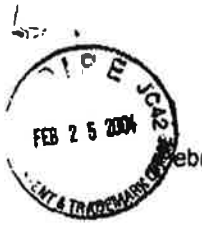
The Commissioner is hereby authorized to charge any deficiencies or fees or credit any overpayment associated with this communication to Deposit Account No. 50-0852. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

REISING, ETHINGTON, BARNES, KISSELLE, LEARMAN & McCULLOCH, P.C.

James D. Stevens
Registration No. 35,691
P.O. Box 4390
Troy, Michigan 48099
(248) 689-3500

Date: September 5, 2000
JDS/js
Enc.



February 13, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method of disseminating advertisements using an embedded media player page

US File ***#20040015398*** Filed: 4/24/03

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20040015398***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded via the internet (0062) to "create bookmarks at a media player." This file of bookmarks (similar to a database of trigger events) then calls up advertising based on a voluntary user action relating to the stored database.

The unrelated "dissemination" of advertisements is described in (0006), (0030), (0036) and (0052).

The abstract clearly states, "When the bookmark is used in the browser to play the media file, the embedded media player page instructs the media device (110) to request an advertisement from an advertisement server (104) for display in the embedded media player page.

Relevant Claims are 12,19,20 and others that discuss the dynamic updating of new ads to the client and replacement of old ads based upon a number of "bookmarks" akin to keyword, URL and other voluntary user actions.

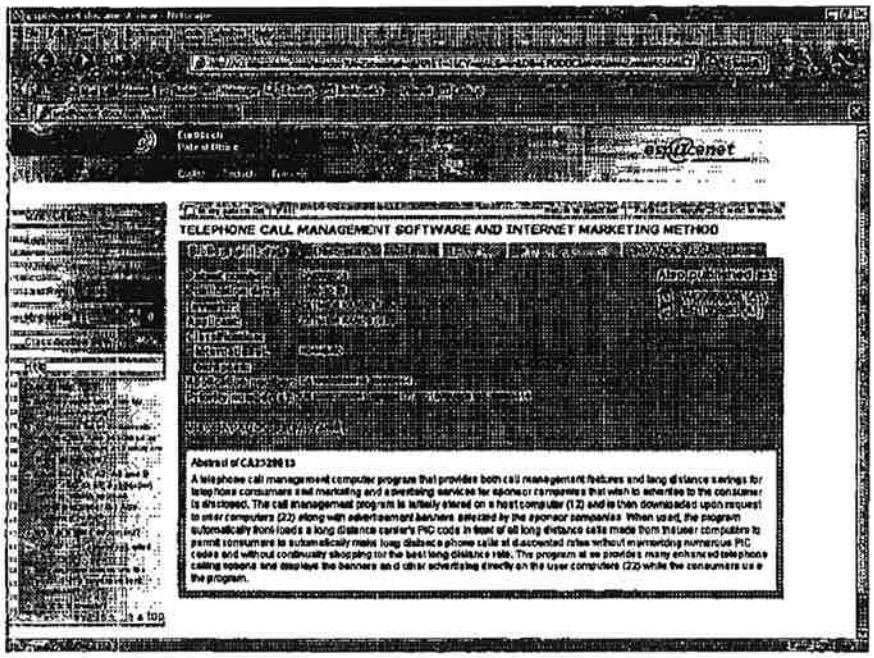
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

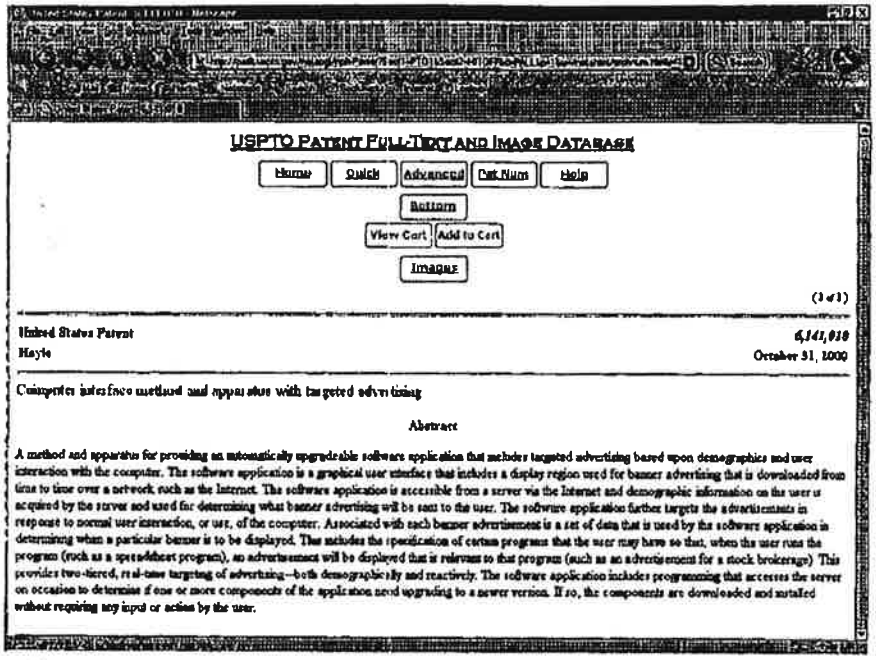
I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server profiling systems. The filers are correct that a targeted system based on URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 4/24/03 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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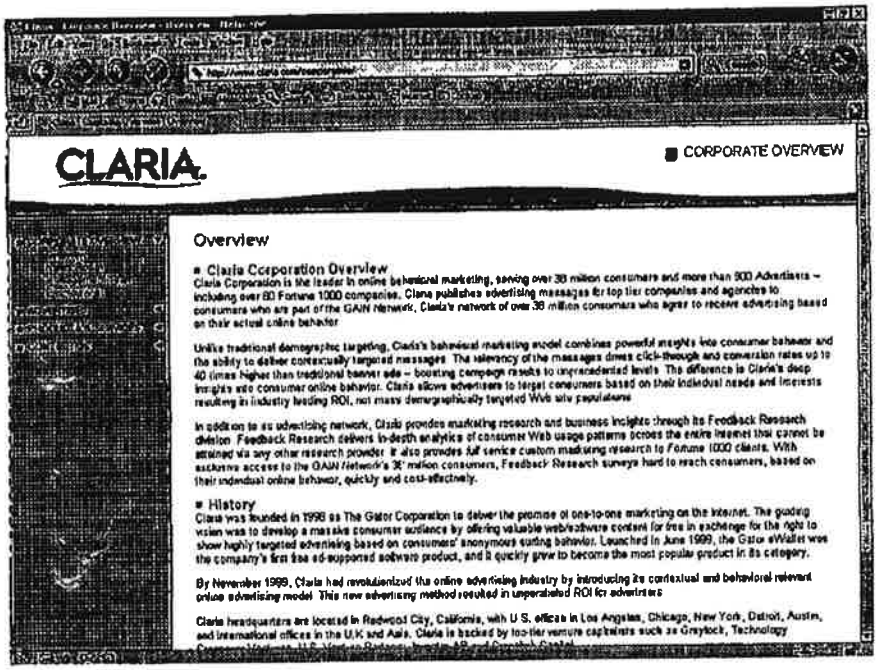
United States Patent 6,141,010
Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA.

CORPORATE OVERVIEW

Overview

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Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and international offices in the U.K and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology

February 13, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY

US File # ***20030135853*** Filed: 3/8/1999

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20030135853***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level The inventor refers to a traditional client/server system as an "information retrieval" system. Within this system, he builds a database containing a plurality of advertisements dynamically retained at the client system. The system is described in paragraphs (0012) and (0014).

The abstract reads, "the method comprising the steps of: compiling a profile of the user of the information retrieval system, including at least information associated with the television programming viewed by the user; requesting, by the client system, an information document from the server computer; selecting, based at least in part on the profile and on designated selection criteria, an advertisement from among a plurality of advertisements for insertion into the information document; inserting data representing the selected advertisement into the information document; and displaying the information document, including the selected advertisement, on the display device.

Selecting a channel or show on television which is tantamount to a URL into a browser locator window then makes a match with data maintained at the client system in the remotely controlled and updated database and in the event a match is made by comparing, an appropriate advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

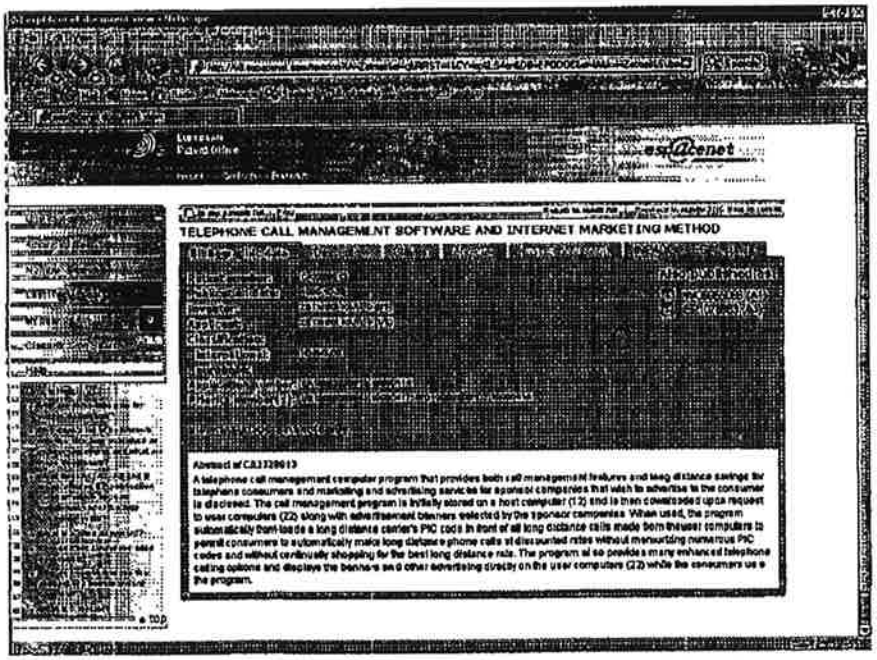
This embodiment is also described in Claims 5,6,9,13,23,24 and others. Basing ad display based upon program selection comparisons is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet or both, both are electronic communication networks.

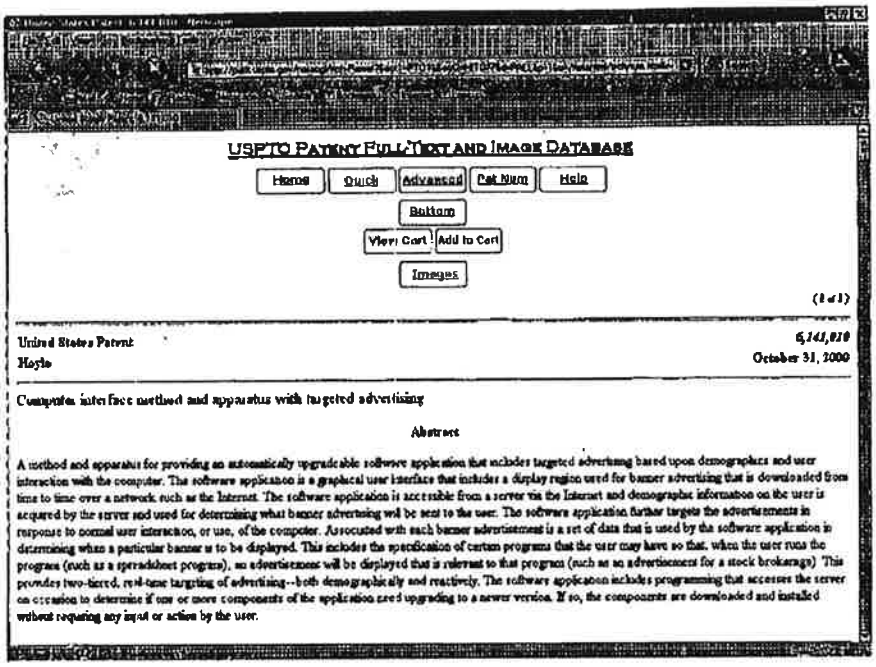
I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that while prior art strictly based on VoD and TV, no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 3/8/1999 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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(1 of 1)

United States Patent
Hoyle

6,141,010
October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

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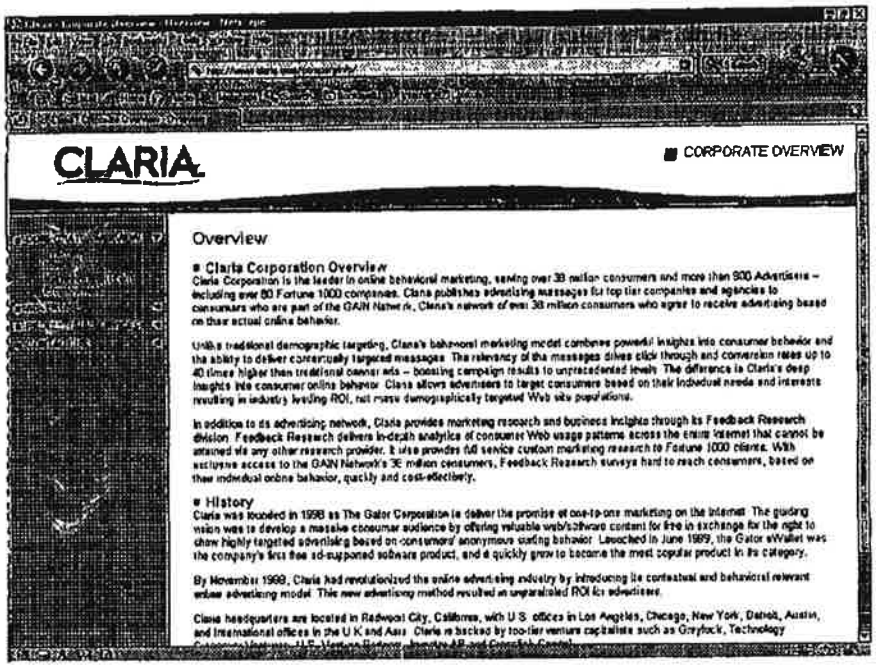

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February 18, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method and system for providing network based target advertising

US File #*20030023489* Filed: 6/14/2002

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is *20030023489*

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded via the internet (0120) to be cached at a "local database" ... at the client software level. Further description of the "push/pull" system is described in (0122)

Various Claims indicate serving ads to users but are not as specific as the Description paragraphs indicating storage at the client level with ads displayed based upon user actions relating to the internet.

The abstract clearly states, "A user signal indicative of an information request is routed through the system to determine a geographic location of the user and/or a demographic profile of the geographic location. An advertiser corresponding to the geographic location and/or demographic profile is thereafter communicated to the user." In other words, advertisements are being rendered based upon the users' surfing habits.

This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some

vague references to server profiling systems. The filers are correct that a targeted system based on URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

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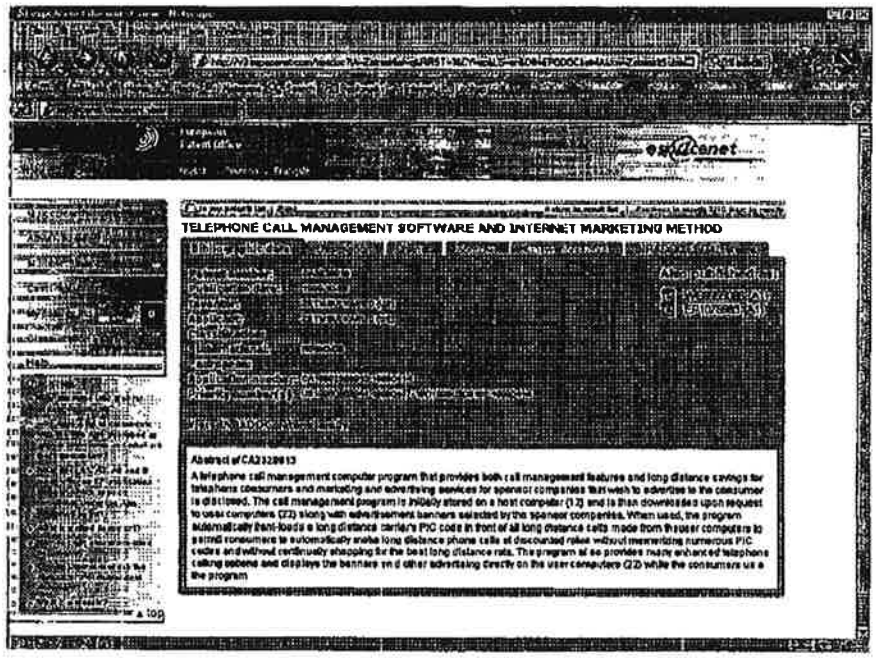
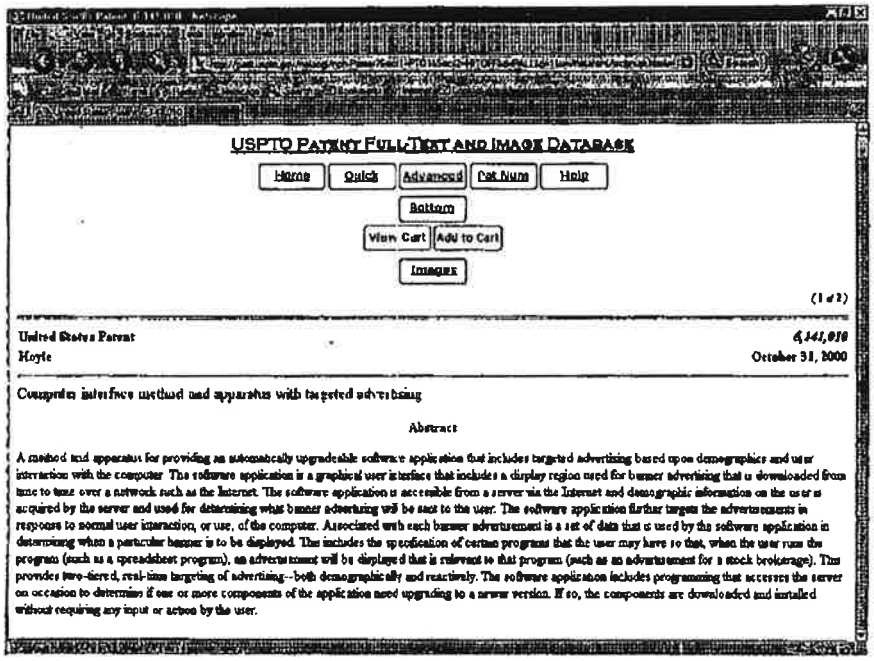
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 6/14/2002 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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United States Patent 6,141,010
Hoyle October 31, 2000

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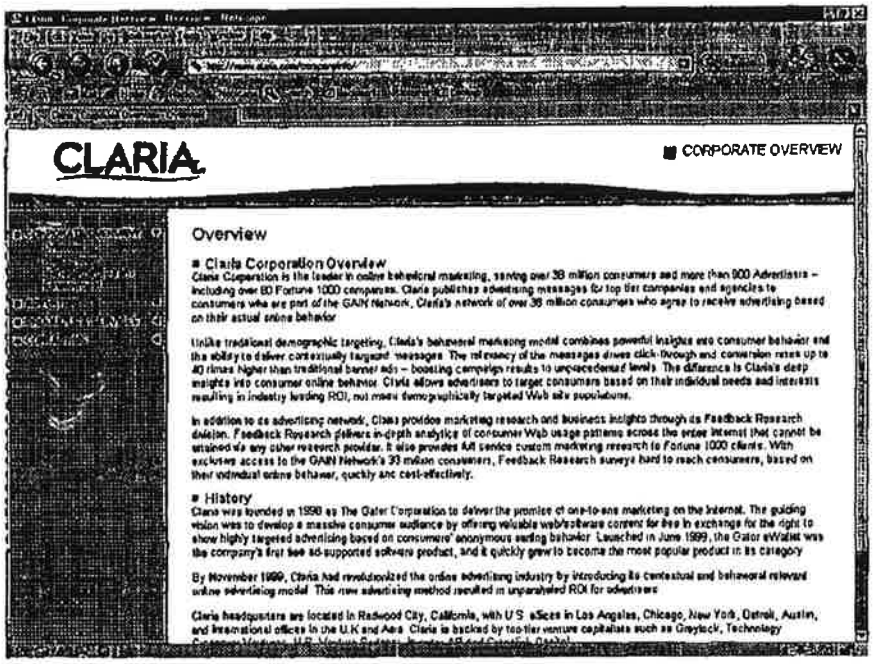

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February 18, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for establishing incentives for promoting the exchange of personal information and targeted advertising

US File # ***20020019769*** Filed: 1/19/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20020019769***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level (Settop Box [STB] or Personal Video Recorder [PVR]) in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded to storage at the STB OR PVR at the Users' computer connected to their television monitors. (0134) Selecting a channel or show on television which is tantamount to a URL into a browser locator window then makes a match with data maintained at the STB or PVR (0031) in the remotely controlled and updated STB or PVR database and in the event a match is made by comparing, an appropriate advertisement is displayed (0022). This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

This embodiment is also described in Claims 1, 39 and others. Basing ad display based upon program selection comparisons is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet or both, both are electronic communication networks.

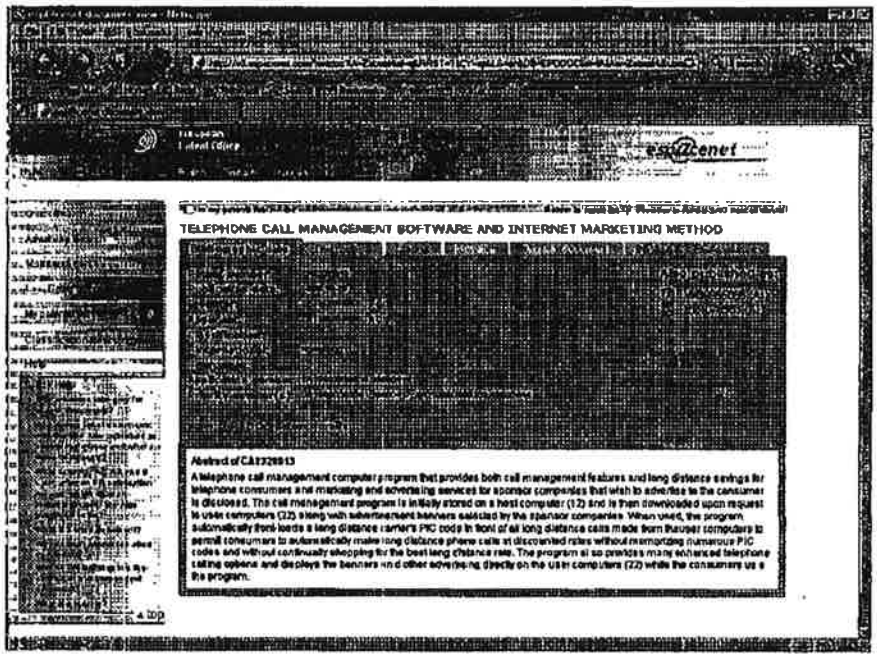
I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that while prior art strictly based on TV, no prior art was submitted with this filing correlating to the internet and some vague references to server/user profiling systems. The filers are correct that a targeted system

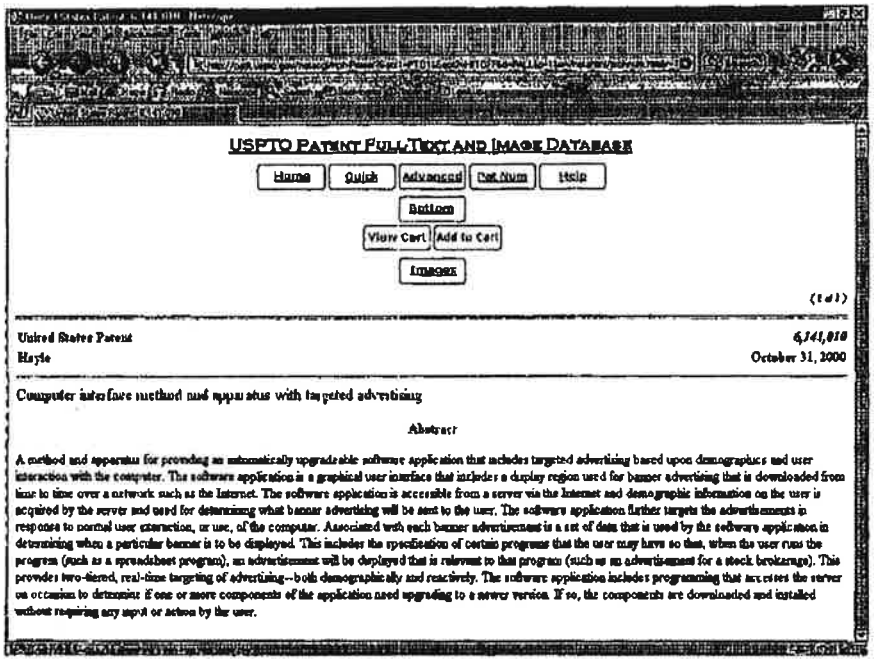
based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 1/19/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

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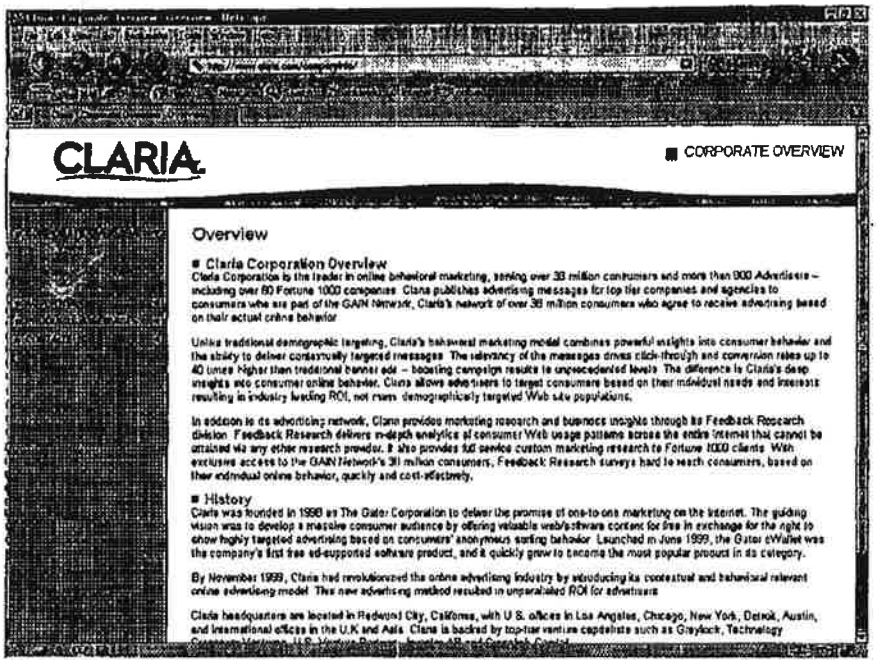
(1 of 1)

United States Patent 6,141,010
Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have on then, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

■ CORPORATE OVERVIEW

Overview

■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 900 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mere demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be obtained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology

February 18, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: REMOTELY CONFIGURABLE MULTIMEDIA ENTERTAINMENT AND INFORMATION SYSTEM WITH LOCATION BASED ADVERTISING

US File # ***20020046084*** Filed: 10/8/1999

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20020046084***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded via the internet (0019) to an "internet radio" (computer controlled multimedia entertainment and information system [0017]) that delivers advertising based upon location as well as program selection while in a vehicle. Uploads and downloads are performed through broadband wireless internet communications.

The only Claim presented is Claim 1. The abstract reads, "An internet radio for portable applications and uses such as in an automobile. The internet radio allows access to a host of audio, visual and other information. Normal radio channel function is provided along with programmable content and channel selection, as well as automatic content and channel updating by location and style. Internet access is also provided. Direct or targeted advertising, as well as electronic commerce is supported. Connection to the internet is through wireless communications. Programmability is achieved off-line via a web page and remote computer. Customized information is also communicated to the radio such as stock quotes, travel information, advertising, and e-mail. Onboard global positioning allows for channel updating by location, traffic information, geographic advertising and available similar content."

Consistently, the inventor describes the invention in internet terms ... because it is simply an extension of the internet relating to advertising delivery. Driving a vehicle from Point A to Point B is a purely voluntary exercise similar to surfing the internet and going to web sites at will. In a location based system, advertising is delivered based upon this voluntary user action in one form or another, albeit radio or a monitor screen or warning messages, to an advertising database (0019) maintained dynamically at the client level in the vehicle. The ads are then delivered to the user consequential to his or her actions. Descriptions of these actions and functions are described in (0019) (0020) (0037) (0041) (0063) (0066) and others.

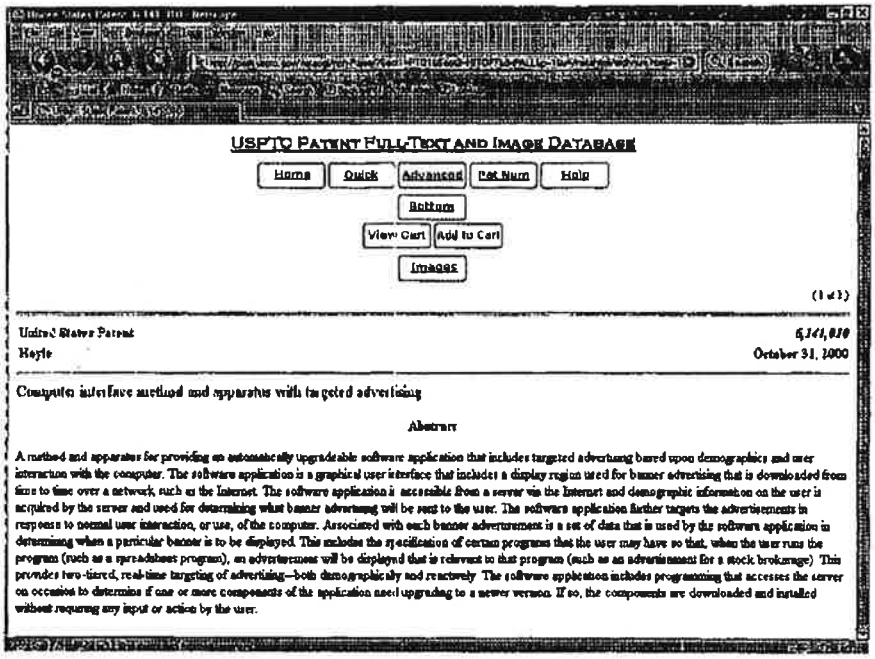
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server and user supplied profiling systems. The filers are correct that a targeted system based on URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 10/8/1999 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

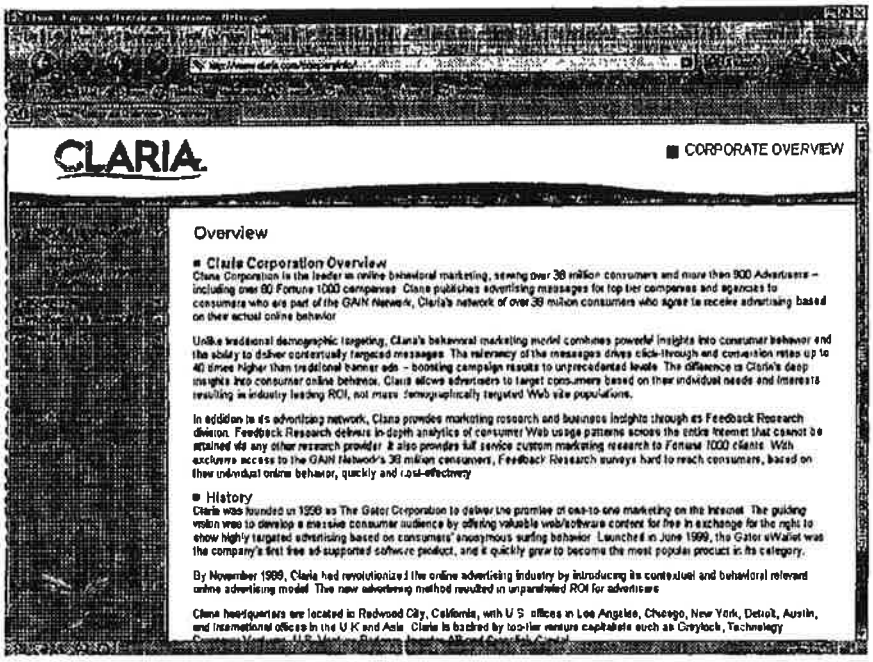
United States Patent — 6,141,010

Hoyle — October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network, such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.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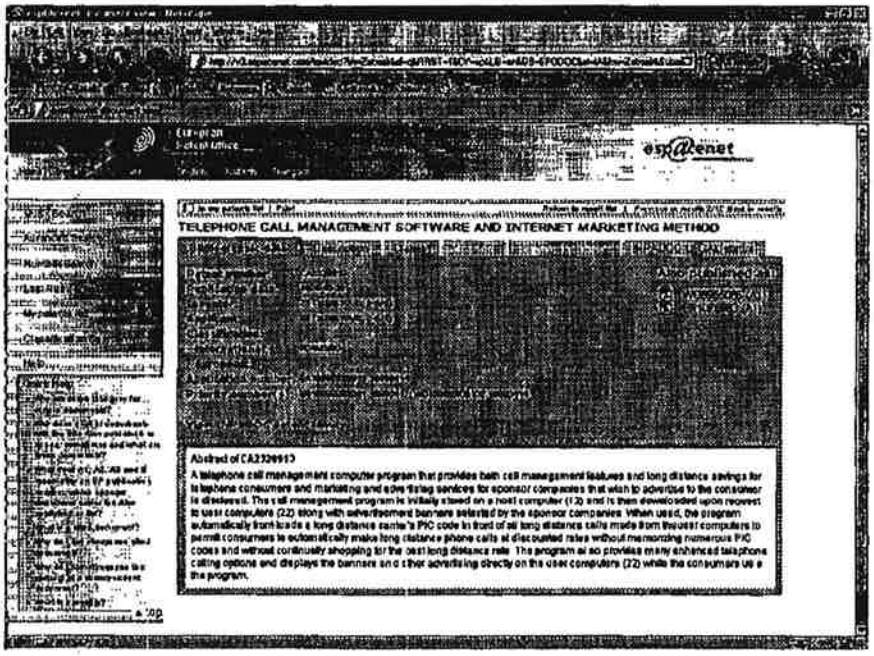

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD
Abstract of CA2329913
A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically dials a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

February 18, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Targeted advertising for commuters with mobile IP terminals

US File # ***20020107027*** Filed: 12/6/2000

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20020107027***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded via Bluetooth, a short-range wireless technology (0059) to an "smart automobile" containing a mobile wireless terminal (0003) that delivers advertising based upon location as well as program selection and vehicle statistics (0069) while in a vehicle. Uploads and downloads of advertisements are performed through broadband wireless internet communications.

The relevant Claims presented are Claims 1, 10, 20, 30. The abstract reads, "An advertising server stores data of both consumers and merchants. Consumer data includes samples of a consumer's location at various points along routes taken by a consumer's mobile IP terminal. Merchant data includes the geographic locations of the merchant's stores. The advertising server uses the consumer and merchant data to select merchants located in proximity to paths frequently traveled by a consumer. Merchant selection may take into account other factors such as demographics. The advertising server then provides selected merchant servers with an opportunity to have the advertising server deliver advertisements to the consumer on the merchant's behalf. Based on consumer data provided by the advertising server and predetermined criteria established by the merchant, each merchant server transmits an advertisement and a "willingness to pay" to the advertising server. The advertising server

receives the responses and transmits to the consumer the advertisements associated with a sufficient willingness to pay for delivery. "

Consistently, the inventor describes the invention in internet terms (0034) ... because it is simply an extension of and electronic communications network like the internet relating to advertising delivery. Driving a vehicle from Point A to Point B is a purely voluntary exercise similar to surfing the internet and going to web sites at will. In a location based system, advertising is delivered based upon this voluntary user action in one form or another, albeit radio or a monitor screen or warning messages, to an "advertising server" maintained at the vehicle (Claim 30) maintained dynamically at the client level in the vehicle. The ads are then delivered to the user consequential to his or her actions. Descriptions of these actions and functions are described in (0054) (0057) (0062) (0063) (0064) and (0069).

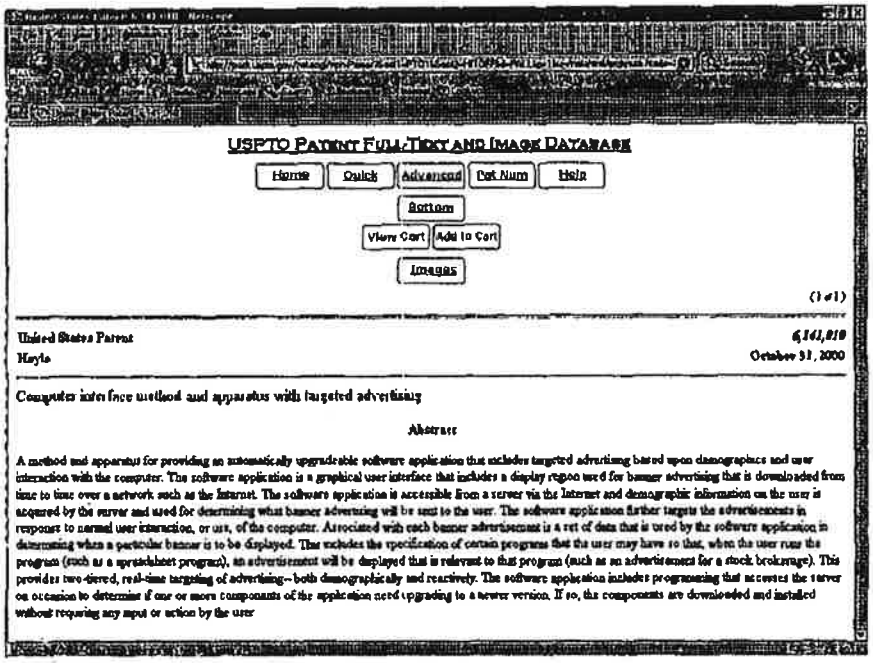
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server and user supplied profiling systems. The filers are correct that a targeted system based on URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 12/6/2000 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

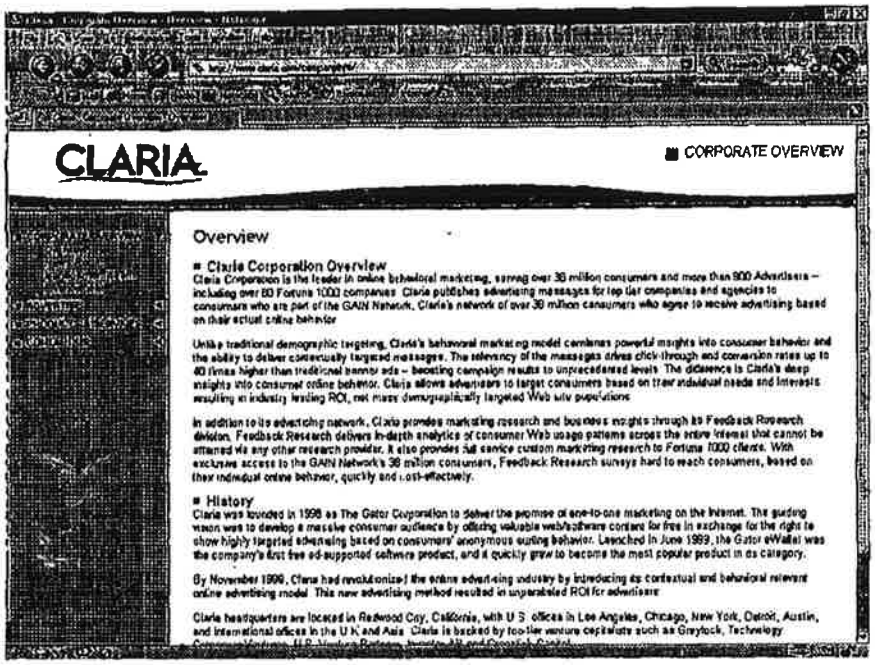
United States Patent — 6,141,010

Hoyle — October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. That includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user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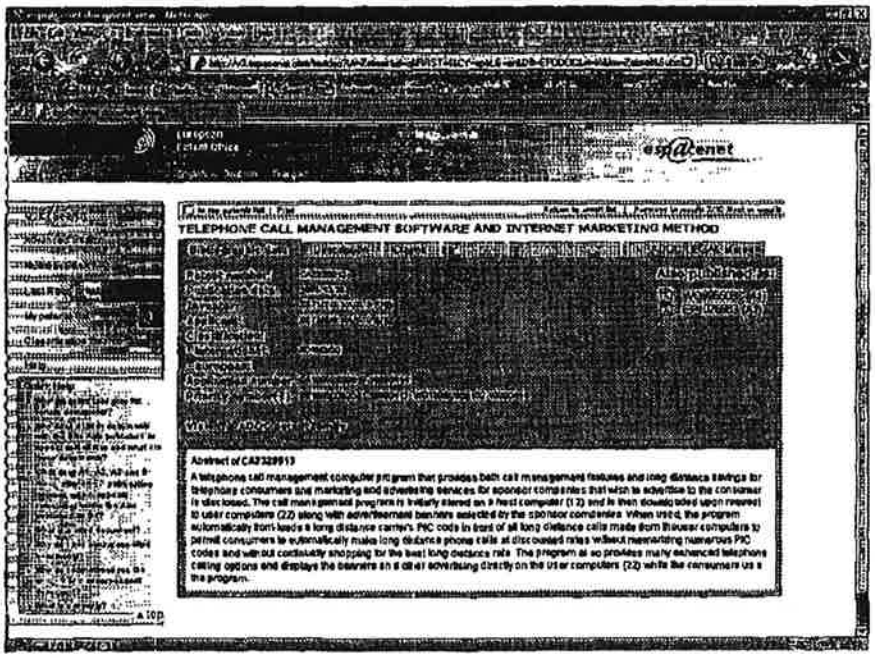
TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD
Abstract of CA2329913

February 18, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Electronic advertising device and method of using the same

US File # ***20030222134*** Filed: 9/16/2002

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20030222134***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded via an electronic communication system such as the internet (0046) or via other cellular means.

Advertisements stored in the client device whether a cell phone or other devices including billboards (0063) are triggered by voluntary user actions including traveling from point A to point B.

The system is fully described in paragraphs (0046) (0057) (0065) (0074) and others.

Relevant Claims presented are Claims 1, 6, 16 and 18. The abstract reads, "Electronic advertising devices and methods of using the same for providing targeted advertisements to one or more individuals based on the individual(s) consumer profile(s). The device or systems include a sensor or receiver (101) for receiving identifying signals from individuals such as signals emitted by cellular telephones. Using information associated with or retrieved using the identifying signal, targeted advertisements are delivered to the individuals. "

Consistently, the inventor describes the invention in comparison to the Internet although the internet is simply another electronics communications network ...

Driving a vehicle from Point A to Point B or using a cell phone is a purely voluntary exercise similar to surfing the internet and going to web sites at will. In a location based system, advertising is delivered based upon voluntary user actions in one form or another, albeit cell phone call, changing a display on a billboard, cell phone or other audio or visual monitor and is just another derivative of a client/server system where an advertising database is dynamically maintained at the client device. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server and user supplied profiling systems. The filers are correct that a targeted system based on URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

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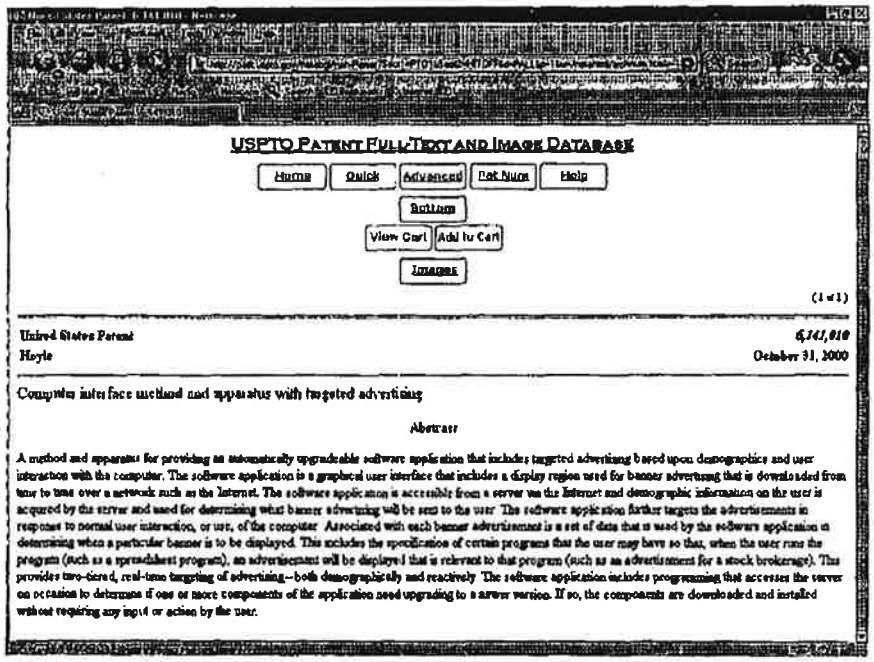
There may be more prior art preceding the 9/16/2002 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

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(1 of 1)

United States Patent 6,141,010

Hoyle October 31, 2000

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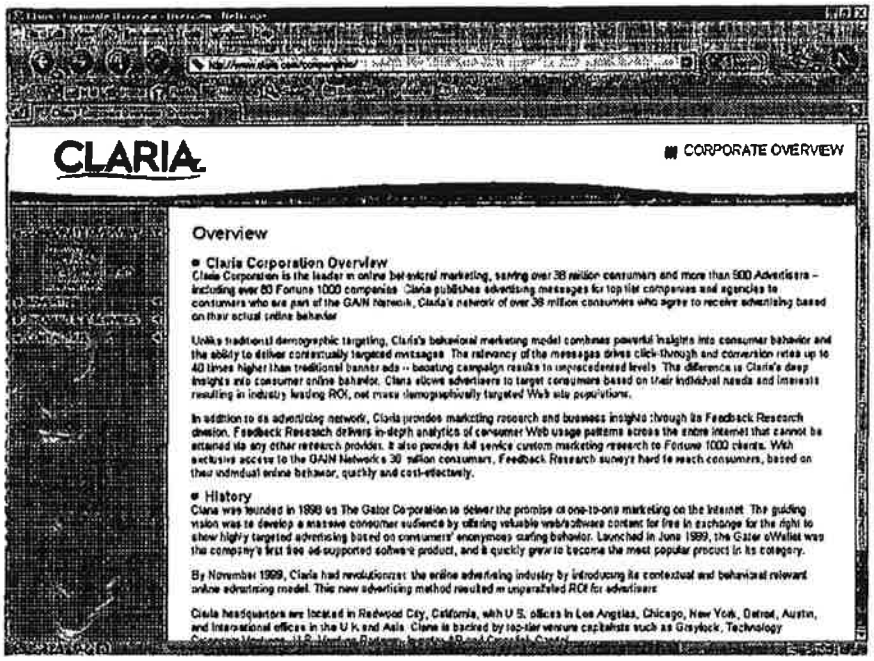
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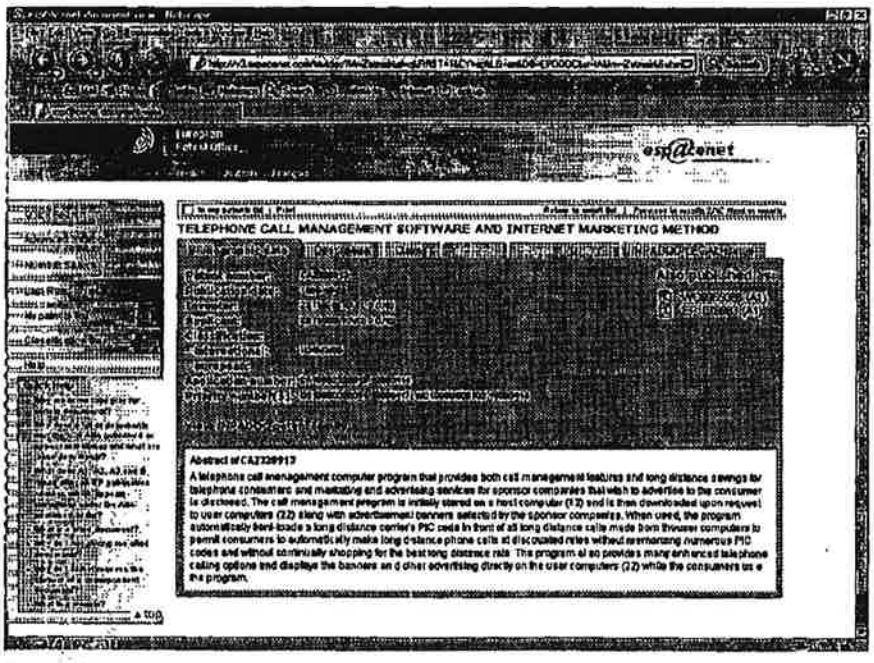

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD
Abstract of CA2329917
A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically dial-loads a long distance carrier's PIC code in front of all long distance calls made from user computers to permit consumers to automatically make long distance phone calls at discounted rates without remembering numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for providing a dynamic ***advertising*** content window within a windows-based content manifestation environment provided in a browser

US File # ***20020049633*** Filed: 3/19/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20020049633***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a 'dynamic advertising content manifestation" presumably residing in a PC that is a connected to the internet or other electronic communication system. (Claim 5) Within this system, he builds databases containing a plurality of advertisements (content) (Claim 10) dynamically retained at the client terminal and triggered by voluntary user actions. The system is described in paragraphs (0010) (0011) (0049) (005) and others.

The abstract reads in part, "System and method for providing a dynamic advertising content manifestation window within a windows based content manifestation environment provided within a web browser. The system and method include and involve a server system configured to transmit a software system and data related to a advertising content source via an electronic data network."

Relevant Claims are: 8, 10, 11 and others. Basing ad display based upon program selection comparisons, time is no different than selecting a URL in a browser or Keyword in a search engine. Whether streaming content, a cable TV network or the internet or both, both are electronic communication networks.

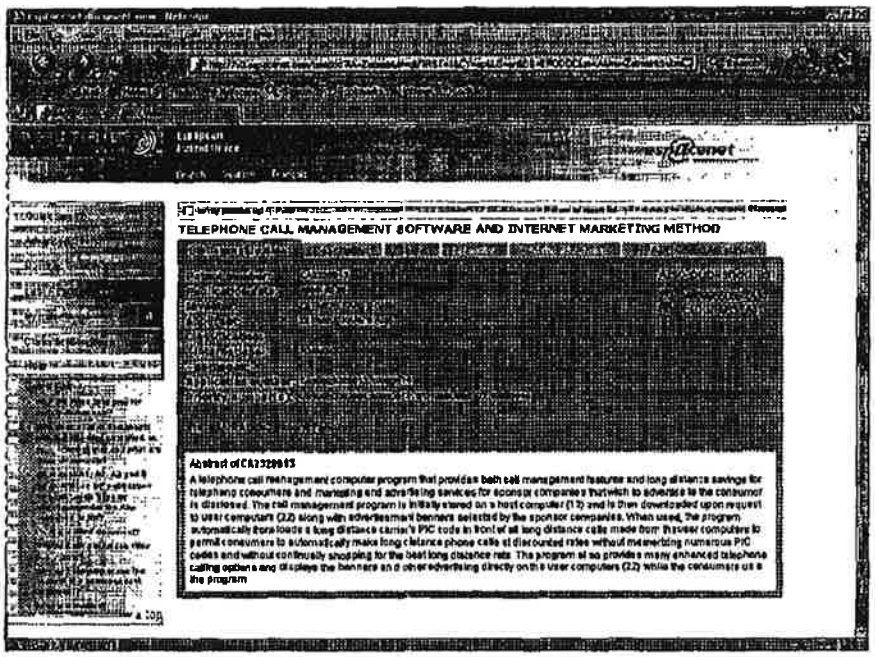
This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client database and a targeted ad is displayed.

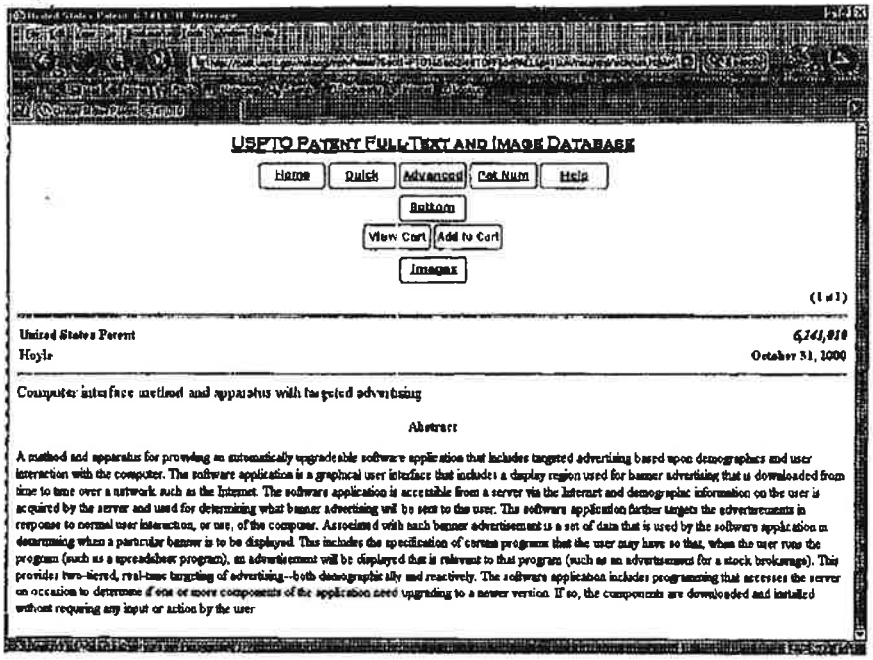
I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 3/19/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

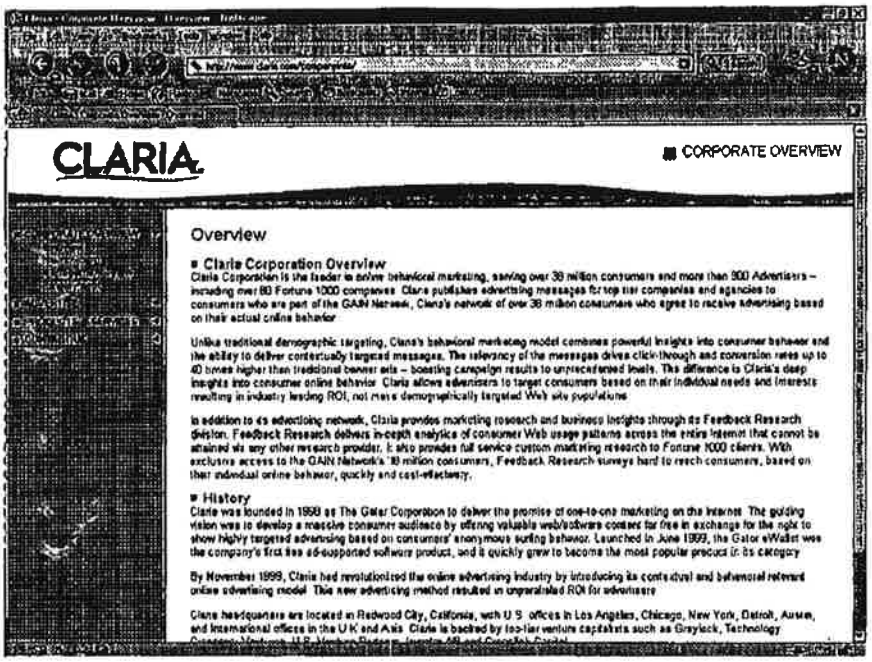
United States Patent — 6,141,010

Hoyle — October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user



CLARIA

CORPORATE OVERVIEW

Overview

Claria Corporation Overview

Claria Corporation is the leader in active behavioral marketing, serving over 38 million consumers and more than 900 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Aurora, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology

March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method of providing purchase information to consumers relating to advertisements displaying the product

US File # **20020026353** Filed: 12/22/2000

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020026353**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system using a database containing advertisements retained and maintained at the client level in cache or on disk (0008) in a client-server ad delivery system. This patent application relates to displaying advertising by matching voluntary user actions or initiating triggers (0010) Entering a trigger event into a browser locator window, makes a match with data in the remotely controlled and updated database and in the event a match is made, appropriate content or advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

The abstract reads in part, "Purchase information about a product is provided by identifying products in a print advertisement in a print media source; obtaining purchase information about the product; sorting the product in a database; reproducing the print advertisement in an interactive media source; associating the information about the product to the reproduced advertisement in the interactive media source; and providing the information about the product."

Relevant Claims are #1, 34, 65, 85 and others in which the inventor refers displaying ads stored at the client level and displaying them based on triggering events.

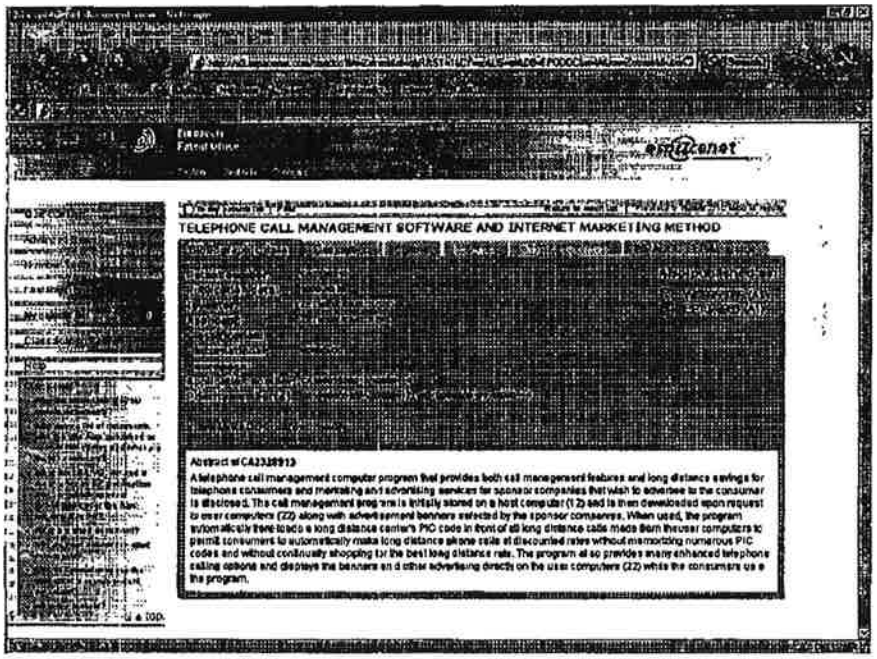
I am objecting to this patent application as it is neither novel nor unique. It is of particular note that prior art submitted does not include references to systems that were commercially offered in 2001. The filers are correct that a targeted system based on interactive actions, voluntary user actions or other trigger events are more accurate and excels in its ability to deliver "relevant" ads at the

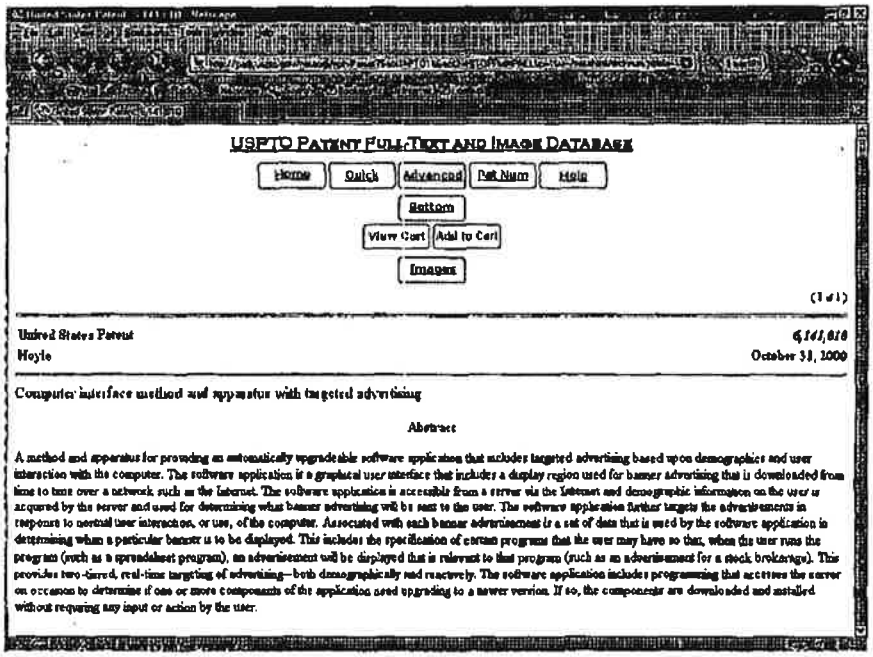
exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 12/22/2000 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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(1 of 1)

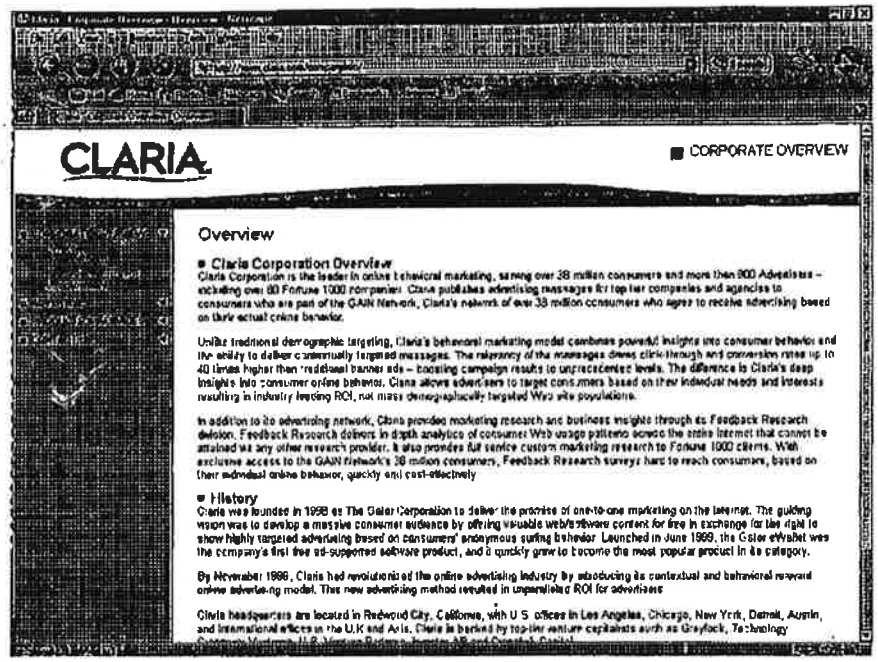
United States Patent 6,141,010

Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have on that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

CORPORATE OVERVIEW

Overview

Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 800 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

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History

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March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method and system for electronically distributing, displaying and controlling advertising and other communicative media

US File # **20020023274** Filed: April 6, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020023274**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system using a database containing advertisements retained and maintained at the client level in cache or on disk (Claim 16) in a client-server ad delivery system. This patent application relates to displaying advertising by matching voluntary user actions or initiating triggers (0042) Entering a trigger event into a browser locator window, makes a match with data in the remotely controlled and updated (0031) database and in the event a match is made, appropriate content or advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

The abstract reads in part, "The forth type of input to the scheduling system is a trigger event which is received from a source external to the scheduling system. Upon receiving a trigger event, particular media content will be played."

Relevant Claims are #1, 2, 11, 16 and others in which the inventor refers displaying ads stored at the client level and displaying them based on triggering events.

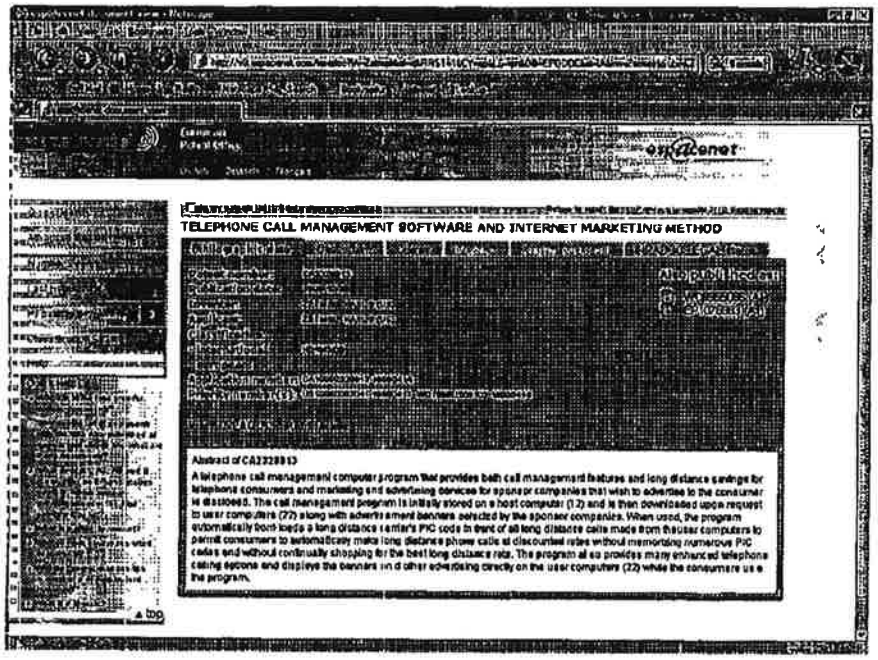
I am objecting to this patent application as it is neither novel nor unique. It is of particular note that prior art submitted does not include references to systems that were commercially offered in 2001. The filers are correct that a targeted system based on interactive actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

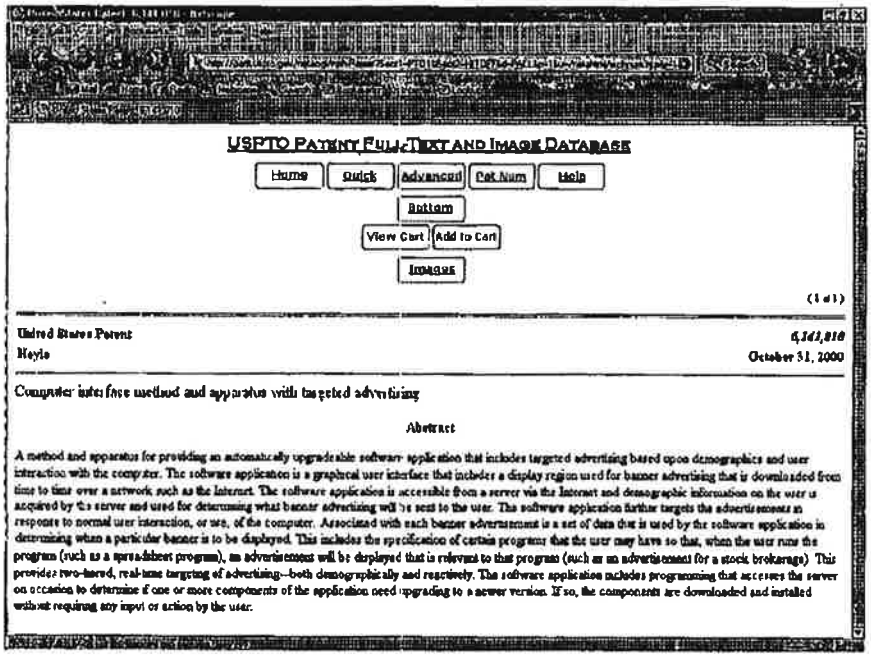
1. US Patent 6,141,010 ... equivalent technology

2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 4/6/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

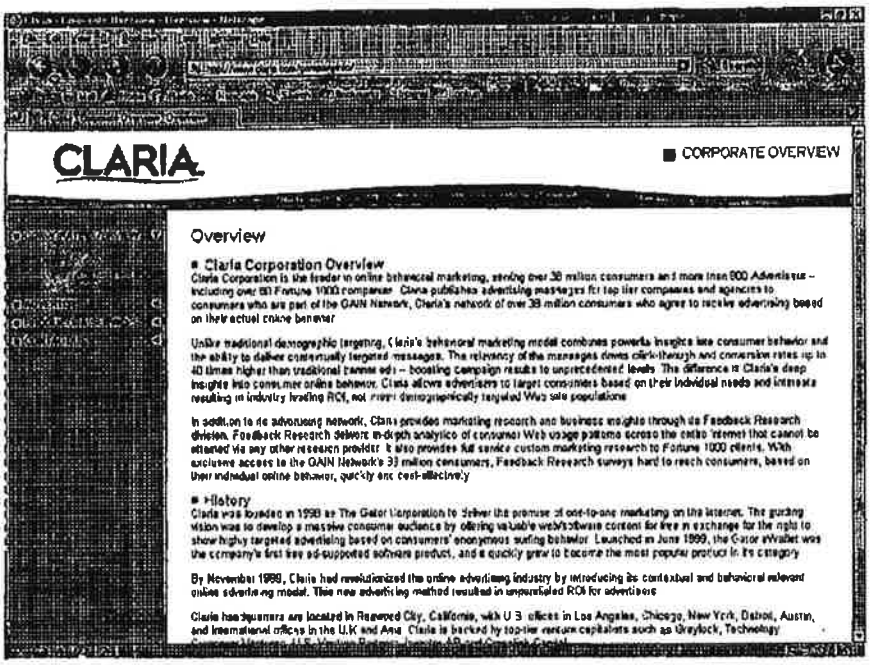
United States Patent
Hoyle

6,141,010
October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

■ CORPORATE OVERVIEW

Overview

■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 600 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mere demographically targeted Web site populations.

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■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

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March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Computer and method for maximizing an advertising effect

US File # **20020019901** Filed: December 14, 2000

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020019901**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system using a database containing advertisements retained and maintained at the client level in cache or on disk (0019) in a client-server ad delivery system. This patent relates to displaying advertising by matching voluntary user actions such as turning on the PC or initiating triggers from an "advertising presenting program" (0032) Entering a trigger event into a browser locator window, or conversely turning the client computer OFF if the ad is disregarded (0042), then makes a match with data in the remotely controlled and updated "post session" database and in the event a match is made, appropriate content or advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

The abstract reads in part, "With this configuration, an advertising effect can be maximized because advertisements can be presented while computers are used off-line."

Relevant Claims are #1, 10 and others in which the inventor refers displaying ads stored at the client level.

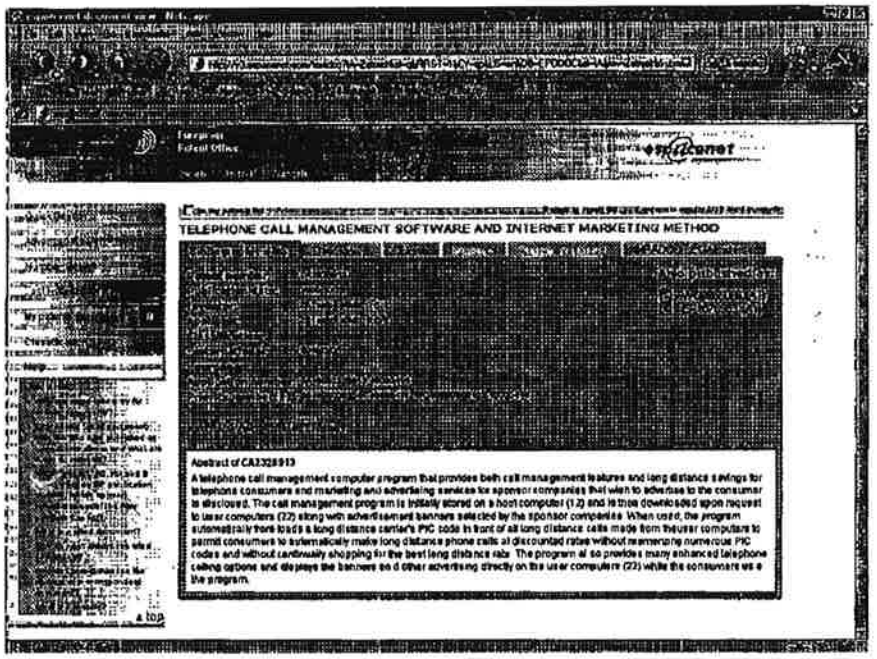
I am objecting to this patent application as it is neither novel nor unique. It is of particular note that prior art submitted does not include references to systems that were commercially offered in 2001. The filers are correct that a targeted system based on interactive actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

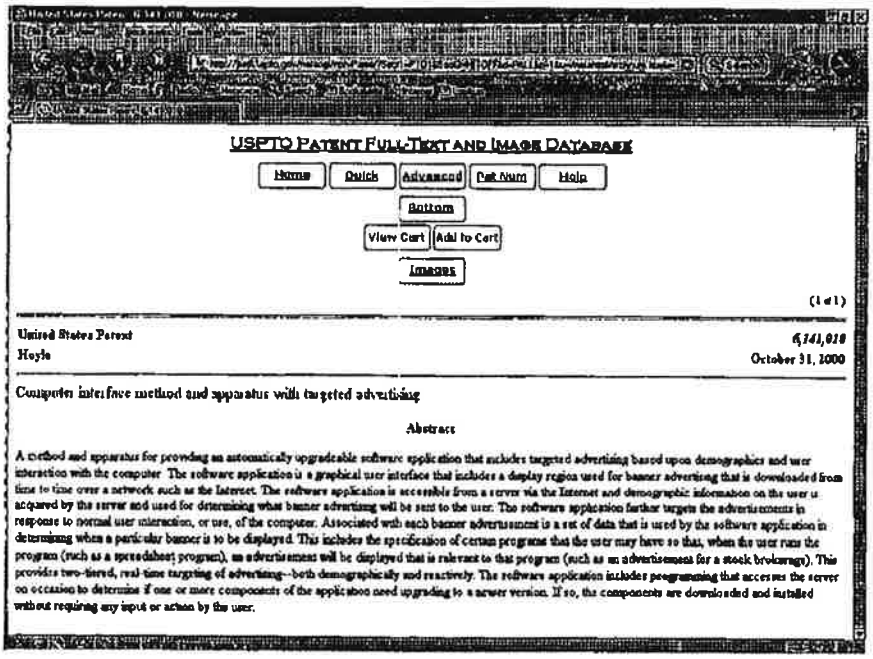
1. US Patent 6,141,010 ... equivalent technology

2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 12/14/2000 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

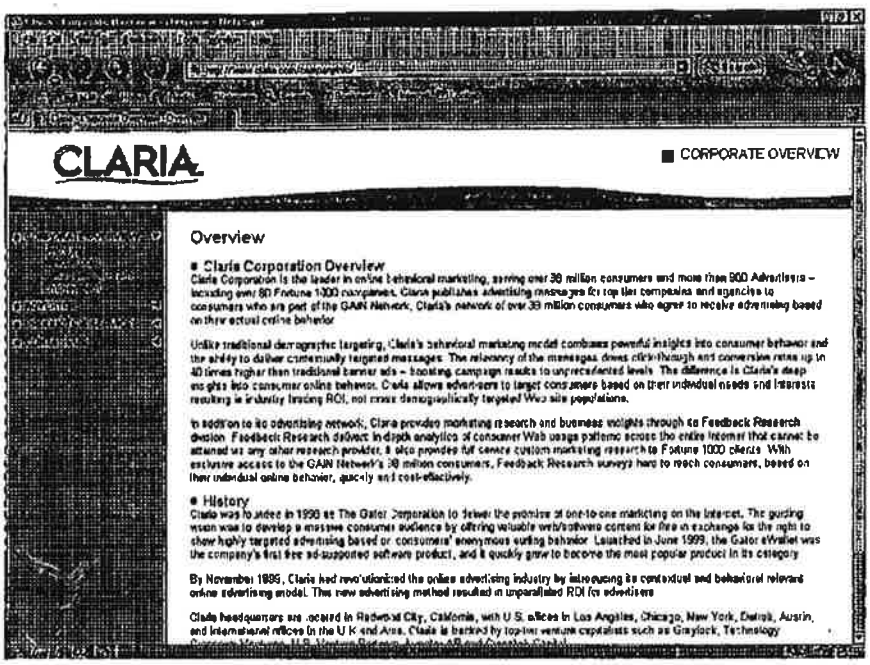
United States Patent
Hoyle

6,141,010
October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

■ CORPORATE OVERVIEW

Overview

▪ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 30 million consumers and more than 900 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network. Claria's network of over 30 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not cross demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 30 million consumers, Feedback Research surveys have to reach consumers, based on their individual online behavior, quickly and cost-effectively.

▪ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

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March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method of providing purchase information to consumers relating to advertisements displaying the product

US File **#20020026359** Filed: 2/22/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020026359**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The technology described in this patent application Claims 1, 4, 5 and others was covered under Patent 4,752,675 and was marketed under the Trademark StarTrax from 1986 to 1995.

There is nothing unique and novel regarding the use of barcodes to track direct mail advertising responses.

March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Post-session internet advertising system

US File # **20020019834** Filed: May 24, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020019834**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system using a database containing advertisements retained and maintained at the client level in cache or on disk (0016) in a client-server ad delivery system. This patent relates to displaying advertising by matching voluntary user-actions such as turning on the PC or integrating displays from various client software. (Claim 11) Entering a trigger event into a browser locator window then makes a match with data in the remotely controlled and updated "post session" database and in the event a match is made, appropriate content or advertisement is displayed.(0031) This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

The abstract reads in part, "In one preferred embodiment, a first display is viewed in a first platform in the foreground of a media by a viewer. A viewer initiates a load triggering event and in response, a post-session platform is opened to display a post-session display in the background of the media. Significantly, in the preferred embodiment, the post-session platform stays in said background until a view triggering event occurs."

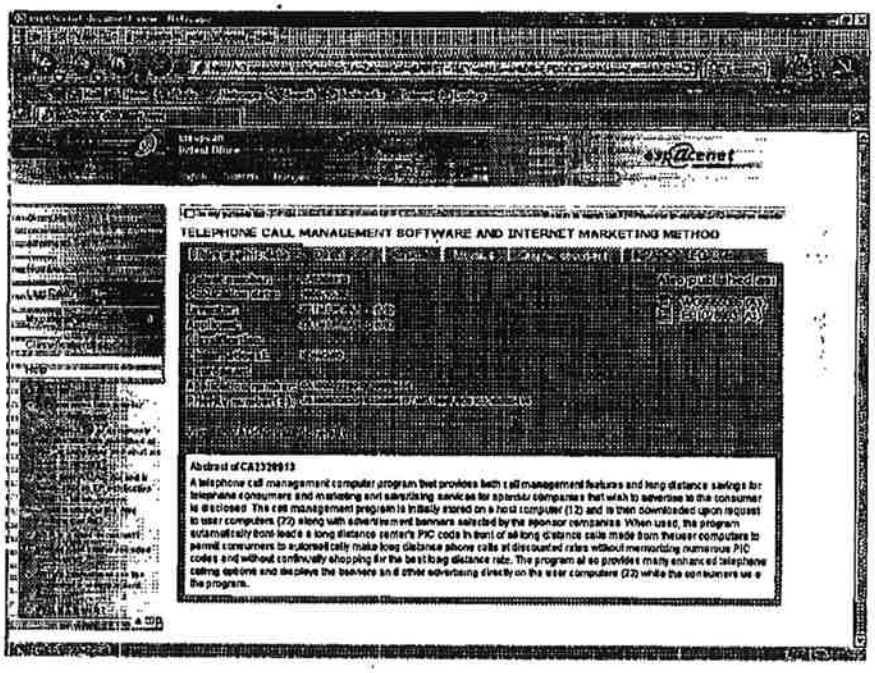
Relevant Claims are #1. 4, 8, 11, and others in which the inventor refers displaying ads stored at the client level.

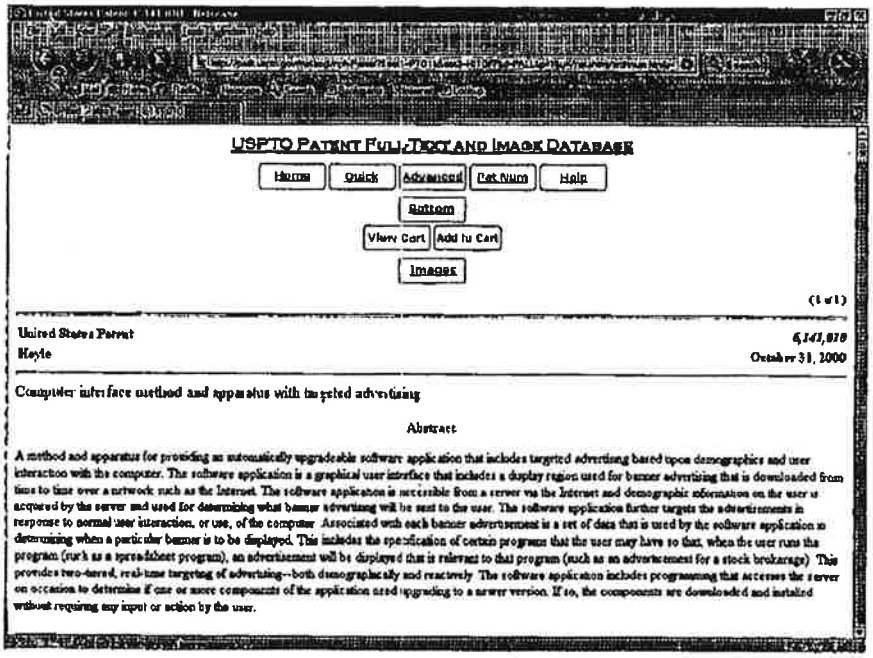
I am objecting to this patent application as it is neither novel nor unique. It is of particular note that prior art submitted does not include references to systems that were commercially offered in 2001. The filers are correct that a targeted system based on interactive actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 5/24/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

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(1 of 1)

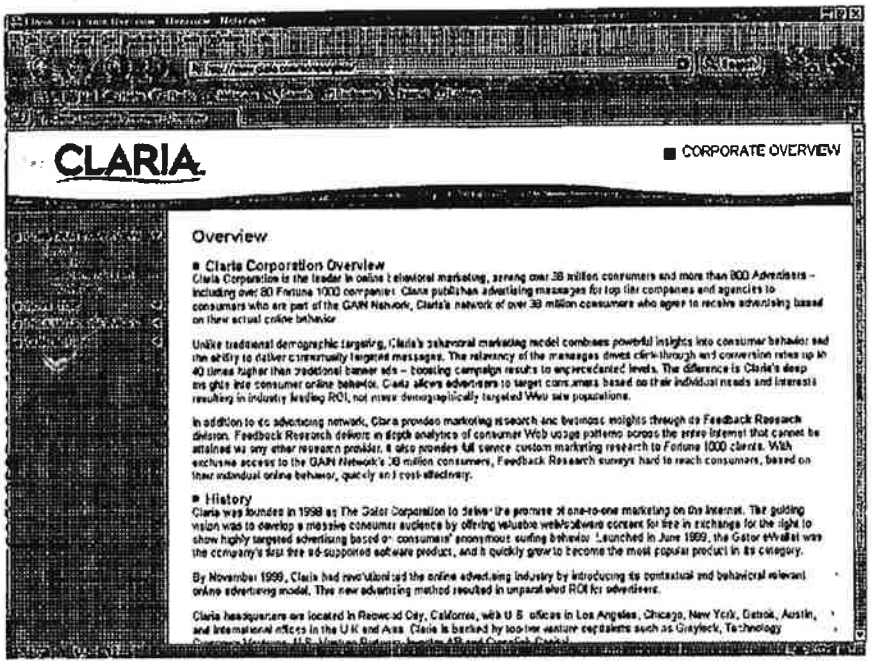
United States Patent
Hoyle

6,141,010
October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have to that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

■ CORPORATE OVERVIEW

Overview

■ Claria Corporation Overview

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Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

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■ History

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By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant onAno advertising model. The new advertising method resulted in unparalleled ROI for advertisers.

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March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: **Advertisement** distribution method, data processing method, communication terminal apparatus, data communication system and information storage medium

US File # **20020046115** Filed: September 6, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020046115**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent application describes at great length an advertising delivery system using a database containing advertisements maintained at the client level in cache or on disk (0010) in a client-server ad delivery system.(0011) This patent relates to displaying advertising by matching voluntary user action such using voluntary user actions (0038). Comparing a trigger event with information stored in an advertisement "condition" database causes a relevant advertisement to be displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user or software under the control of a user interacts with a pre-established database and a targeted ad is displayed. (Claim 3)

The abstract reads in part, "An intermediary agency enters into a contract with general users with respect to data distribution of an advertisement of goods, which was asked by advertisement clients, and the intermediary agency sets offer conditions of the advertisement of the goods and advertisement data in communication terminal apparatuses 14 of the general users. Since the advertisement data are offered in accordance with the offer conditions when the general users use these communication terminal apparatuses 14, the advertisement of the goods is offered to a number of general users as data with good efficiency."

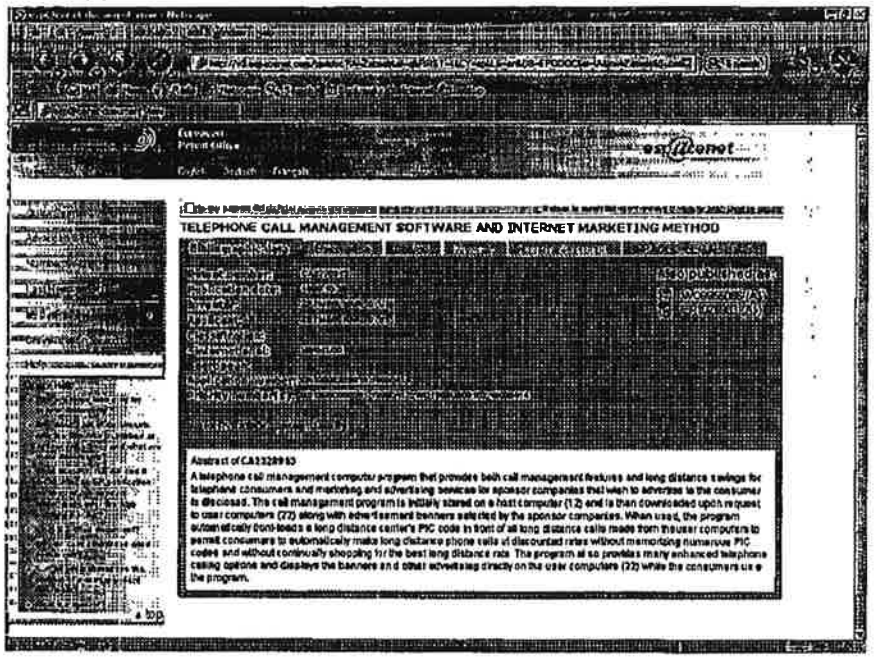
Relevant Claims are 1, 2, 4, 11 and others in which the inventor refers to triggering and displaying ads stored at the client level. Descriptive paragraphs are (0010) (0012) (0038) (0063) (0072) and others.

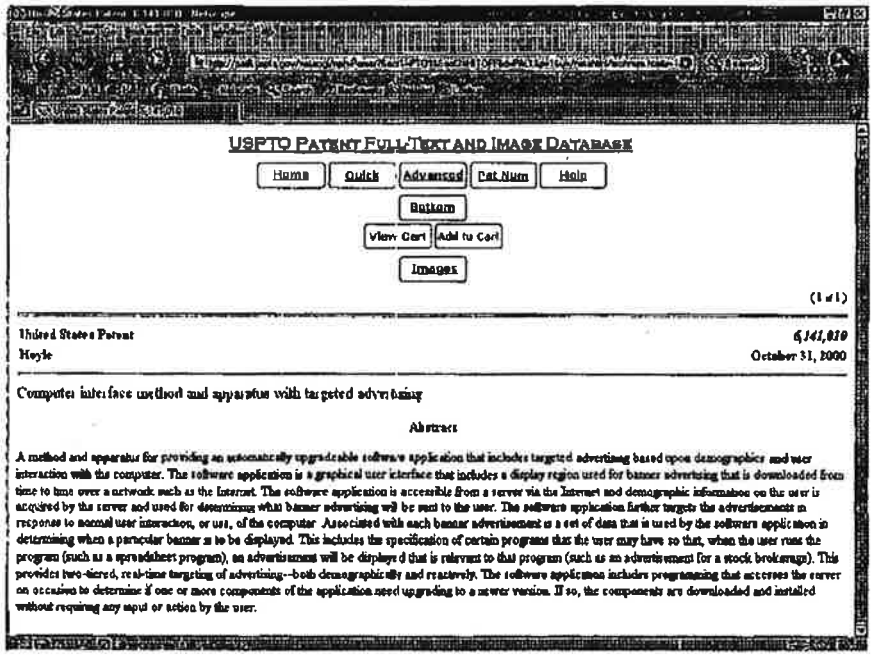
I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that prior art submitted does not include references to systems that were commercially offered in 2001. The filers are correct that a targeted system based on interactive actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 9/6/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

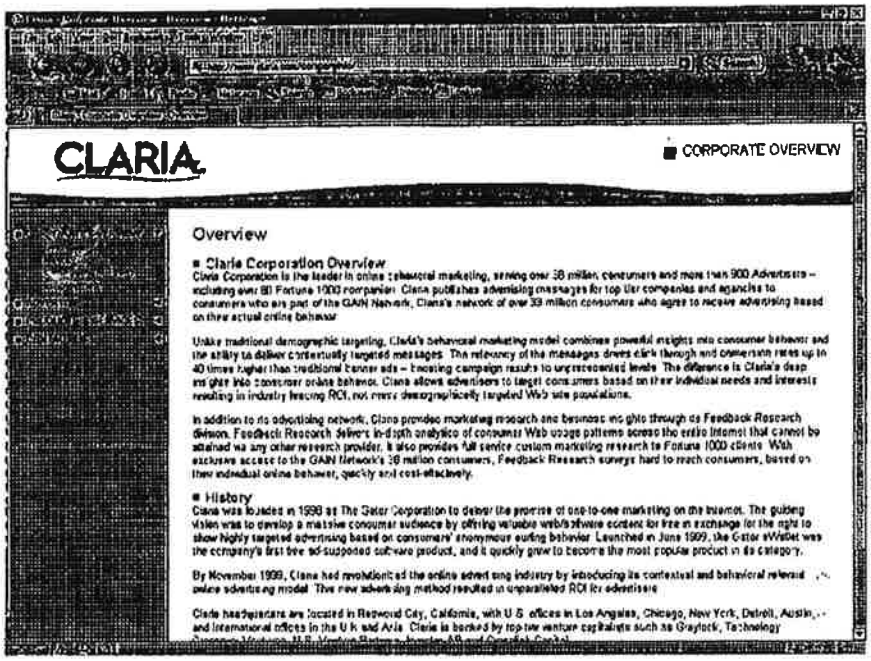
(1 of 1)

United States Patent 6,141,010
Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

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Unlike traditional demographic targeting, Clarla's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Clarla's deep insight into consumer online behavior. Clana allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

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History

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By November 1999, Clana had revolutionized the online advertising industry by introducing its contextual and behavioral relevant ... online advertising model. The new advertising method resulted in unparalleled ROI for advertisers.

Clarla headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, ... and International offices in the U.K. and Asia. Clarla is backed by top-tier venture capitalists such as Greylock, Technology ...

March 3, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for providing a dynamic ***advertising*** content window within a windows-based content manifestation environment provided in a browser

US File # ***20020049633*** Filed: 3/19/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20020049633***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "dynamic advertising content manifestation" presumably residing in a PC that is a connected to the internet or other electronic communication system. (Claim 5) Within this system, he builds databases containing a plurality of advertisements (content) (Claim 10) dynamically retained at the client terminal and triggered by voluntary user actions. The system is described in paragraphs (0010) (0011) (0049) (005) and others.

The abstract reads in part, "System and method for providing a dynamic advertising content manifestation window within a windows based content manifestation environment provided within a web browser. The system and method include and involve a server system configured to transmit a software system and data related to a advertising content source via an electronic data network."

Relevant Claims are: 8, 10, 11 and others. Basing ad display based upon program selection comparisons, time is no different than selecting a URL in a browser or Keyword in a search engine. Whether streaming content, a cable TV network or the internet or both, both are electronic communication networks.

This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client database and a targeted ad is displayed.

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
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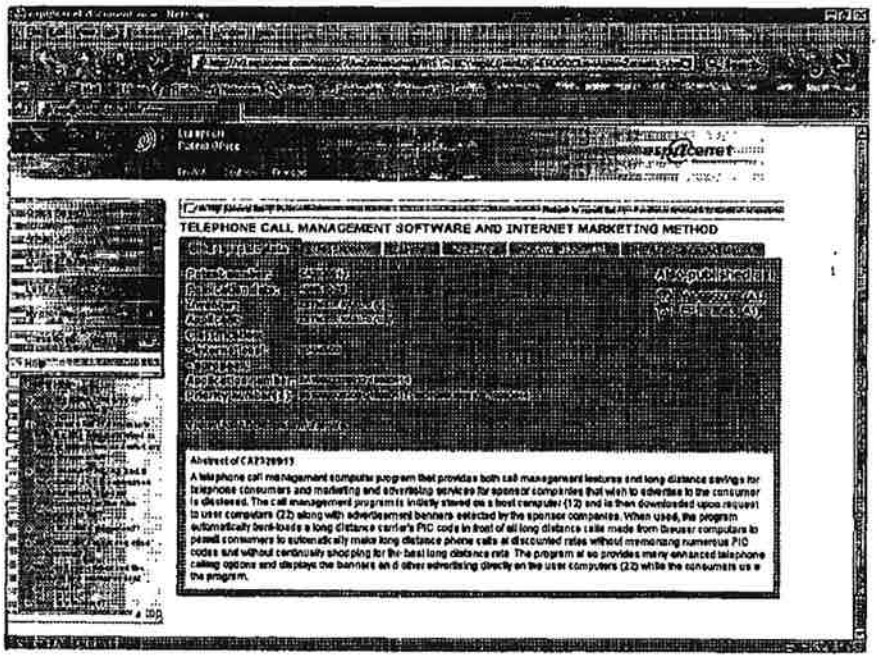
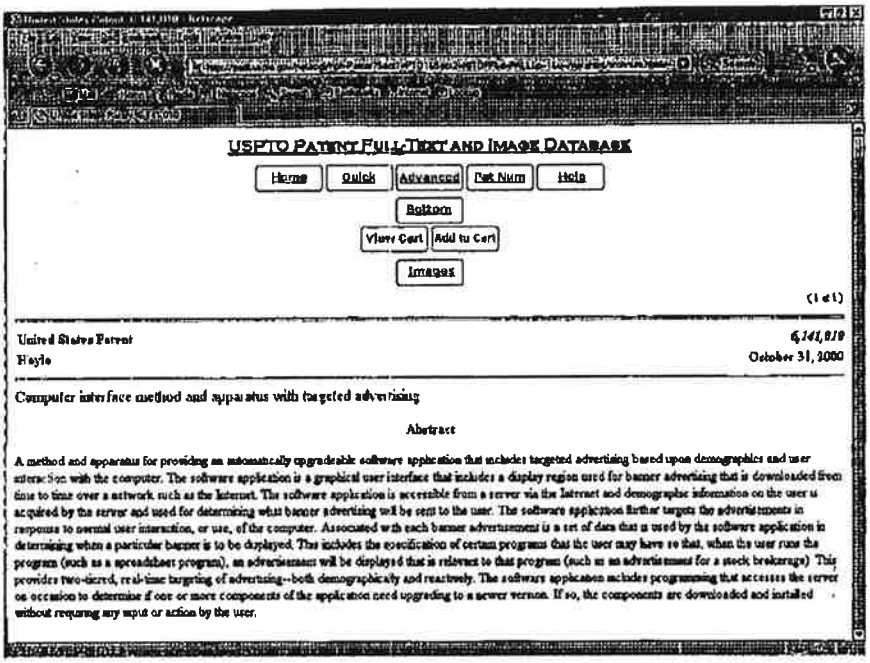
There may be more prior art preceding the 3/19/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

United States Patent 6,141,010
Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

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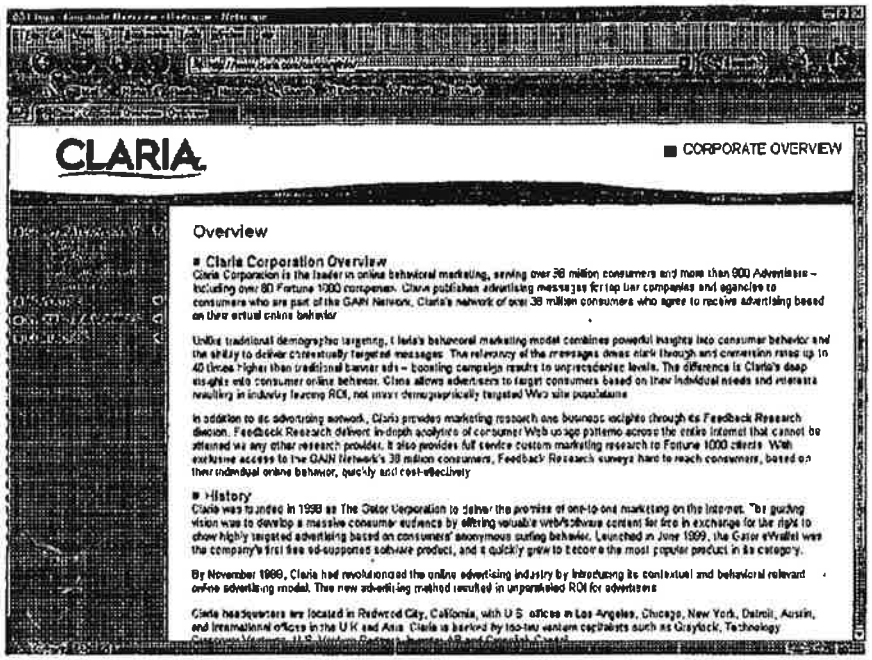

CLARIA

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March 1, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: **Advertisement** providing system and method

US File # **20010027415** Filed: March 21, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010027415**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system using a database containing advertisements maintained at the client level in cache or on disk (0008) in a client-server ad delivery system. This patent relates to displaying advertising by matching voluntary user action such using keywords, URLs or other voluntary user actions (0041). Comparing a trigger event with information stored in an advertisement database causes a relevant advertisement to be displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed. (0041)

The abstract reads in part, "A communication dealer terminal stores advertisement data and consumer's position data and taste data, selects advertisement data on the basis of the position data, taste data and time, and transmits the selected advertisement data to consumers."

Relevant Claims are 1, 2 and others in which the inventor refers to triggering and displaying ads stored at the client level.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that prior art submitted does not include references to systems that were commercially offered in 2000. The filers are correct that a targeted system based on interactive actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology

2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
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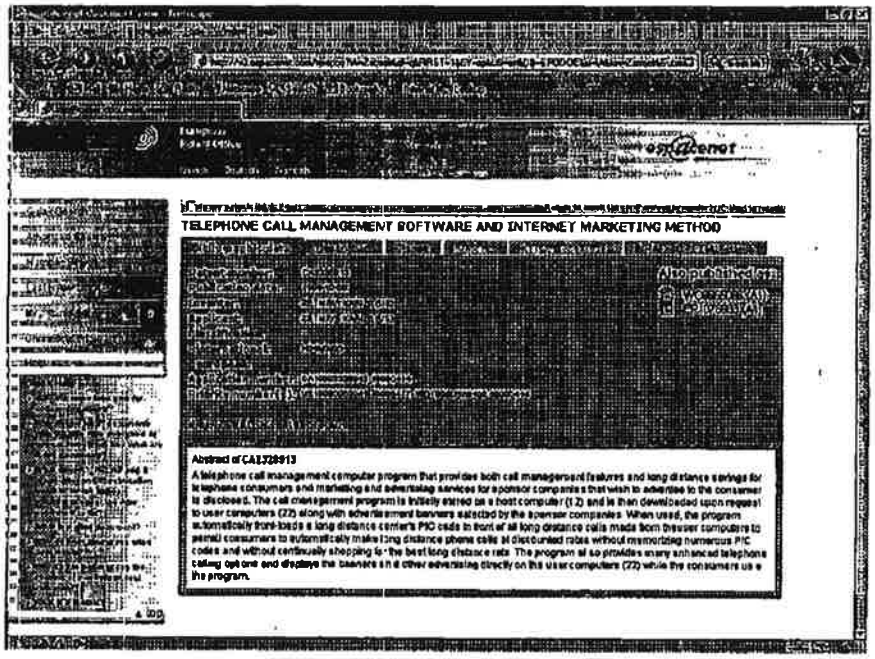
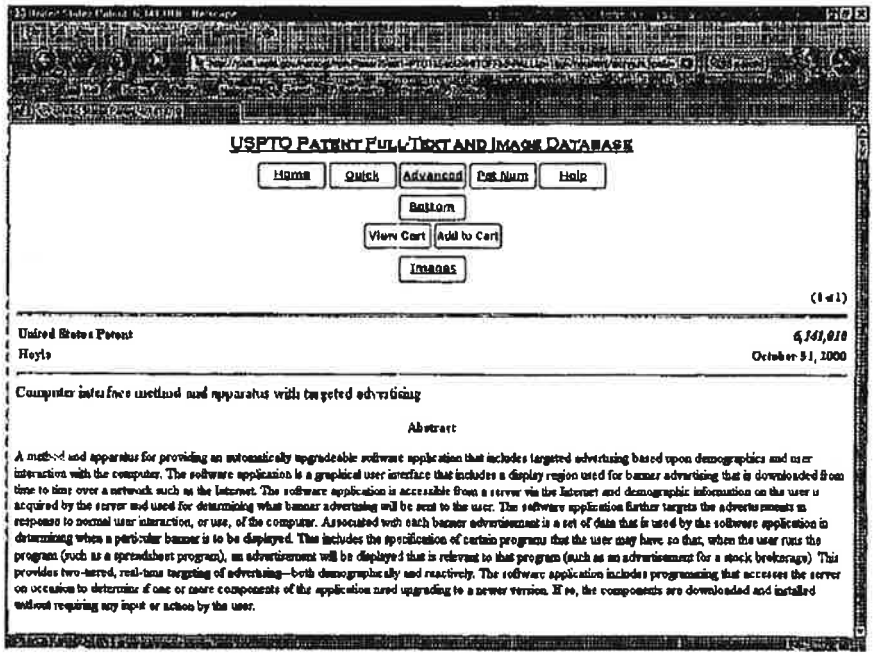
There may be more prior art preceding the 3/21/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

United States Patent 6,141,010

Hoyle October 31, 2000

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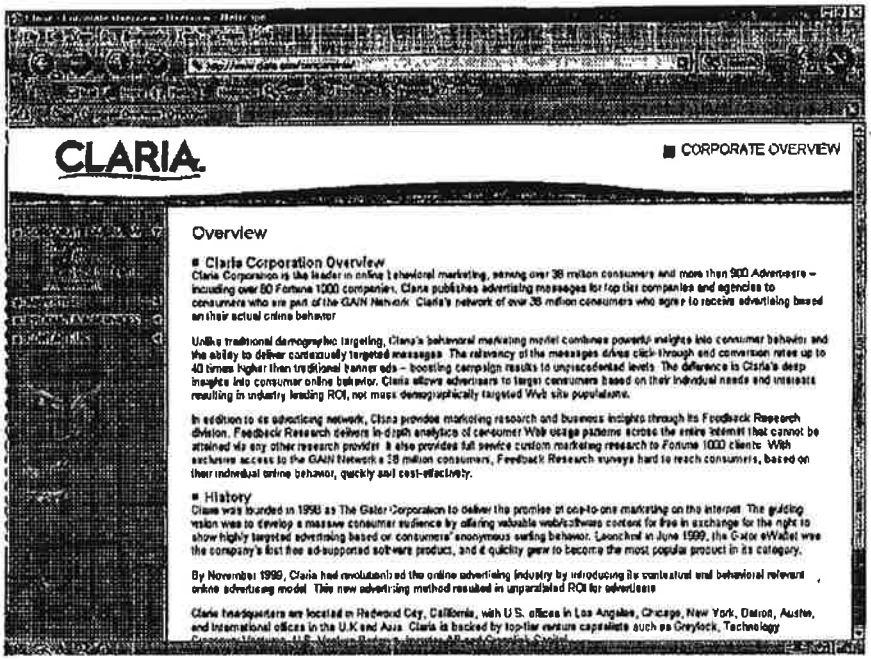

CLARIA

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March 2, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Software, apparatus, and method for hand-held electronic devices and advertising thereon

US File # **20010032124** Filed: 12/13/2000

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010032124**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon an advertising database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded (updating) via the modem (0017) or otherwise to a remote terminal (handheld) (0026) that delivers advertising based keywords (prescriptions) (0025) upon location as well as an executable program selection while mobile. Uploads and downloads are performed through broadband wireless internet communications or through a wired electronic connection.

Relevant Claims are: 1, 2, 3 and others. The abstract reads, "A new and improved method and apparatus for writing electronic prescriptions is described herein. The system includes placing advertising on the electronic device, such that the advertising is viewable on the hand-held electronic device's viewing screen, the advertising being selectively updatable.

Consistently, the inventor describes the invention in internet terms ... because it is simply an extension of the internet (an electronic communication system) relating to advertising delivery. Writing prescriptions and using the comparing those keywords to the advertising database and using that match to display relevant advertising is nothing new. Descriptions of these actions and functions are described in (0008), 0025) (0026) (0027) and others.

This is referred to as "pull" advertising as a voluntary action (writing a prescription) on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that little prior art was submitted with this filing and only some vague references to server and user supplied profiling systems. The filers are correct that a targeted system based on URLs or keywords or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
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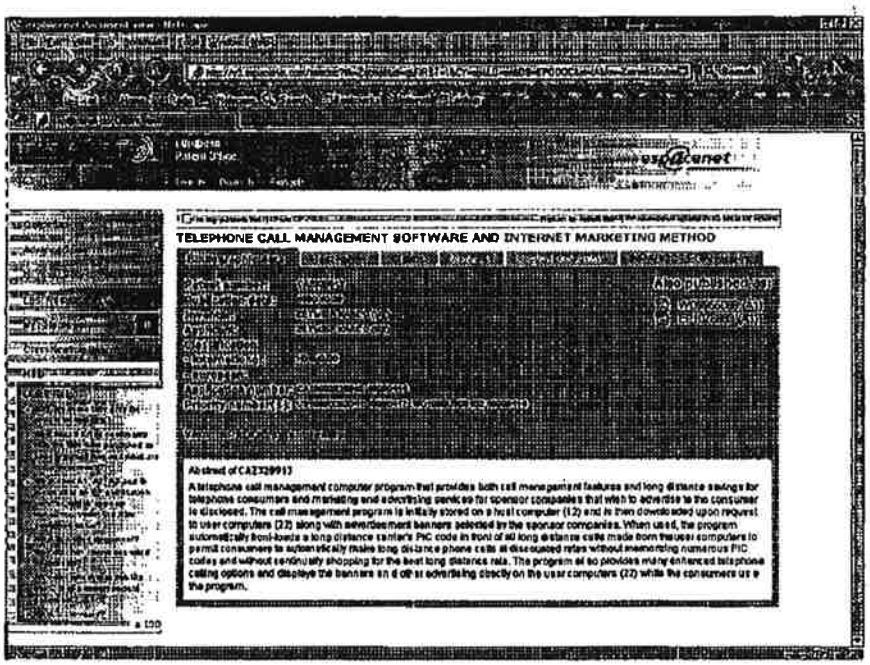
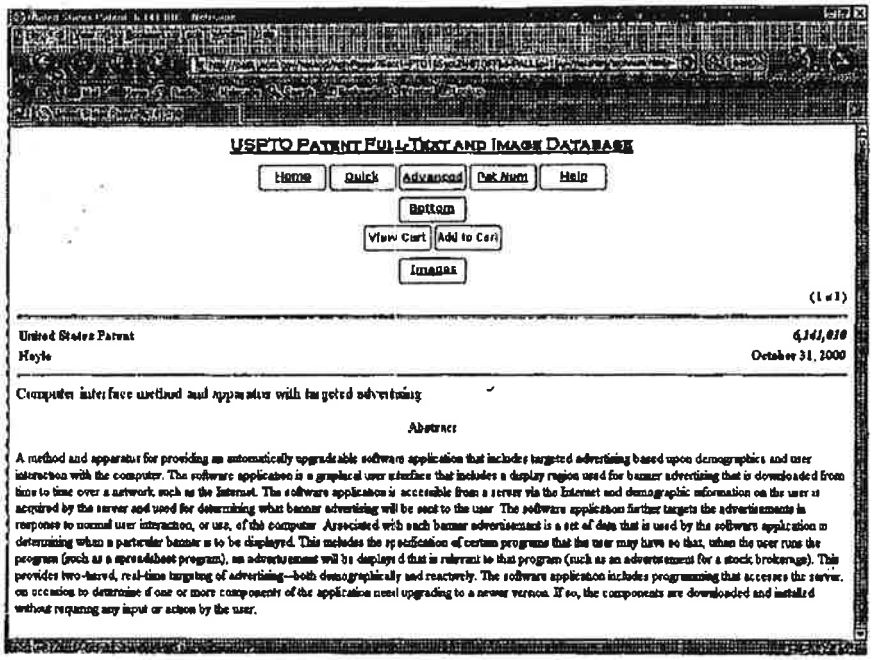
There may be more prior art preceding the 12/13/2000 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

United States Patent — 6,141,010

Hoyle — October 31, 2000

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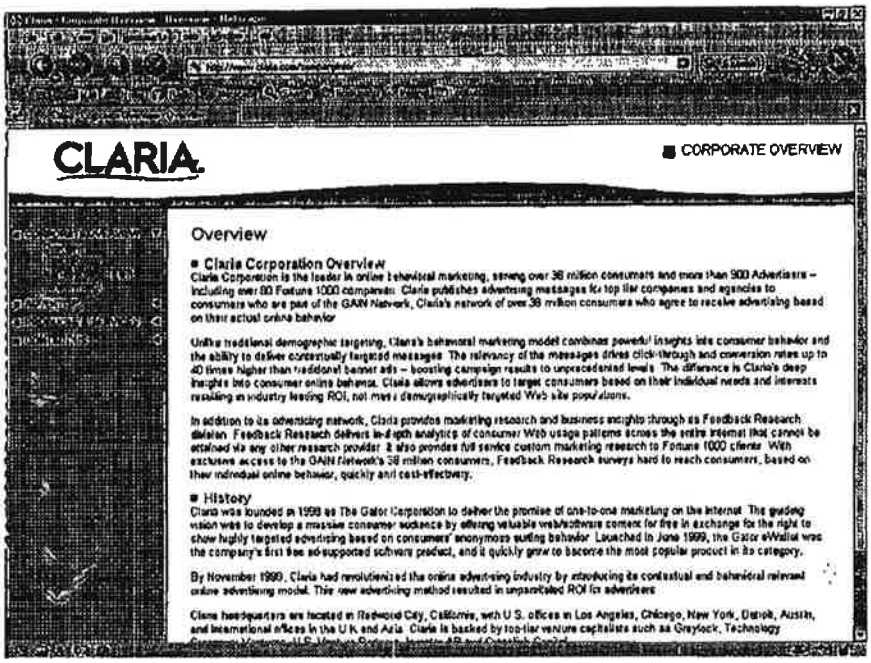

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■ History

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By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

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March 2, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method and system for advertising

US File # **20010034643** Filed: March 12, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010034643**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a databases maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded (transmitted) via the internet (0016) to the "Game System" at the User's computer. Multiple ad databases may be downloaded and stored to correspond with an appropriate game. The Game System software can monitor play habits and display content (display advertising) based on voluntary user actions and related game triggers correlating with the appropriate ad database for that game. The ad databases are remotely controlled and updated or replenished frequently. (0021)

The abstract clearly states, "A method and system for displaying advertisements to a user is provided. In one embodiment, the advertisement system downloads a collection of advertisements from an advertising server to the user's computer. When the user executes a computer program at the user's computer, the advertisement system displays the downloaded advertisements to the user. Thus, the advertisements can be displayed to the user even when the user's computer is not connected to the Internet."

Relevant Claims are 1, 2, 4, 8, 9, 11 and numerous others that discuss downloading new content to the client and replacement of old content based upon a number of other voluntary user actions exemplified through game play. The system is described in (0016) (0019) (0021) and others.

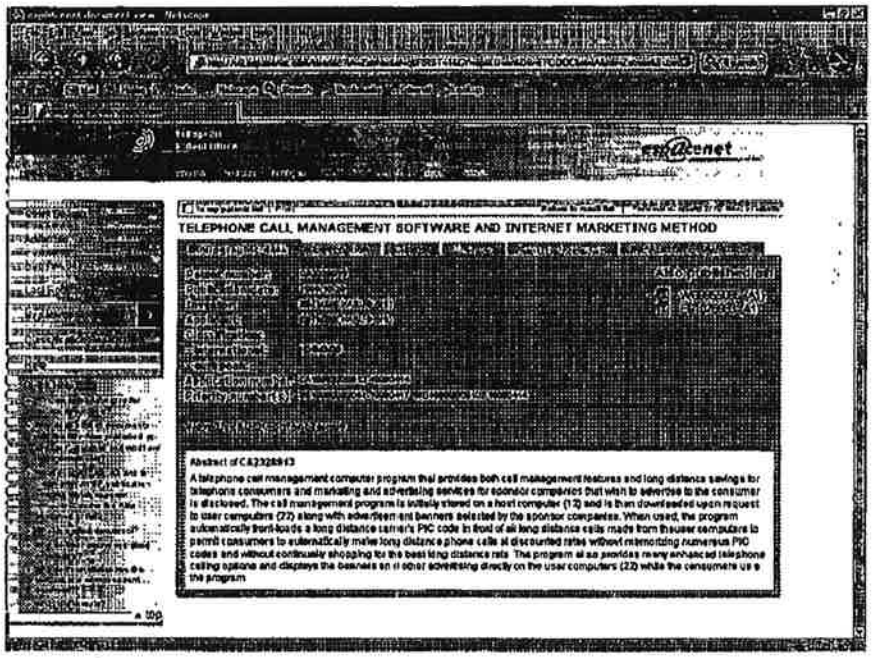
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

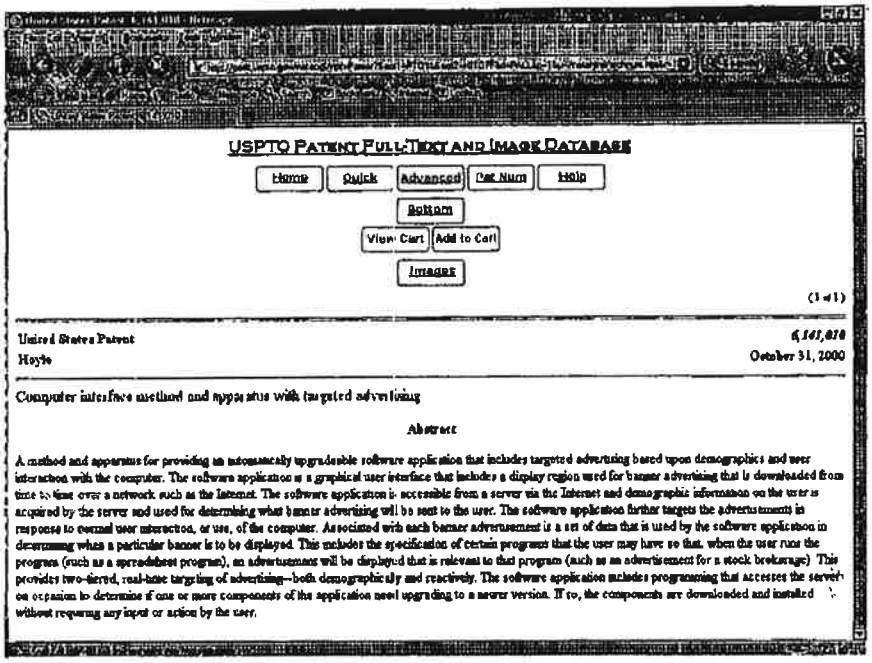
I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server profiling systems. The filers are correct that a targeted system based on voluntary user movements client software interactions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 3/12/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

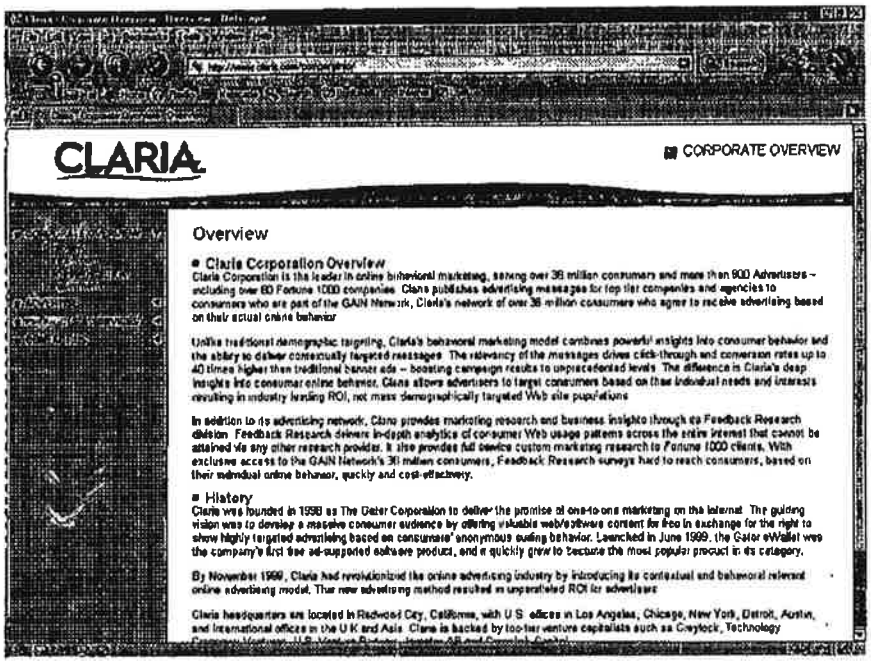
United States Patent — 6,141,010

Hoyle — October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

CORPORATE OVERVIEW

Overview

Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 36 million consumers and more than 900 Advertisers – including over 60 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 36 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 36 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/adware content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. That new advertising method resulted in unparalleled ROI for advertisers.

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March 2, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for metadata-linked advertisements

US File # **20010047298** Filed: March 30, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010047298**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "metadata storage system" (0021) presumably residing in a settop box that is a computer device. Within this system, he builds a database containing a plurality of advertisements and their metadata keywords (0020) dynamically retained and updated (0024) at the client terminal and triggered by user channel selections or interactions reactive to other resident programs (0020) The system is described in paragraphs (0009) (0020) (0021) (0024) (0035) and others.

The abstract reads, "Systems and methods for providing metadata-selected advertisements are provided. These systems and methods may receive metadata and other media, select an object, read metadata attached to or associated with the selected object, select an advertisement based on the metadata, and display the selected advertisement. In addition, monitoring, collecting, and recording of predefined data concerning metadata selected advertisements may be provided. The invention also provides a receiver for receiving signals and/or data (e.g., programs, advertisements, program guides, metadata, etc.) and a processor for accepting a user's input signal, selecting an object, reading metadata attached to or associated with a selected object, selecting an advertisement, and displaying the selected advertisement."

Selecting a channel or show on television which is the equivalent to a URL (0009) into a browser locator window that makes a match with and advertising database maintained at the client system in the remotely controlled and updated database (0024) and in the event a match is made by comparing, an appropriate

advertisement is displayed or inserted into the video stream or otherwise displayed.

Relevant Claims are: 1, 2, 3, 4, 8, 12, 15, 17, 18 and numerous others. Basing ad display upon program selection comparisons, URLs, metadata keywords, demographics or time is no different than selecting a URL in a browser or keyword in a search engine. Whether a cable TV network or the internet or both, both are electronic communication networks.

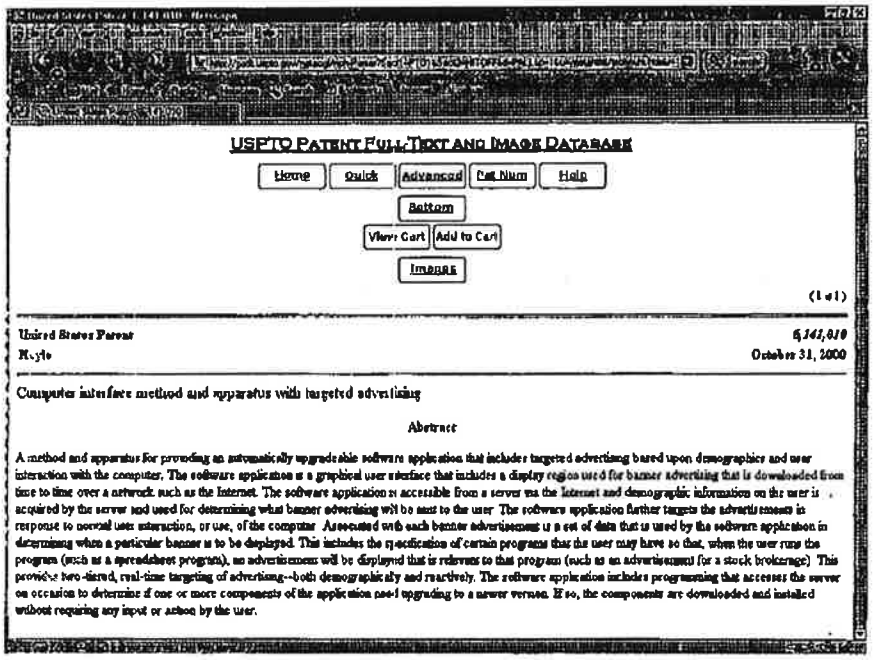
This is referred to as "pull" advertising as a voluntary action (channel or content selection or other voluntary user action) on the part of a user interacts with a pre-established client advertising database and a targeted ad is displayed.

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 3/30/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

United States Patent **6,141,010**

Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

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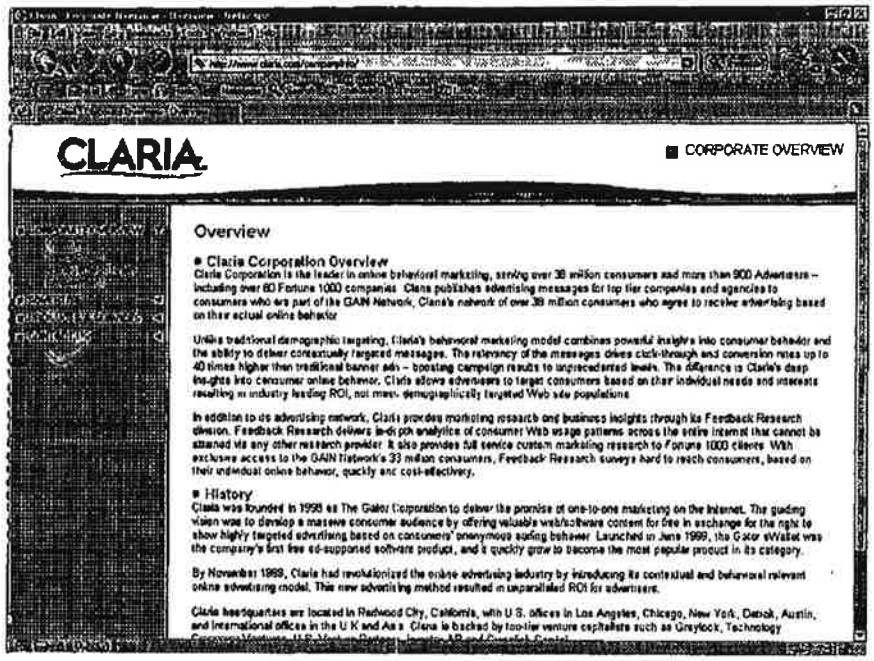

CLARIA

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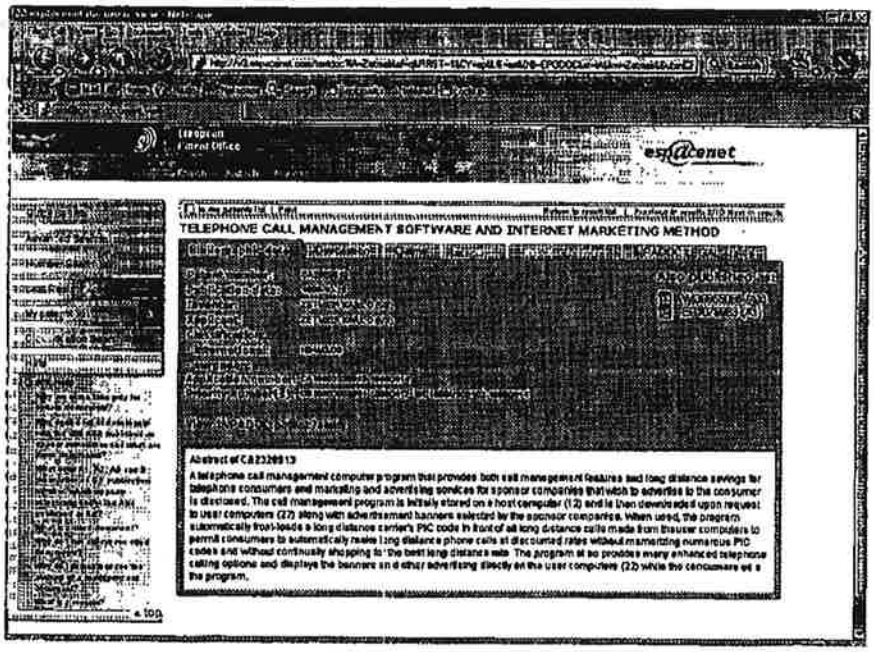


TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

March 2, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Electronic shopping cart display system

US File # **20010036353** Filed: March 16, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010036353**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon an advertising database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded (syncing) through the replacement of the "plate-shaped storage media" at the client (information playback apparatus) that presumably is similar to a POP kiosk in a retail store.

Relevant Claims are: 16, 18, 19 and others. The abstract reads, "The electronic POP advertising apparatus is formed to have high reliability and a small size, and is capable of presenting a properly selected POP advertisement in an effective manner in response to detection of a person present near a location where an article is placed." (0017)

Consistently, the inventor describes the invention in internet terms ... because it is simply an extension of the internet's electronic communication system relating to advertising delivery. Moving from Point A to Point B as well as the time frame you move from A to B are purely voluntary user exercises similar to surfing the internet and going to web sites at will. In a location based system, advertising is delivered and displayed based upon these voluntary user actions in one form or another, albeit audible or a monitor screen or other messages, when made through a comparison of location to proximity of a POP display (0018) to an advertising database containing geographical and/or time frame coordinates and maintained dynamically at the client POP display. The ads are then delivered to the user consequential to his or her actions. Descriptions of these actions and functions are described in (0016) (0017) (0018) and others.

This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

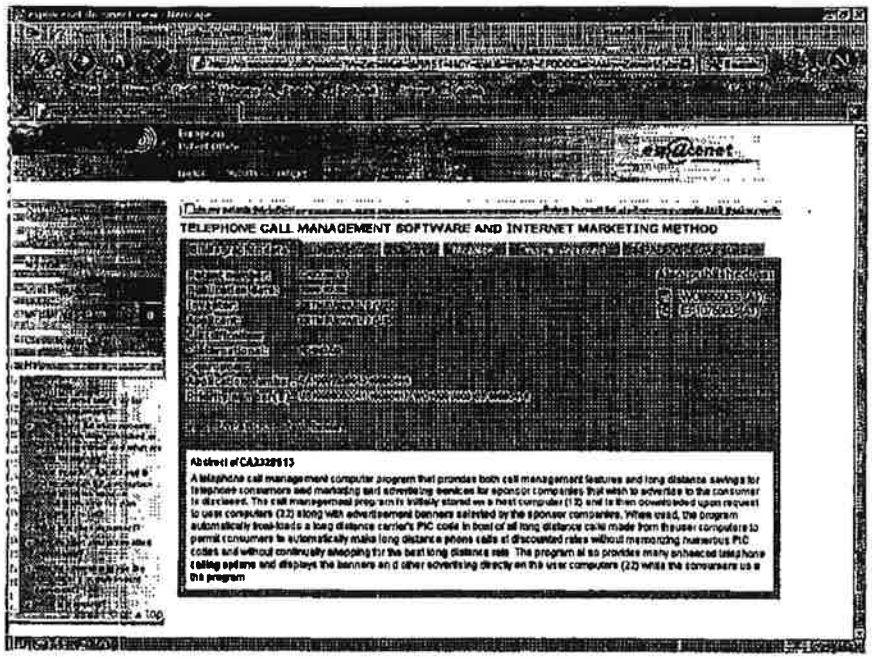
I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that the referenced Japan patents also post date the below prior art. The filers are correct that a targeted system based on URLs or keywords or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

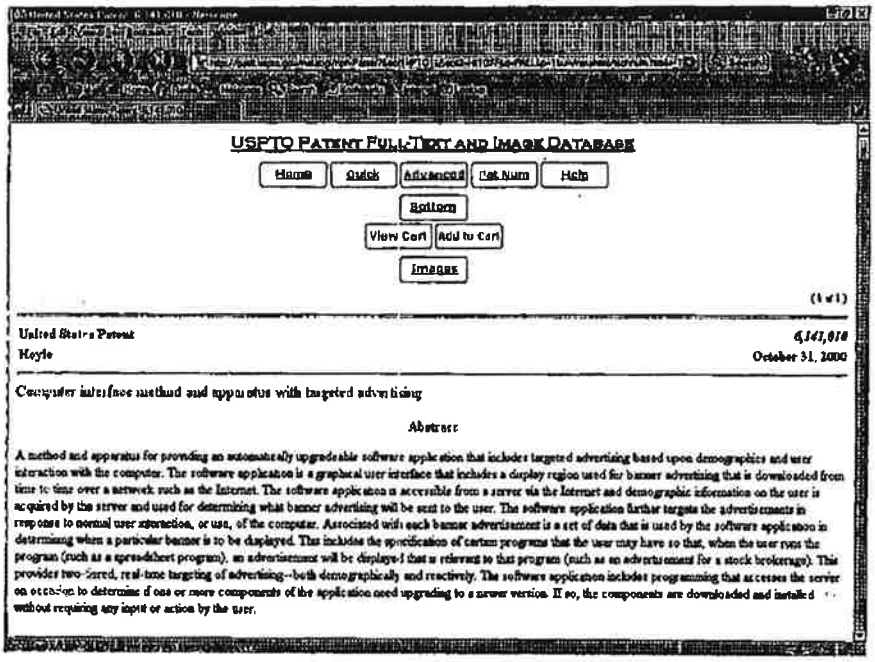
1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

4. U.S. 4,670,798

There may be more prior art preceding the 5/31/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

United States Patent — 6,141,010

Hoyle — October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

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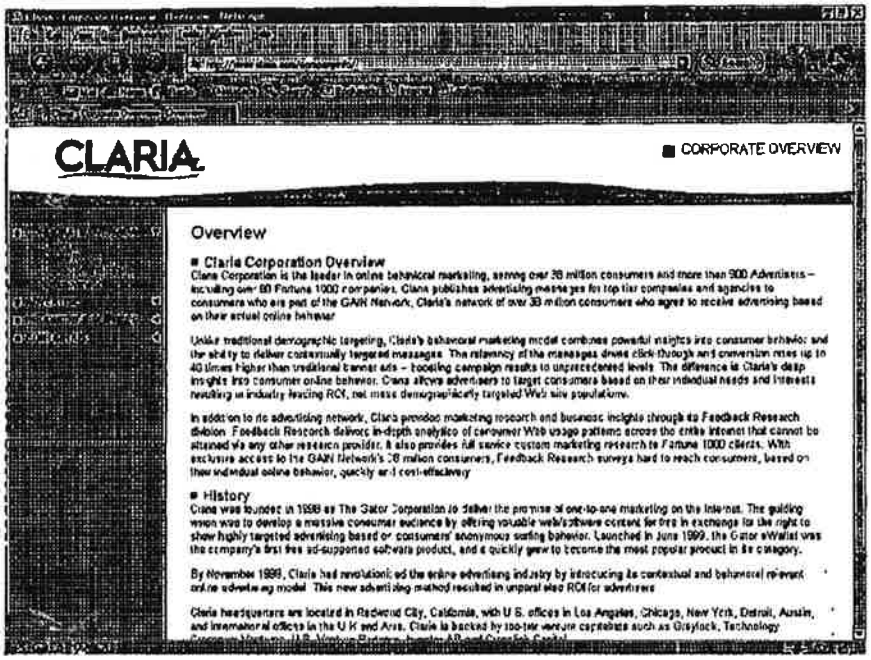

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February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method and apparatus for providing ***advertising*** linked to a scene of a program

US File # **20020059590** Filed: May 9, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020059590**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "computer system" presumably residing in a settop box connected to a television. Within this system, he builds and stores (0008) a database containing a plurality of advertisements dynamically retained at the client terminal and triggered by user content selections or interactions passively reactive to other resident programs (program guide) (Claim 4) The system is described in paragraphs (0008) (0010) and others.

The abstract reads in part, "On-demand electronic advertising information is provided for items used in scenes of television programs. The advertising information is received along with broadcasts of associated television programs. Selected advertisement modes alert a viewer when advertising information is available for an item displayed in a scene of the television program broadcast. The viewer alert comprises displayed marks superimposed over the broadcast of the television program."

Selecting a channel or show on television which is the equivalent to a URL into a browser locator window that makes a match with an advertising database maintained at the client system in the remotely controlled and updated database (0008) and in the event a match is made by comparing, an appropriate advertisement is displayed (0010) or inserted into the video stream even superimposing over the existing TV display.

Relevant Claims are 3, 5, 8, 12, 26, 46 and others. Basing ad display upon program selection comparisons, demographics or time is no different than

selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the Internet, both are electronic communication networks.

This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client advertising database and a targeted ad is displayed.

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection or content is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following prior art references:

1. US Patent 6,141,010 ... similar technology
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There may be more prior art preceding the 5/9/2001 filing.

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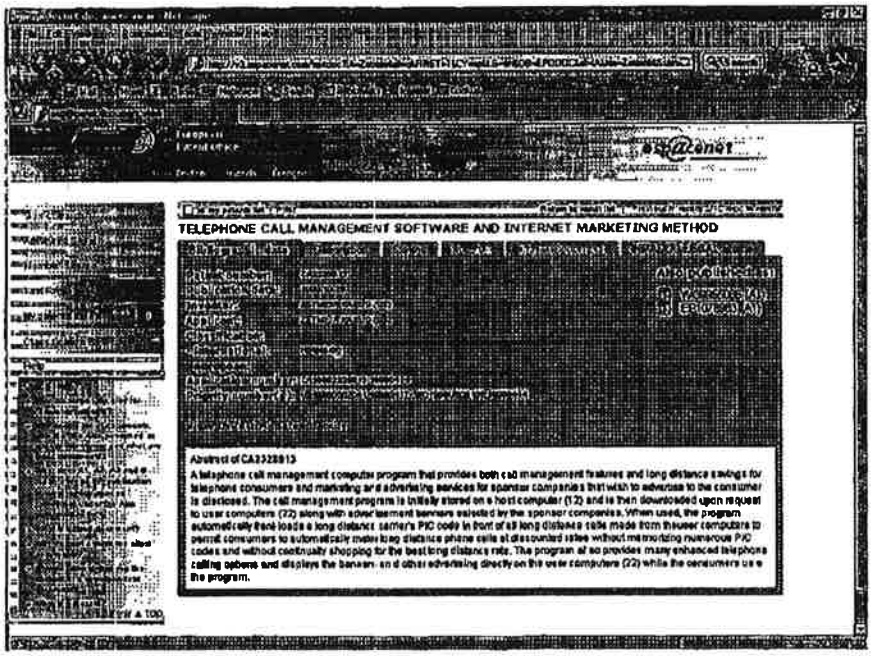

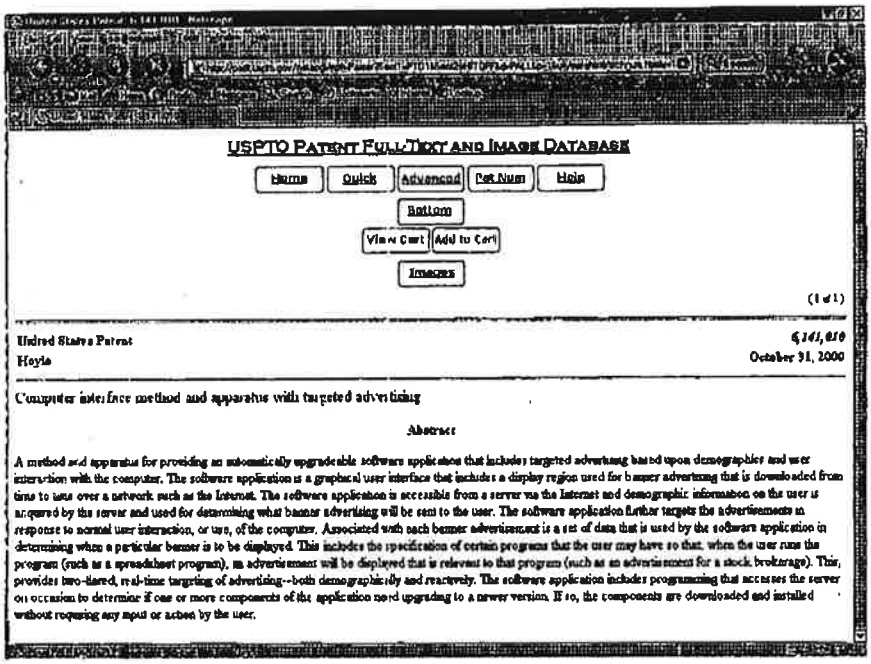

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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

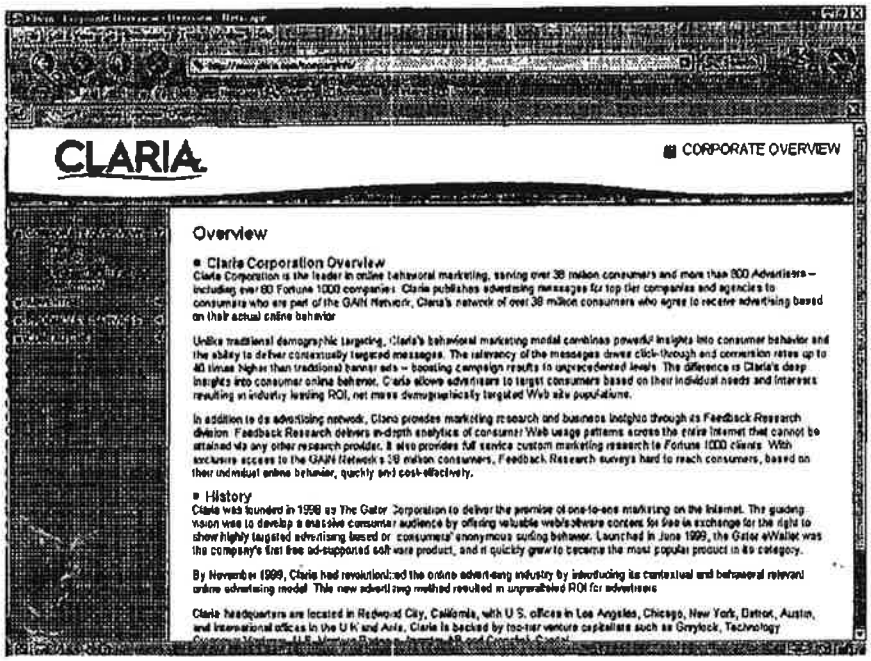
United States Patent
Hoyle

6,161,059
October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



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February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Electronic shopping cart display system

US File # 20030195800 Filed: 4/10/2002

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20030195800

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon an advertising database maintained at the client level in a client-server ad delivery system. A "Related Item" advertising database is placed from a server to client hot spots or kiosks (0011) such that when a "smart UPC" item is moved into proximity range of the kiosk, related advertising is displayed and/or coupons are printed for those related items. Another embodiment delivers the database to wireless "ESC" (Electronic Shopping Cart Display System (0009)) terminal that delivers advertising based upon location as well as keywords and/or URLs selected while mobile. This type of configuration is described in US Published Application ***20010028301*** . Uploads and downloads are performed through a wired or broadband wireless internet communications or through an Internet connection. (0041)

Relevant Claims are: 11, 14 and others. The abstract reads, "A system and method is provided for marketing products to a customer when the customer is shopping. This invention contemplates reading the UPC tag of an item carried by a customer and marketing related items to the customer prior to checkout. Related items may be complementary, matching, prerequisite, or competitive items. The related items may be marketed to the customer by, e.g., displaying advertisements for the related items on screens located throughout the store, printing coupons for the related items, or storing electronic coupons for the related items onto a coupon card. Marketing related items to customers in this manner encourages customers to buy those items before leaving the store."

The inventor describes the invention as though it is an equivalent of an electronic communication system ... like the internet ... because it is in fact a client server

application. Moving from Point A to Point B as well as the time frame you move from A to B are purely voluntary user exercises similar to surfing the internet and going to web sites at will. In a location based system, advertising is delivered and displayed based upon these voluntary user actions in one form or another, albeit audible or a monitor screen or other messages, when made through a comparison of location to proximity of goods (0008) to an advertising database containing a database of items relevant to the smart UPC the user is voluntarily moving to the proximity of the store kiosk. Ads are then delivered to the user consequential to his or her actions and the item they already placed in their cart. Descriptions of these actions and functions are described in (0008) (0009) (0011) and (0012) and others.

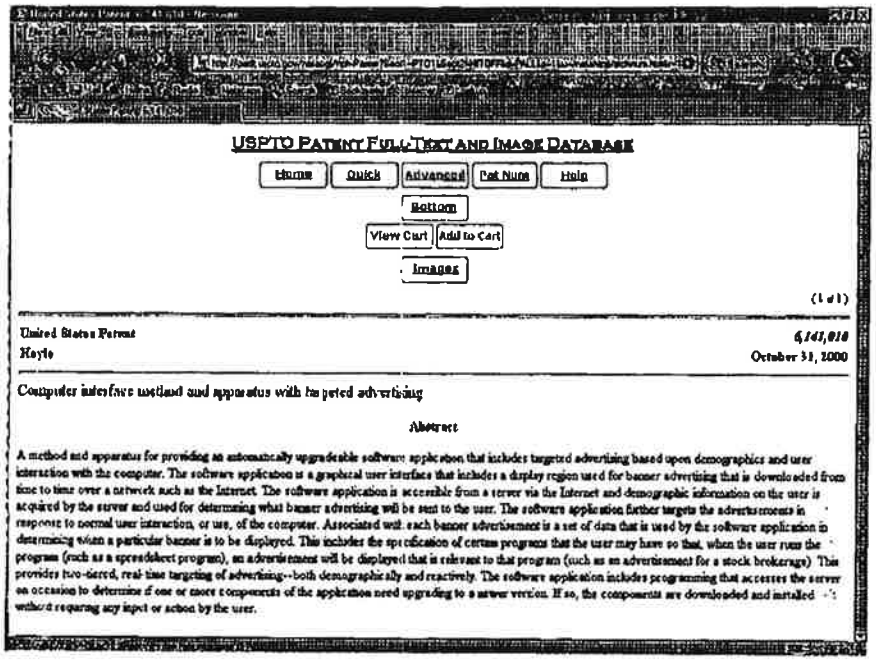
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this application. The filers are correct that a targeted system based on voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology
4. Published Application ***20010028301,*** filed a full year before this application.

There may be more prior art preceding the 4/10/2002 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

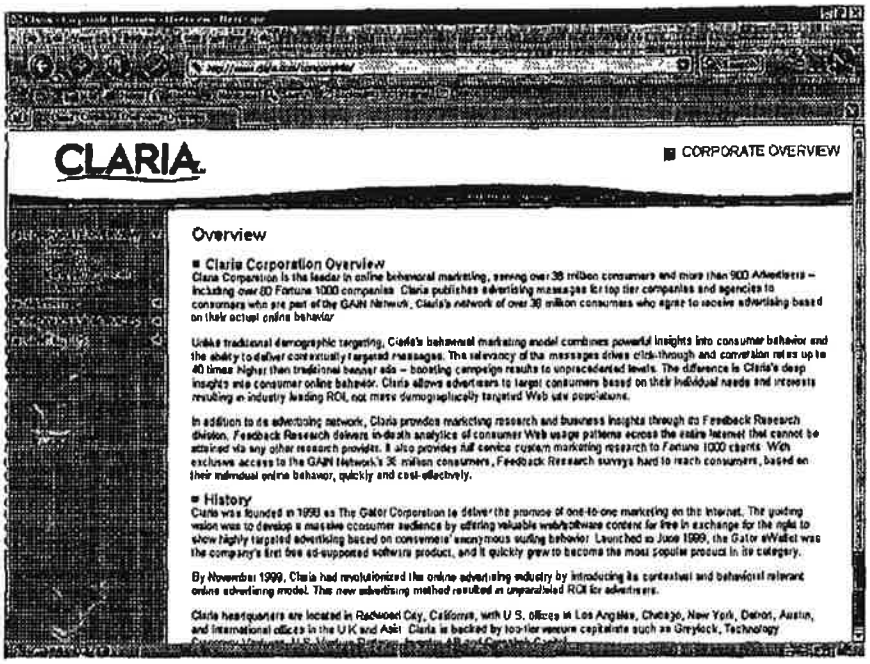
United States Patent 6,141,010

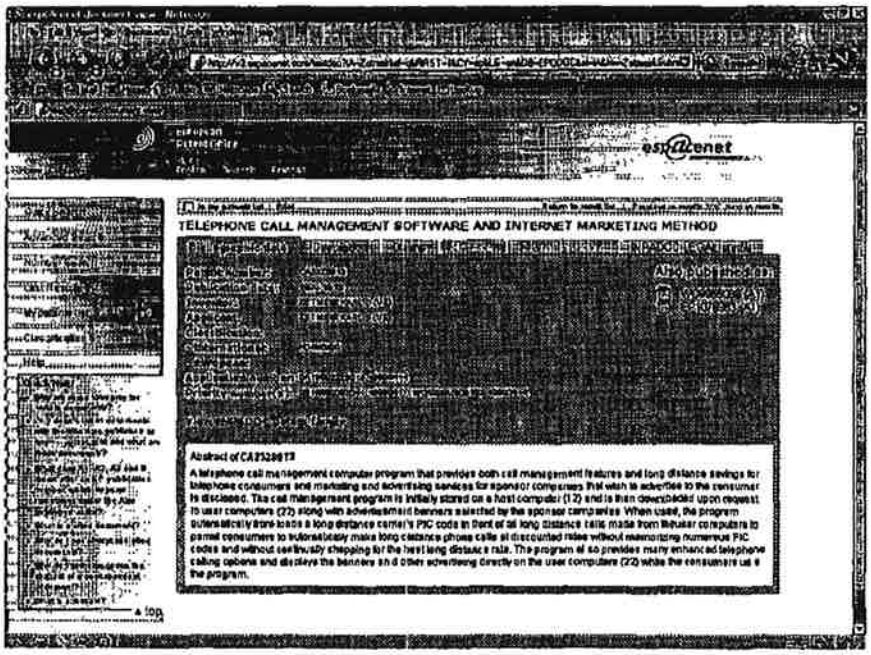
Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.


CLARIA
CORPORATE OVERVIEW
Overview
Claria Corporation Overview
History


TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD
Abstract of CA2328613

February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Apparatus and method for executing a game program having advertisements therein

US File # ***20020040322*** Filed: 12/6/01

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20020040322***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a databases maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded (transmitted) via the internet (0062) to the "Game System" at the User's computer. Multiple ad databases may be downloaded and stored to correspond with an appropriate game. The Game System software can monitor play habits and display content (display advertising) based on voluntary user actions and related game triggers correlating with the appropriate ad database for that game. The ad databases are remotely controlled and updated or replenished frequently. (0033)

The abstract clearly states, "A game system which is operable to update advertisements that are displayed when a game program is executed. The system stores a game program in a memory, receives (i.e., downloads), at predetermined times of operation, for example, on each new day the game program is executed or each time the game program is executed, updated advertising data that relates to at least one advertisement, stores the received advertising data in the memory, executes the game program stored in the memory, and outputs during the execution of the game program display data which corresponds to the stored advertisement data in accordance with the game program code. Further, instead of downloading new advertisements, plural advertisements may be pre-stored with the game program and only advertisement selection codes are downloaded to update the advertisements that are displayed when the game program is executed."

Relevant Claims are 1, 2,3,4 5,10, 11, 12, 13, 14 and others that discuss downloading new content to the client and replacement of old content based upon a number of other voluntary user actions exemplified through game play. The system is described in (0012) (0013) (0027) (0039).

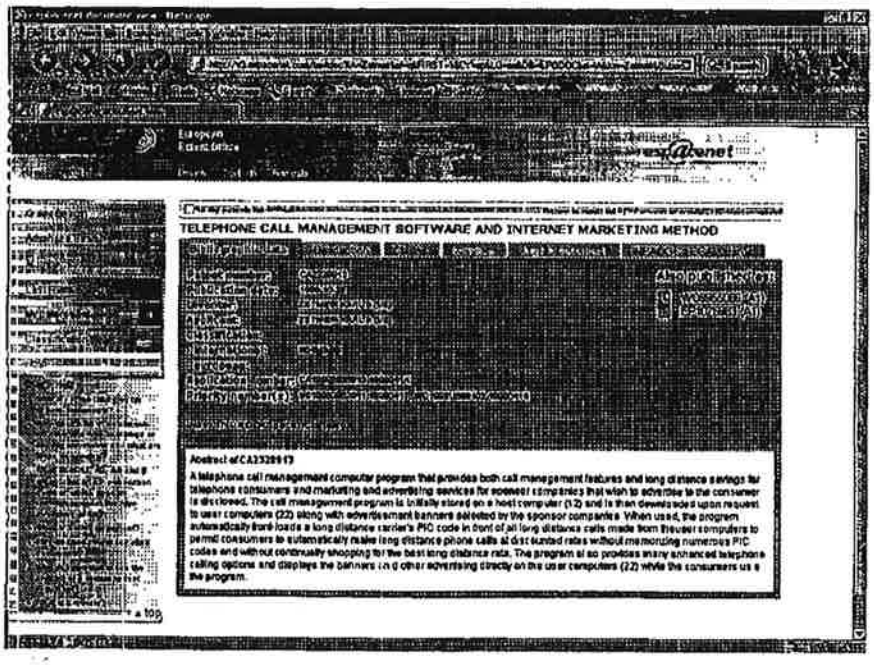
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

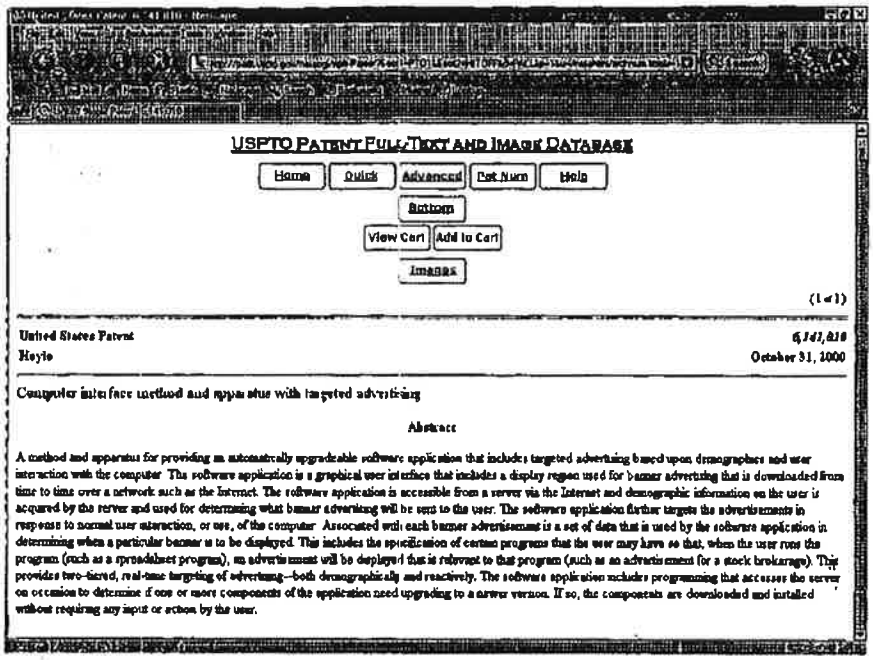
I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server profiling systems. The filers are correct that a targeted system based on voluntary user movements client software interactions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 12/6/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

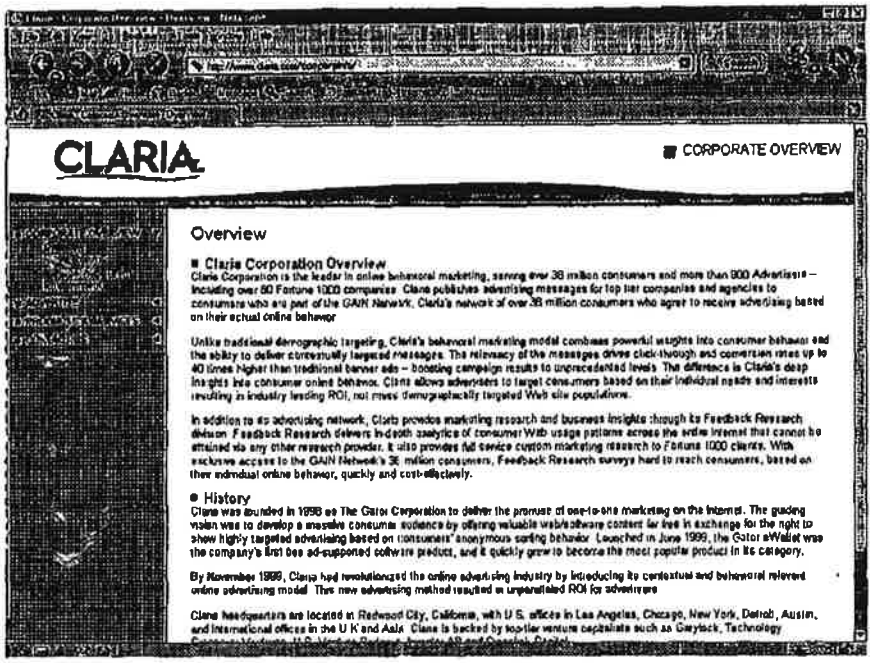
United States Patent 6,141,010

Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

CORPORATE OVERVIEW

Overview

Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 900 Advertisers – including over 60 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network. Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology

February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for personal video recording system advertisements

US File # 20030131095 Filed: 1/10/2002

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20030131095

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent application describes at great length a system designed to do nothing more than to interfere with the rights of advertisers who have paid to have their advertisements delivered to a user on the internet based upon the webpage being presented.

Further, there I a clear violation of the copyright of the website that has formulated, transmitted and displayed html code to users.

Relevant Claims are 1, 10, 28 and others.

I'm surprised a company of this stature would be involved with such an obvious violation and disregard for the copyrights and rights of free speech of others.

February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method and apparatus for minimally intrusive advertising

US File # ***20030104840*** Filed: 12/5/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20030104840***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level In a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded (Claim 7) to an "wireless communications unit" (cellular phone, a messaging device, a personal digital assistant, and an entertainment device) (Claim 20) that delivers advertising based upon location (proximity) as well as time while mobile. Uploads and downloads are performed through broadband wireless internet communications.

Relevant Claims are: 1, 5, 7, 8, 10, 20, 21, 23 and others. The abstract reads, "includes a transceiver for receiving and sending communications signals; a user input output (I/O) including a display; and a controller, all inter-coupled, for controlling the transceiver and interfacing with the user I/O, the controller, further including a memory for storing an advertisement message, operating to: interface with the display to display a symbol corresponding to the advertisement message"

Consistently, the inventor describes the invention in internet terms ... because it is simply an extension of the internet, an electronic communication system, relating to advertising delivery. Driving a vehicle from Point A to Point B is a purely voluntary exercise similar to surfing the internet and going to web sites at will. In a location/time based system, advertising is delivered based upon this voluntary user action in one form or another, albeit radio or a monitor screen, icons or warning messages, to an advertising database (Claim 21) maintained dynamically at the client level. Ads are then delivered to the user consequential

to his or her actions. Descriptions of these actions and functions are described in (0002) (0010) (0014) (0018) and others.

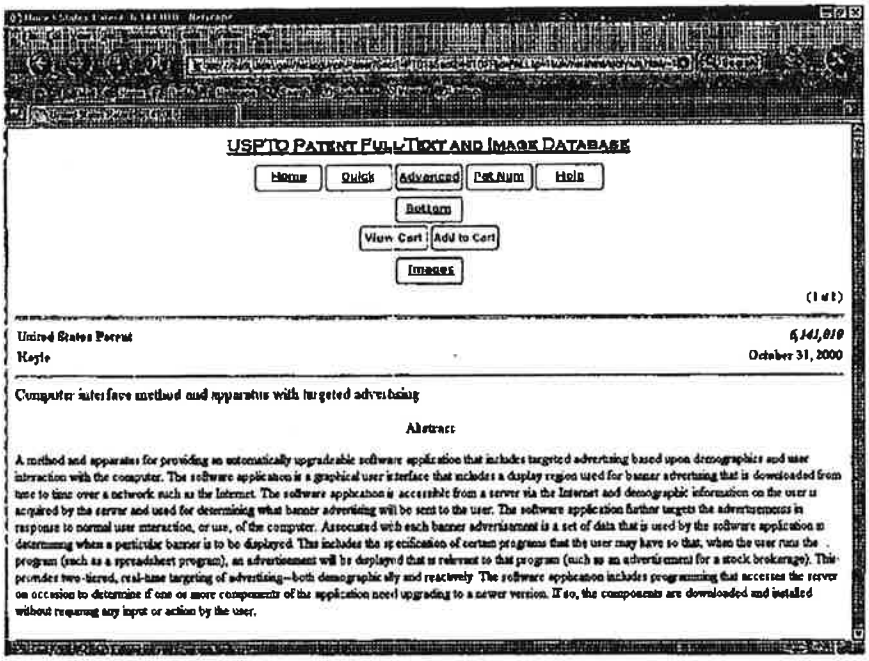
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed. (0002)

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server and user supplied profiling systems. The filers are correct that a targeted system based on URLs, keywords, or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology
4. They also did not include their own application ***#20020046084*** filed 10/8/99.

There may be more prior art preceding the 12/5/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

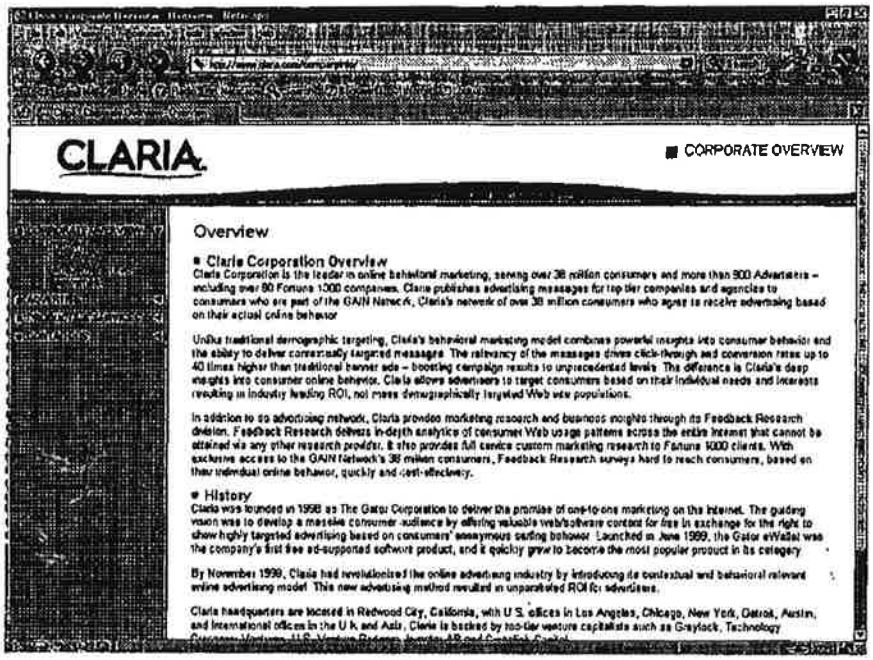
United States Patent — 6,141,010

Hoyle — October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.


CLARIA
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Overview
Claria Corporation Overview
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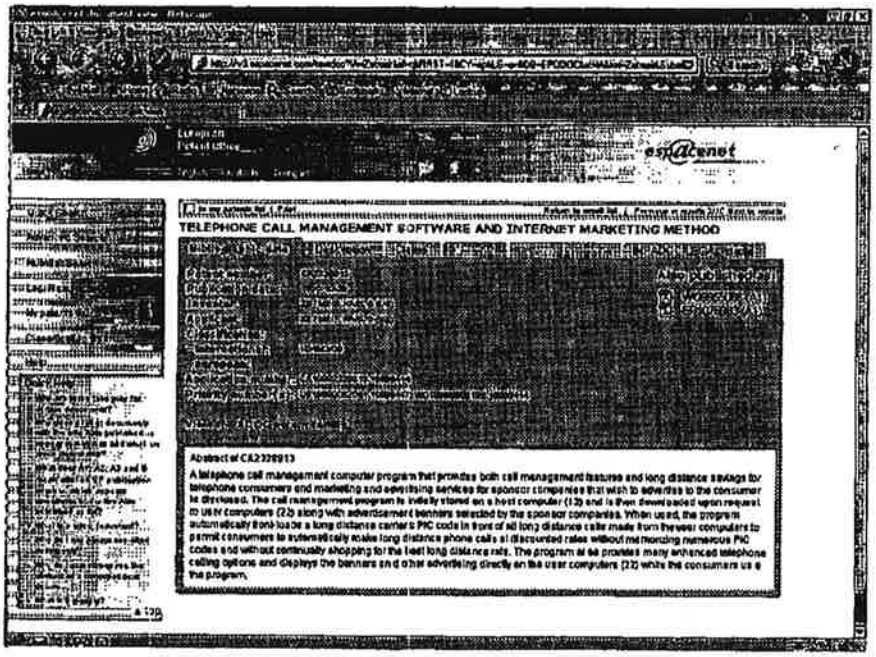

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Method and apparatus for providing on-demand electronic advertising

US File # **20010013125** Filed: April 12, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010013125**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "computer system" presumably residing in a settop box connected to a television. Within this system, he builds and stores (Claim 10) a database containing a plurality of advertisements dynamically retained at the client terminal and triggered by user channel selections or interactions passively reactive to other resident programs (0008) The system is described in paragraphs (0007) (0008) (0009) and others.

Relevant Claims are 10, 11, 13 and others. The abstract reads in part, "On-demand electronic advertising information is provided for items used in scenes of television programs. The advertising information is received along with broadcasts of associated television programs. Selected advertisement modes alert a viewer when advertising information is available for an item displayed in a scene of the television program broadcast. The viewer alert comprises displayed marks superimposed over the broadcast of the television program."

Selecting a channel or show on television which is the equivalent to a URL into a browser locator window that makes a match with an advertising database maintained at the client system in the remotely controlled and updated database (0008) and in the event a match is made by comparing, an appropriate advertisement is displayed or inserted into the video stream even superimposing over the existing TV display or opening a PIP (pop up) to display the ad. (0009)

Relevant Claims are: 10, 11, 13 and others. Basing ad display upon program selection comparisons, demographics or time is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet, both are electronic communication networks.

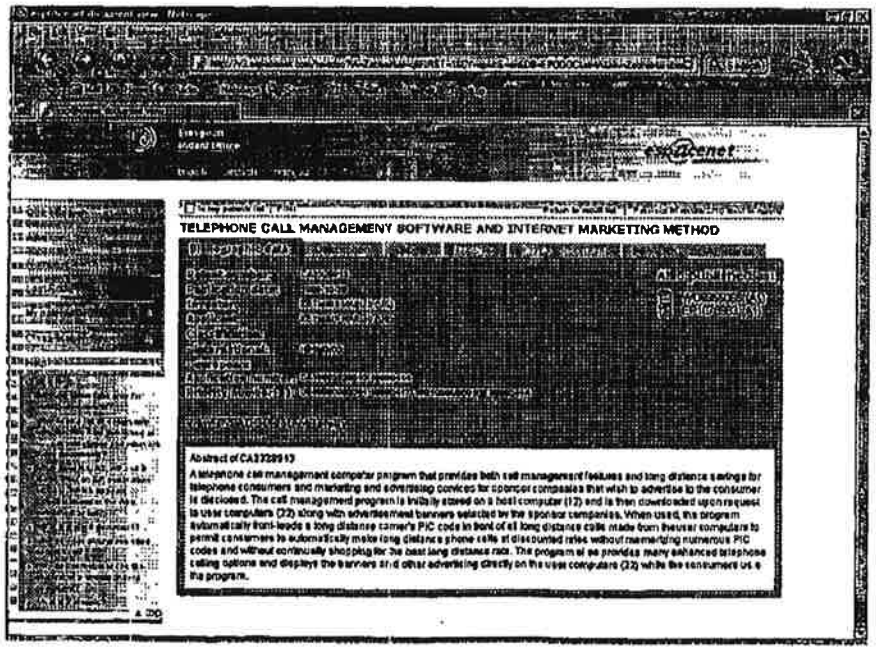
This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client database and a targeted ad is displayed.

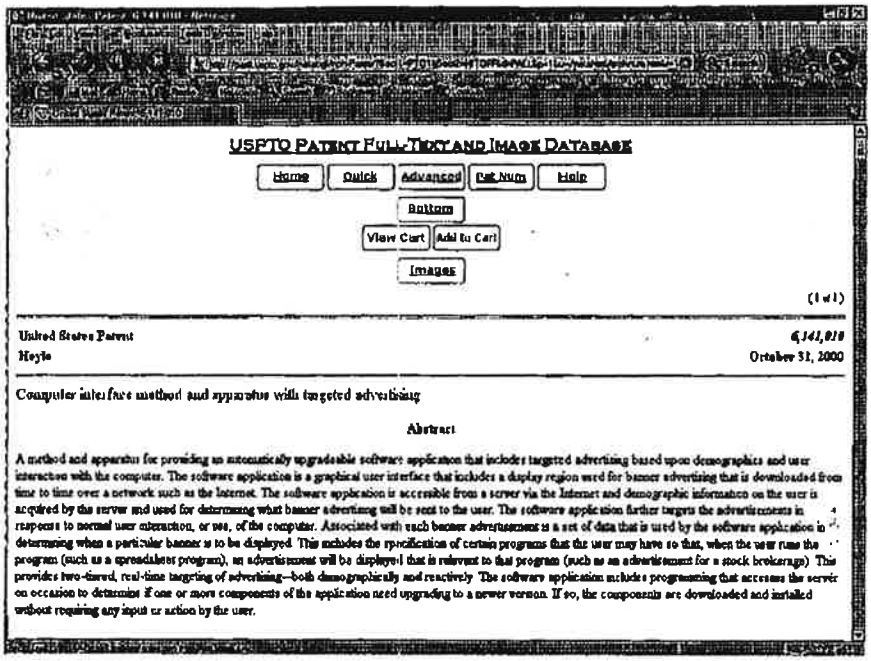
I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 4/12/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

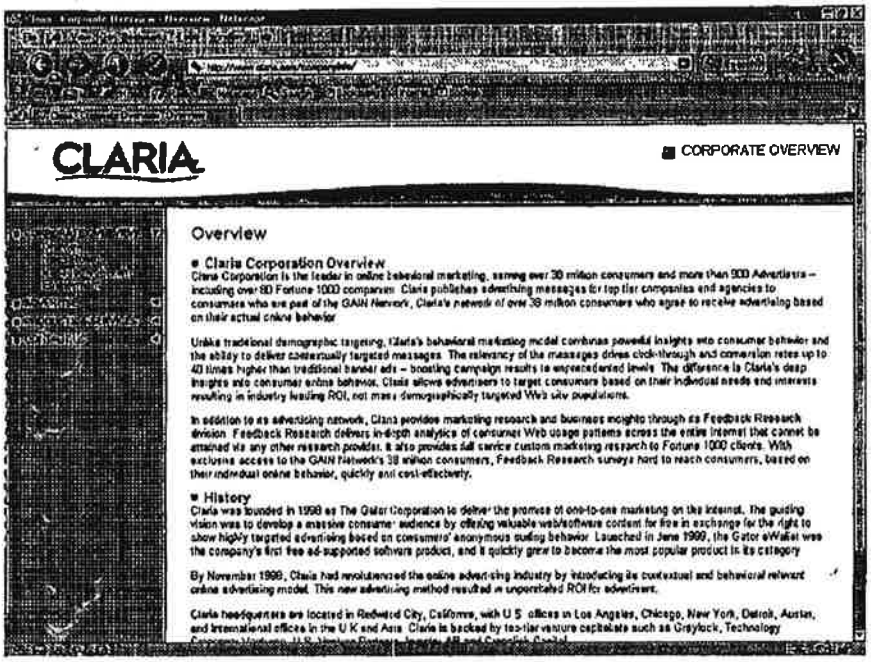
United States Patent 6,141,010

Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.


CLARIA
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Claria Corporation is the leader in online behavioral marketing, serving over 30 million consumers and more than 900 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 30 million consumers who agree to receive advertising based on their actual online behavior.
Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.
In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 30 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.
History
Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.
By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.
Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology

February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Client-side multimedia content targeting system

US File # **20030182567** Filed: January 8, 2003

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20030182567**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "client-side multimedia content targeting system presumably residing in a settop box connected to a television. Within this system, he builds and stores (Claim 10) a database containing a plurality of "content" that includes advertisements dynamically retained at the client terminal and triggered by users' channel selections. The system is described in (0010) (0016) (0020) and others.

The abstract reads in part, "The invention's client-based form of targeting can be applied to almost any multimedia situation, including, but not limited to: TV shows, movies, advertisements, product and service offerings, music, radio, audio, etc."

Selecting a channel or show on television which is the equivalent to a URL into a browser locator window that makes a match with an advertising database maintained at the client system in the remotely controlled and updated database (0017) and in the event a match is made by comparing, an appropriate advertisement is displayed or inserted into the video stream even superimposing over the existing TV display.

Relevant Claims are: 1, 2, 4, 7 and others. Basing ad display upon program selection comparisons, demographics or time is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet, both are electronic communication networks.

This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client database and a targeted ad is displayed.

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that little prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

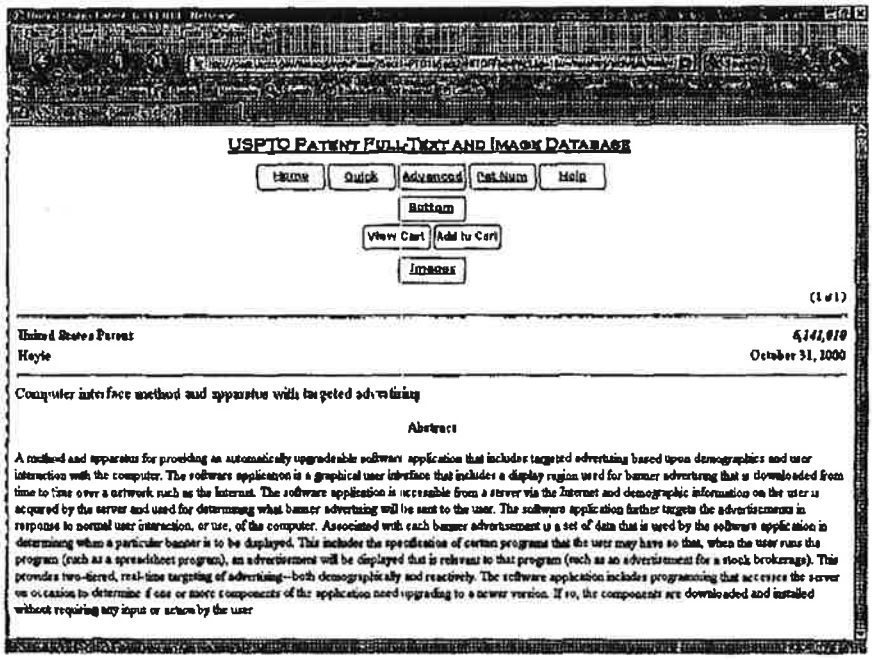
Further, the Applicant did not even cite their own 1999 Annual report that outlined such a client-server advertising system ... thus creating their own prior art to this Application. The following is an excerpt from that published document.

> Benefits to Advertisers. TiVo believes that its TiVo Service will offer advertisers a new platform with more efficient and effective ways to reach their targeted audience. Key benefits offered to advertisers include the following:
>
> Targeting Consumers. In the future, the TiVo Service will allow advertisers to offer advertising that is related to the viewing preferences stored on the personal video recorder. For example, working with its network partners TiVo could download and store several commercials on the personal video recorder and select which of these commercials to show based on the viewer's preferences. For example, an automobile advertiser may want to advertise one of several models during the airing of a particular program, depending on each viewer's preferences. If the viewer's preferences suggest that the viewer is an outdoor enthusiast, the commercial might feature a sport utility vehicle.

Their 1999 Annual Report goes on to extol the benefits of such a system and I encourage the Examiner to pull up that document and refer to Page 6.

There may be more prior art preceding the 4/12/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

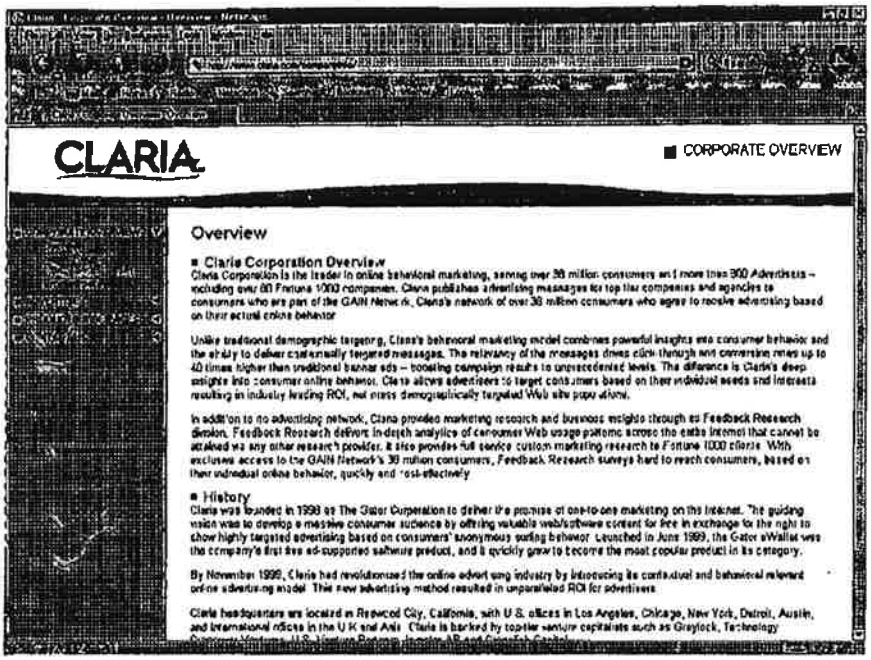
United States Patent 6,141,010

Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user



CLARIA

CORPORATE OVERVIEW

Overview

■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 30 million consumers on t more than 900 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network. Claria's network of over 30 million consumers who agree to receive advertising based on their actual online behavior

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site popu ation.

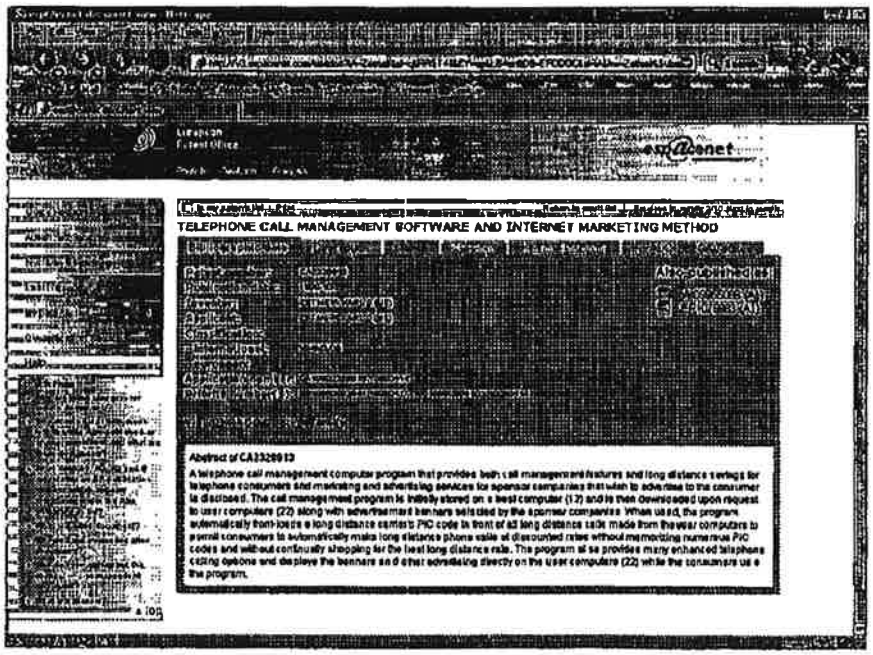
In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 30 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively

■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant one-to-one advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top tier venture capitalists such as Greylock, Technology



TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

Abstract of CA2328913

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically toll-locks a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for personal video recording system advertisements

US File # ***20040003404*** Filed: 6/27/2002

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is ***20040003404***

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "DVR Input Device" (0061) presumably residing in a settop box that is a computer device. Within this system, he builds a database containing a plurality of advertisements (commercials) dynamically retained at the client terminal and placed there by demographics and geography (Claim 11) The system is described in paragraphs (0008) and (0009).

The abstract reads in part, "A system and method is provided where a DVR service provider receives program sponsorship requests from sponsors and transmits the sponsorship information to the provider's clients. The sponsors pay the provider for including the sponsored programs as starting points in the on-screen guides that are used by the provider's clients. The user requests an on-screen guide and the DVR selects a sponsored program to use as the guide's starting point. The selected program is displayed and highlighted in the resulting on-screen guide display"

Selecting a channel or show on television which is the equivalent to a URL into a browser locator window that makes a match with and advertising database maintained at the client system in the remotely controlled and updated database and in the event a match is made by comparing, an appropriate advertisement is displayed or inserted into the video stream.

Relevant Claims are: 4, 5, 14 and others. Basing ad display based upon program selection comparisons, demographics or time is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet or both, both are electronic communication networks.

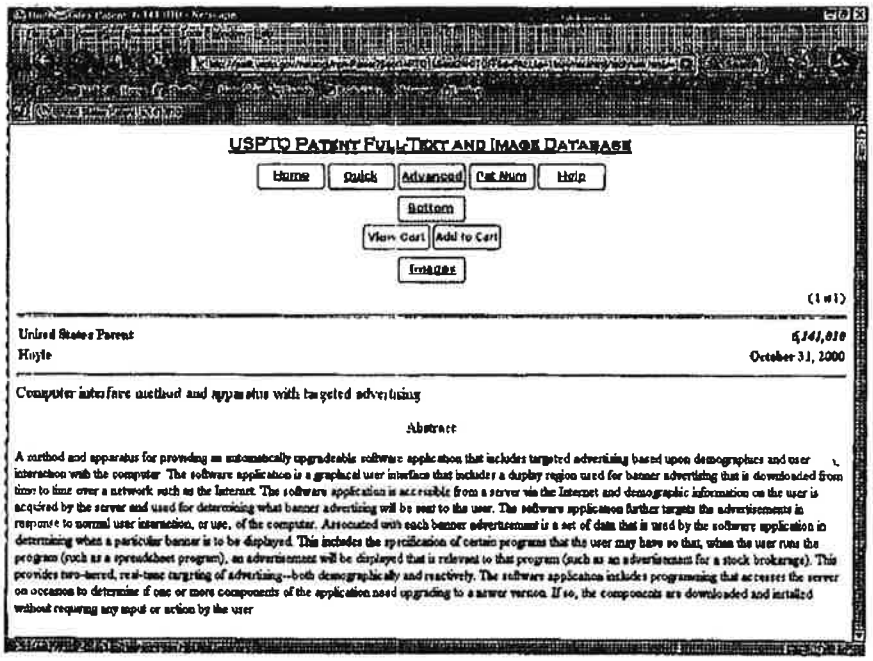
This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client database and a targeted ad is displayed.

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology
4. Similar systems are described in Published Applications 20030149975, 20020104083, 20020067730, 20020120564 and others.

There may be more prior art preceding the 6/27/2002 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

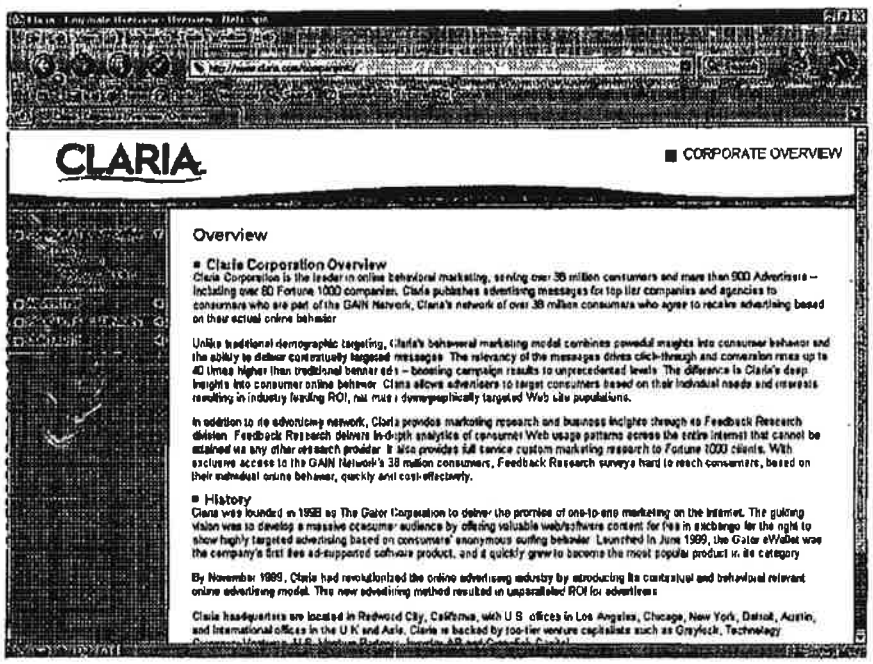
United States Patent — 6,141,010

Hoyle — October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.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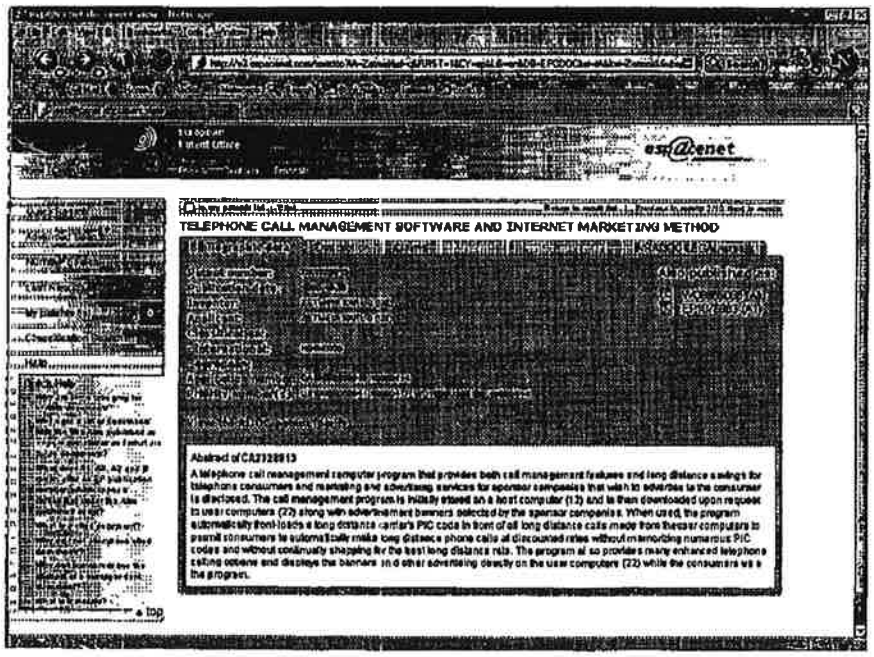
Overview
Claria Corporation Overview
History


esp@cenet
TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD
Abstract of CA2328913

09/118351

February 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Electronic shopping cart display system

US File # 20030195800 Filed: 4/10/2002

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20030195800

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon an advertising database maintained at the client level in a client-server ad delivery system. A "Related Item" advertising database is placed from a server to client hot spots or kiosks (0011) such that when a "smart UPC" item is moved into proximity range of the kiosk, related advertising is displayed and/or coupons are printed for those related items. Another embodiment delivers the database to wireless "ESC" (Electronic Shopping Cart Display System (0009)) terminal that delivers advertising based upon location as well as keywords and/or URLs selected while mobile. This type of configuration is described in US Published Application ***20010028301***. Uploads and downloads are performed through a wired or broadband wireless internet communications or through an internet connection. (0041)

Relevant Claims are: 11, 14 and others. The abstract reads, "A system and method is provided for marketing products to a customer when the customer is shopping. This invention contemplates reading the UPC tag of an item carried by a customer and marketing related items to the customer prior to checkout. Related items may be complementary, matching, prerequisite, or competitive items. The related items may be marketed to the customer by, e.g., displaying advertisements for the related items on screens located throughout the store, printing coupons for the related items, or storing electronic coupons for the related items onto a coupon card. Marketing related items to customers in this manner encourages customers to buy those items before leaving the store."

The inventor describes the invention as though it is an equivalent of an electronic communication system ... like the internet ... because it is in fact a client server

application. Moving from Point A to Point B as well as the time frame you move from A to B are purely voluntary user exercises similar to surfing the internet and going to web sites at will. In a location based system, advertising is delivered and displayed based upon these voluntary user actions in one form or another, albeit audible or a monitor screen or other messages, when made through a comparison of location to proximity of goods (0008) to an advertising database containing a database of items relevant to the smart UPC the user is voluntarily moving to the proximity of the store kiosk. Ads are then delivered to the user consequential to his or her actions and the item they already placed in their cart. Descriptions of these actions and functions are described in (0008) (0009) (0011) and (0012) and others.

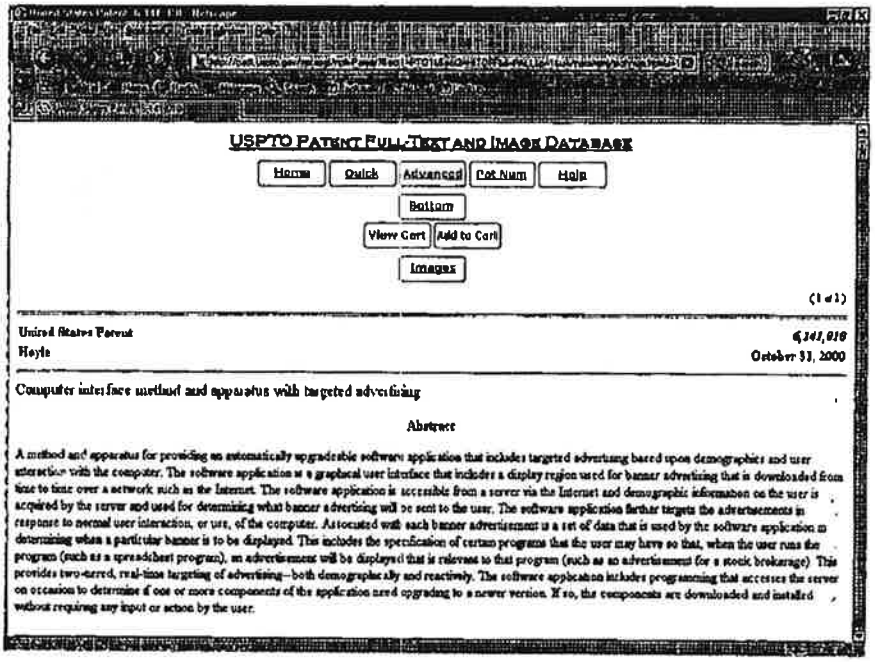
This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this application. The filers are correct that a targeted system based on voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology
4. Published Application ***20010028301,*** filed a full year before this application.

There may be more prior art preceding the 4/10/2002 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

(1 of 1)

United States Patent 6,141,010
Hoyle October 31, 2000

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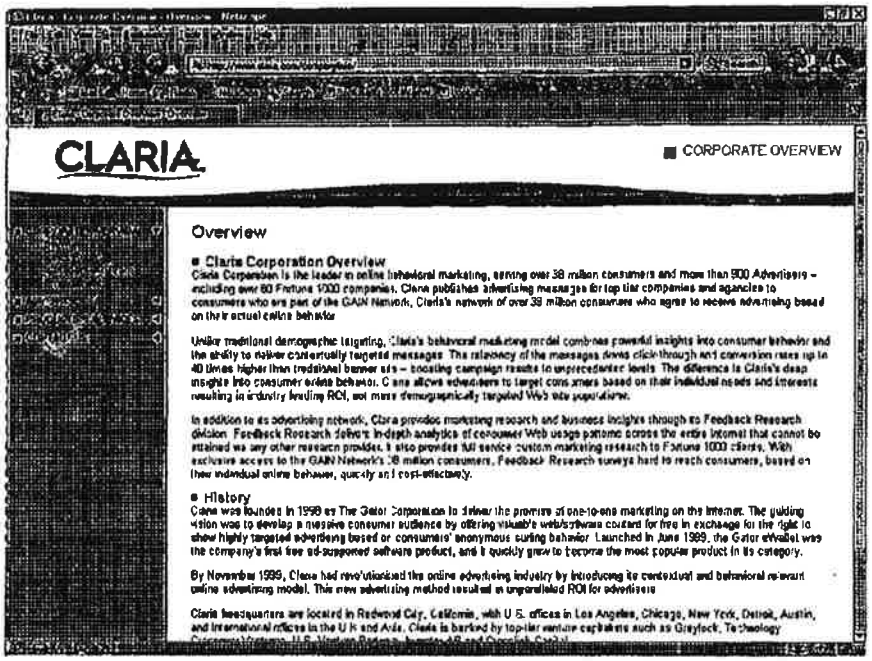
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CORPORATE OVERVIEW
Overview
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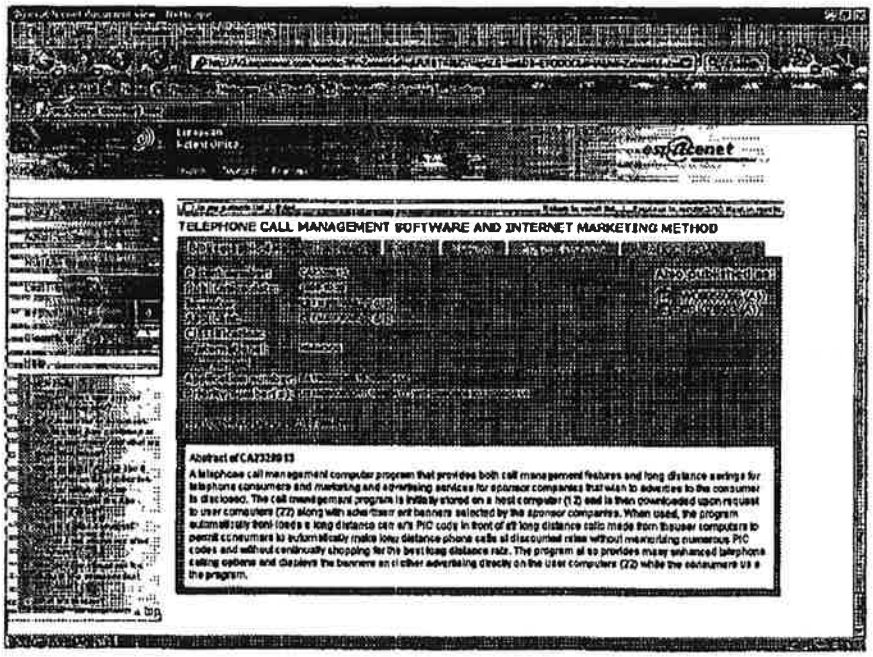

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

3622

March 18, 2004

RECEIVED
APR 0 5 2004
GROUP 3600

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Advertisement data supplying method, advertisement data reproducing apparatus, and system for the same

US File **20010037238** Filed: February 15, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010037238**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained (0011) at the client level (Set Top Box [STB]) in a client-server ad delivery system. (0013) The appropriate ads are selected through comparison of channel selection with the ad database. (0113) The ad databases are created at a remote server or extracted from conventional signal downloads and stored (0095) at the STB or PVR at connected to users' television monitors. Selecting a channel (0113) or show on television, which is tantamount to placing a URL or keyword into a browser locator window, then makes a match with ad database ("advertising control center) data maintained at the computer STB/PVR in the remotely controlled and updated STB (0013) (0017) database and in the event a match is made by comparing (0113) content to the ad database or another voluntary user action (0030) an appropriate advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

This embodiment is described in Claims 1, 3, 7, 13 and others. Basing ad display based upon program selection comparisons, profiles or other voluntary users' actions is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet or both, both are electronic communication networks. The system is described in (0010) (0011) (0013) (0017) (0022) (0025) (0030) (0053) (0091) (0111) (0113) and others.

The abstract reads, "An advertisement supplying method, characterized in that an area for recording advertisement data is crated in a large-capacity recording medium, advertisement data which are to be reproduced when an audience

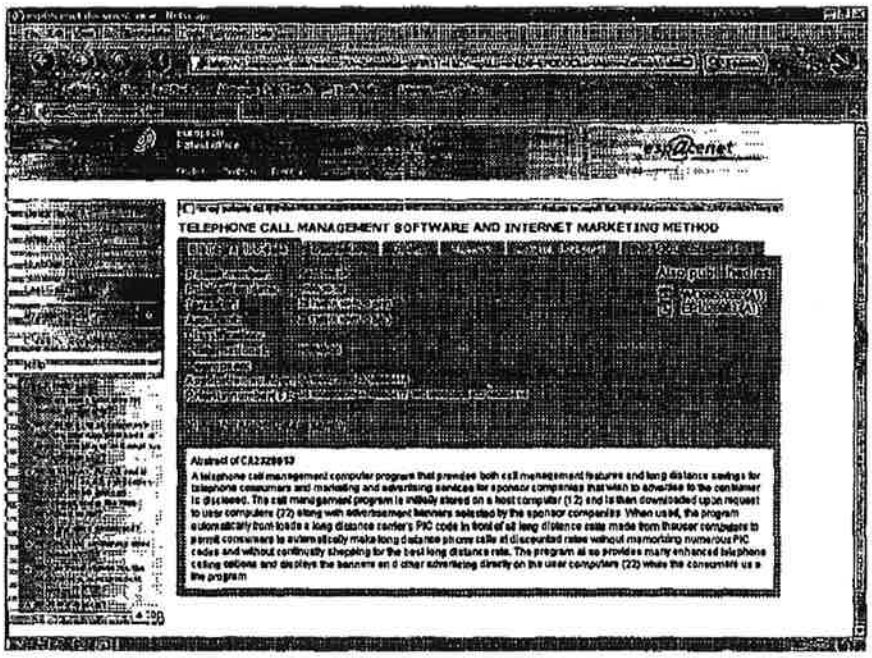
watch a program are recorded in said area in advance, and said large-capacity recording medium is thereafter provided."

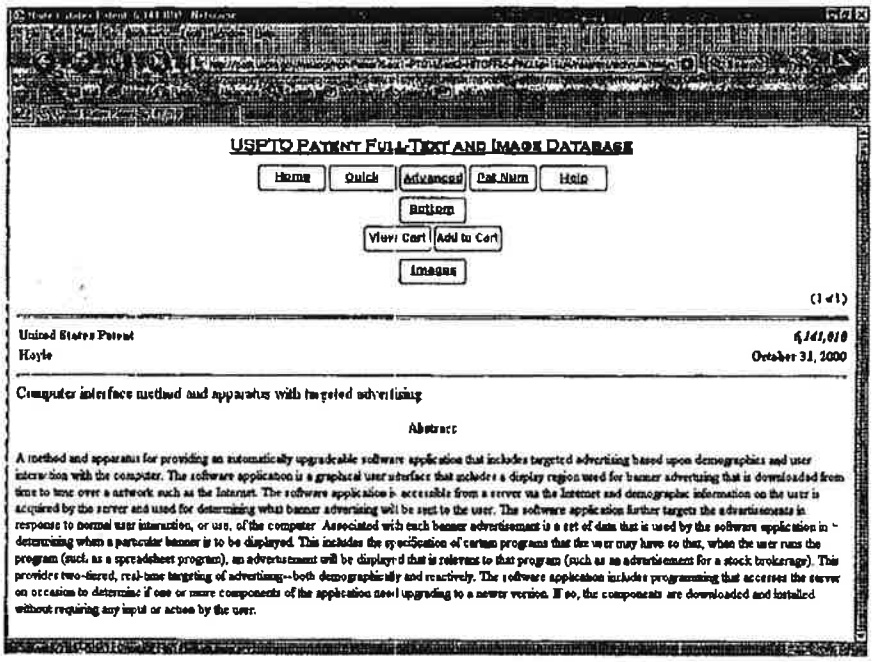
I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that while a little prior art strictly based on VoD and ITV, no prior art was submitted with this filing correlating to the internet, also an electronic communication system, and only some broad references to server profiling systems. The filers are correct that a targeted system based on program selections, URLs, keywords or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 2/15/2001 filing. The prior art listed all precede any references contained in this Application.

I believe the Examiner should look very closely at the Claims made and judge accordingly.





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Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

Images

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Hoyle October 31, 2000

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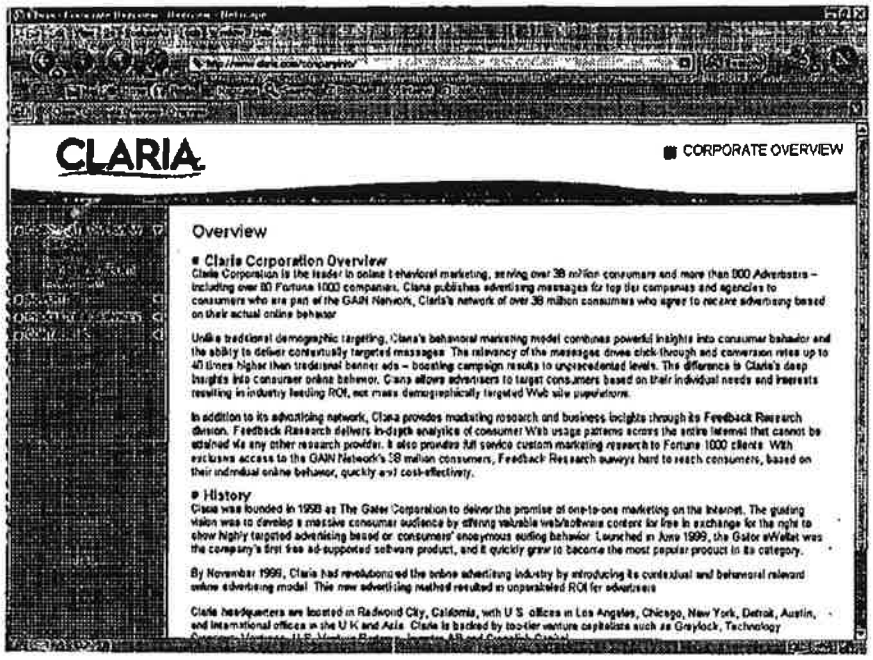

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In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be obtained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

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By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology

3622

March 7, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Advertising information transmitting and receiving methods

US File: **20020062246** Filed: March 14, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020062246**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon an advertising database maintained at wireless client terminals (0057) (i.e. in-vehicle map display systems) in a client-server ad delivery system. (0041) The appropriate ads are selected through profiling techniques including geography at the server level then a database is created and downloaded (syncing) via the internet or radio/satellite transmission (0038) (0039) (0052) or otherwise to a wireless or other radio type device that delivers advertising to an advertising display system based upon location/time, behavioral history, in reaction to a user controlled executable program or other voluntary user actions. The input to the ADS is matched to the output of a GPS and passage counting system to determine if display is appropriate.It is important to note when an ADS mapping capability is described it also includes advertisements being downloaded and stored at the wireless terminal. (0052) (0082)

Relevant Claims are: 1, 2, 3, 14 and others. The abstract reads, "Passage-count-dependent advertising information is transmitted to a client vehicle by receiving position information from a client, determining the passage count of the client in a predetermined advertising information transmission area in which the position information belongs and storing it, and transmitting to the client advertising information according to the passage count of the client in the transmission area."

Consistently, the inventor describes the invention in internet (0042) terms ... because it is simply an extension of an electronic communication system, as is the internet, relating to advertising delivery. Moving from Point A to Point B, however many times you make that move, as well as the time frame you move from A to B are purely voluntary user events similar to surfing the internet and going to web sites at will. In a GPS (0037) or other location based system,

advertising is delivered (pushed), stored (0057) and displayed based upon these voluntary user actions in one form or another, albeit audible or a monitor screen or other messages that may be displayed as points of interest on a visible map, when made by comparison to the dynamic longitude and latitude coordinates to an advertising database containing geographical and/or time frame coordinates and maintained dynamically at the client level mobile terminal and the location of advertisers. The ads are then delivered to users consequential to his or her actions, program selections or even personal history. Descriptions of these actions and functions are described in (0037) (0038) (0039) (0041) (0042) (0052) (0057) (0082) and others.

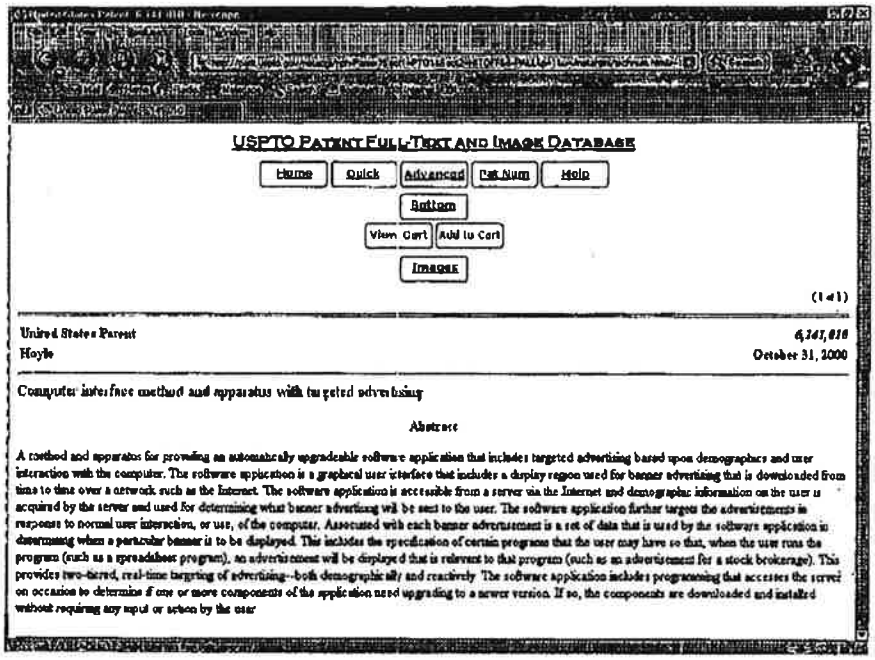
This is referred to as "pull" advertising as voluntary actions on the part of users interact with a pre-established database and targeted ads are displayed.

I am objecting to this patent application, as it is neither novel nor unique. It is of particular note that little prior art was submitted with this filing and only some vague references to server profiling systems. The filers are correct that a targeted system based on URLs or keywords or geography or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references, all of which precede this Application:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 3/14/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



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Home | Quick | Advanced | Pat Num | Help

Bottom

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Images

(1 of 1)

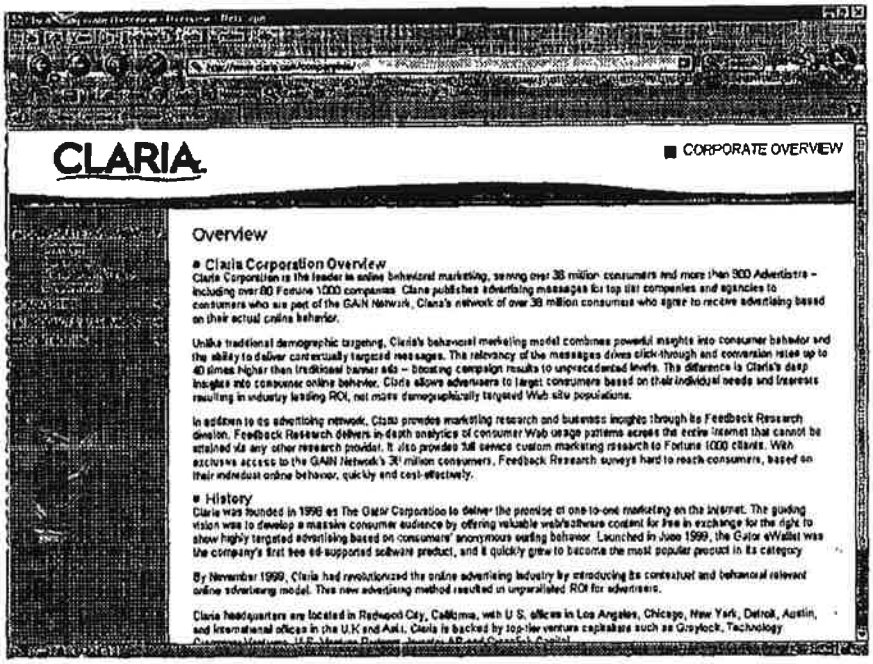
United States Patent 6,141,010

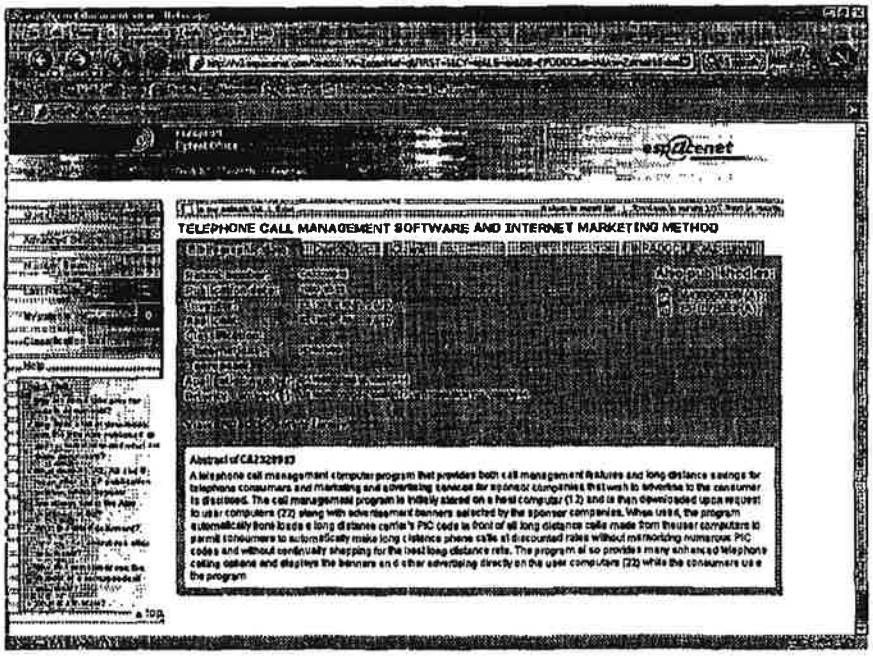
Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user


CLARIA
CORPORATE OVERVIEW
Overview
Claria Corporation Overview
History


TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

3622

March 27, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Advertisement display system in map-information providing service

US File: **20010013013** Filed: February 5,2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20010013013**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon an advertising database maintained at wireless client terminals (0027) (i.e. in-vehicle map display systems) in a client-server ad delivery system. (0027) (0035) The appropriate ads are selected through profiling techniques including geography at the server level then a database is created and downloaded (syncing) via the internet or radio/satellite transmission (0011) or otherwise to a wireless or other radio type device that delivers advertising to an "Advertising Display System [ADS]" based upon location/time, behavioral history, in reaction to a user controlled executable program or other voluntary user actions. (0012) (0031) The input to the ADS is matched to the output of a GPS to determine if display is appropriate. (0030) It is important to note when an ADS mapping capability is described it also includes advertisements being downloaded and stored at the wireless terminal. (0033) (0011)

Relevant Claims are: 1, 2, and 3. The abstract reads, "An advertisement site (S3) displaying advertisements on a map image (M) displayed on a user terminal (T) includes a advertisement server (S3a) for displaying a route setting and advertisements situated along the set route (R) on the map image (M), a route database (3Sb) storing road data on a map required for setting a route in the advertisement server (3Sa), and an advertisement database (S3c) storing registered advertisement data. The advertisement server (3Sa) sets a route based on the road data stored in the route database (3Sb), and reads out advertisements situated along the set route from the advertisement database (3Sc) to display them on the user terminal (T)."

Consistently, the inventor describes the invention in internet (0035) terms ... because it is simply an extension of an electronic communication system, as is

the internet, relating to advertising delivery. Moving from Point A to Point B as well as the time frame you move from A to B are purely voluntary user events similar to surfing the internet and going to web sites at will. In a GPS (0030) or other location based system, advertising is delivered (pushed), stored (0011) and displayed based upon these voluntary user actions in one form or another, albeit audible or a monitor screen or other messages that may be displayed as points of interest on a visible map, when made by comparison to the dynamic longitude and latitude coordinates to an advertising database containing geographical and/or time frame coordinates and maintained dynamically at the client level mobile terminal and the location of advertisers. The ads are then delivered to users consequential to his or her actions, program selections or even personal history. Ads may also be displayed as a result of profiles containing voluntary user actions such as education, presence of children and residence location. Descriptions of these actions and functions are described in (0011) (0012) (0014) (0027) (0030) (0031) (0033) (0035) and others.

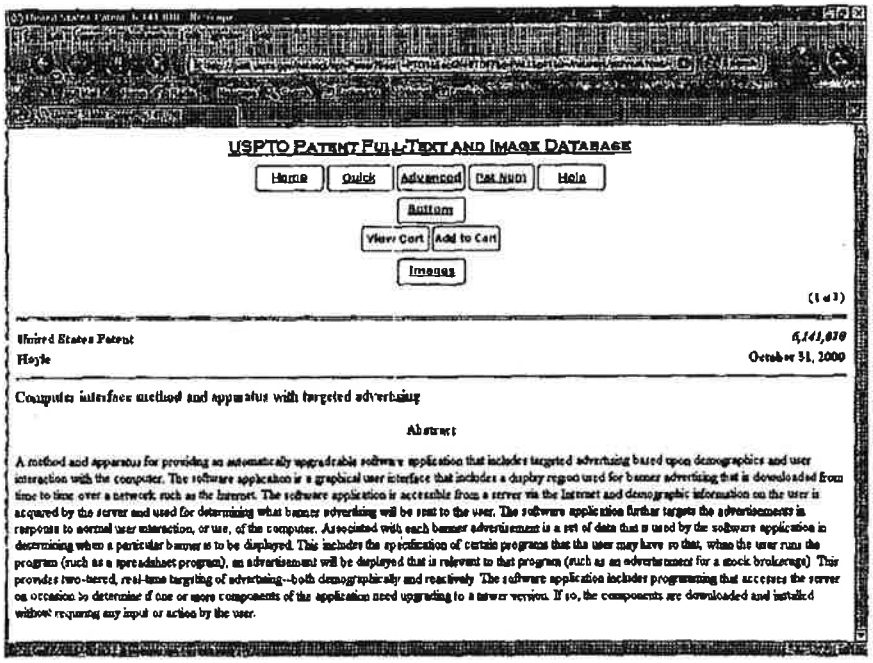
This is referred to as "pull" advertising as voluntary actions on the part of users interact with a pre-established database and targeted ads are displayed.

I am objecting to this patent application, as it is neither novel nor unique. It is of particular note that little prior art was submitted with this filing and only some vague references to server profiling systems. The filers are correct that a targeted system based on URLs or keywords or geography or voluntary user. actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references, all of which precede this Application:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 2/5/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



USPTO PATENT FULL-TEXT AND IMAGE DATABASE

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(1 of 1)

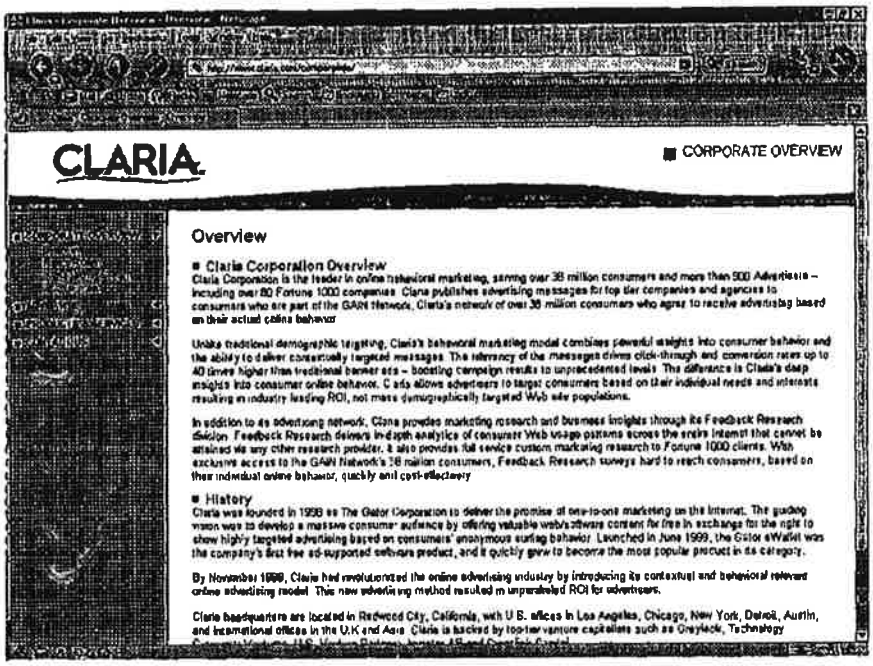
United States Patent 6,141,010

Hoyle October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.



CLARIA

CORPORATE OVERVIEW

Overview

■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 500 Advertisers – including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver consistently targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

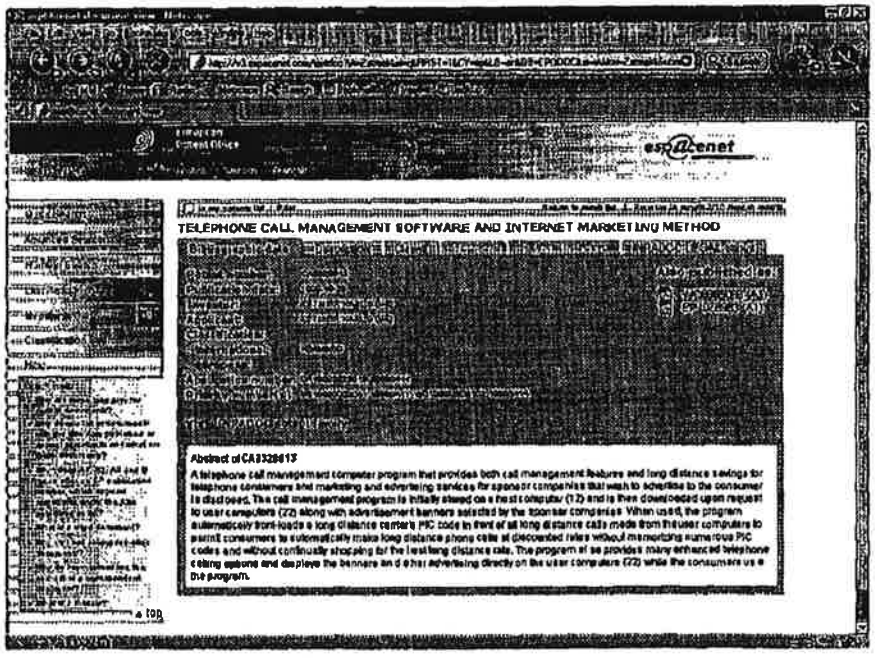
In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and international offices in the U.K and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology



TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

Abstract of CA2328613

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the lowest long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

October 18, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Systems and methods for providing an improved toolbar

US File # 20040186775 Filed: January 29, 2004

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20040186775. This Protest is filed within 60 days of Publication Date: 9/29/04.

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery and toolbar display system using a database containing advertisements maintained at the client level in cache or on disk (0062) in a client-server ad delivery system. (0021) This patent application relates to displaying advertising by matching voluntary user actions such as interacting with an executable client side program (0016), keyword matching (0063), URL matching (0063) or other actions used in a browser interface (0016) Entering a trigger event into a browser locator or toolbar window such as a keyword (0063) or URL (0063) (then makes a match with data in the remotely controlled, downloaded (0062) and continuously stores (0062) and updates the advertising database and in the event a match is made, an appropriate content or advertisement is displayed. (0009) This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

The abstract reads, "More specifically, in some embodiments the functionality of a toolbar may be manipulated in response to a single indication from a user. Also in some embodiments, a user may provide first and second indications prior to receiving advertising material."

The system described is a client-side advertising system, similar to other prior art systems described herein.

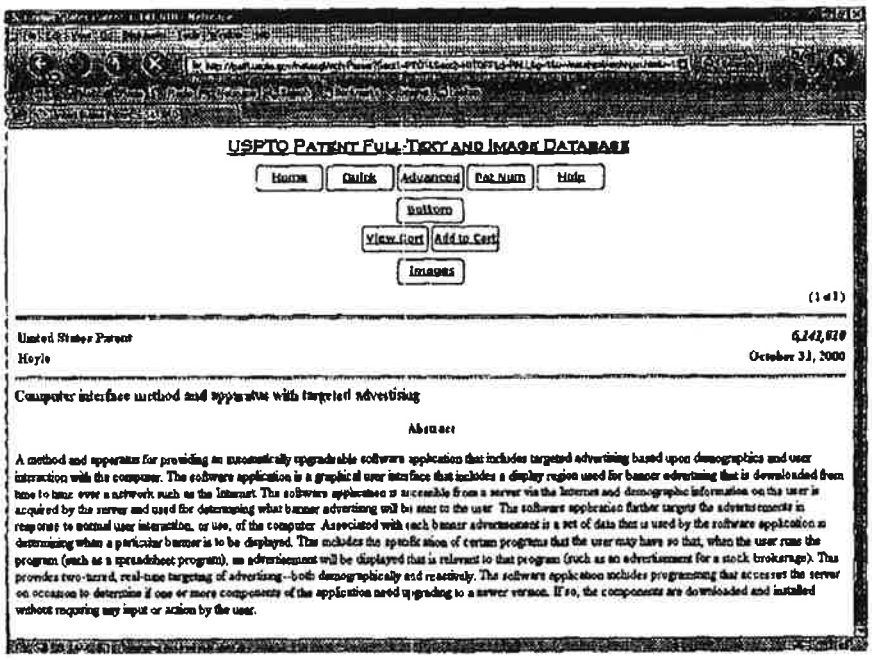
Disputed Claims are #19 and others in which the inventor refers to storing, triggering and displaying ads at the client level. The system is described in (0009) (0016) (0021) (0062) (0063) and others.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted although similar systems were commercially offered well before 2004. (Where have these inventors been the past 5 years?) Further, regardless of the nature of the electronic communication system, i.e. internet, wireless, cable, telephone, etc. it's still a client-server communication network configuration. (0021) The filers are correct that a targeted system based on voluntary user actions, keywords and URLs interfacing with executable programs, interactive actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding this 1/29/2004 filing.

I believe the Examiner should look very closely at the Claims made and reject this Application on the basis of the prior art contained herein.



USPTO PATENT FULL-TEXT AND IMAGE DATABASE

Home | Quick | Advanced | Pat Num | Help

Bottom

View Cart | Add to Cart

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(1 of 1)

United States Patent
Hoyle

6,141,010
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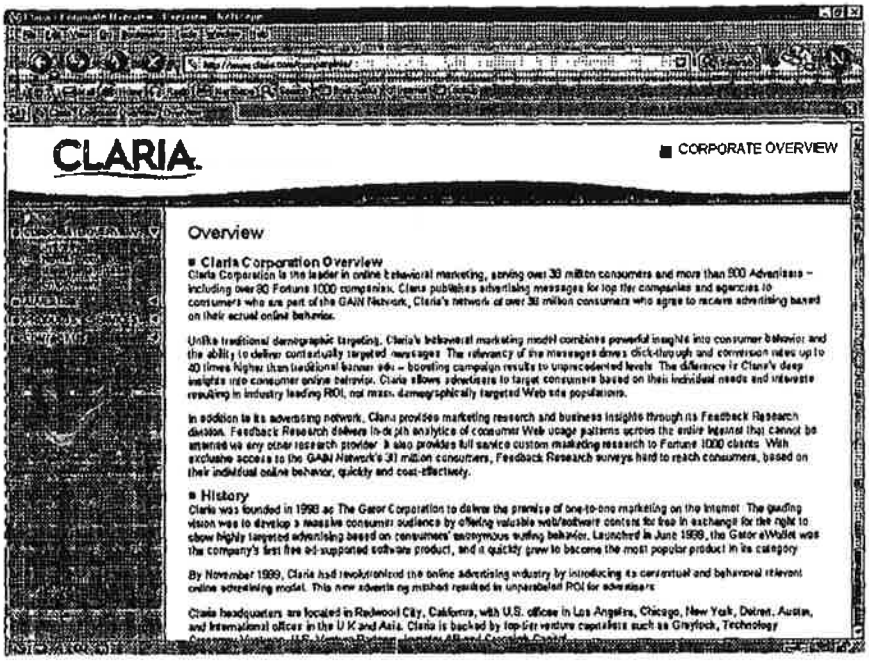

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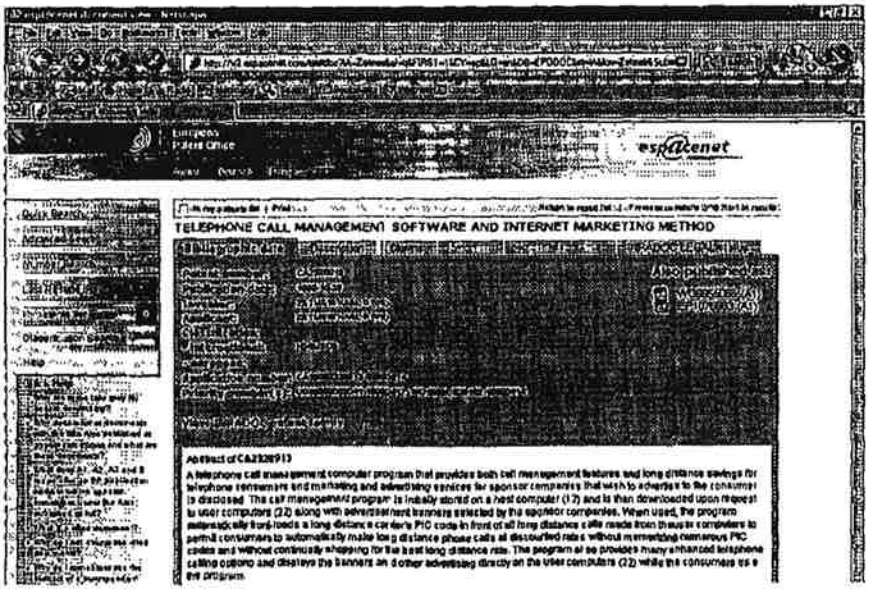

European Patent Office

esp@cenet

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

Abstract of CA2328913

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PATENT APPLICATION FEE DETERMINATION RECORD

Effective October 1, 1997

Application or Docket Number

CLAIMS AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY TYPE [2] RATE	FEE	OR	OTHER THAN SMALL ENTITY RATE	FEE
BASIC FEE				395.00	OR		790.00
TOTAL CLAIMS	43 minus 20 =	* 23	x$11=	253	OR	x$22=	
INDEPENDENT CLAIMS	5 minus 3 =	* 2	x41=	82	OR	x82=	
MULTIPLE DEPENDENT CLAIM PRESENT			+135=		OR	+270=	
			TOTAL	730	OR	TOTAL	

* If the difference in column 1 is less than zero, enter "0" in column 2

CLAIMS AS AMENDED - PART II

AMENDMENT A

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	* 43	Minus	** 43	=
Independent	* 5	Minus	*** 5	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				

SMALL ENTITY RATE	ADDITIONAL FEE		OTHER THAN SMALL ENTITY RATE	ADDITIONAL FEE
x$11=		OR	x$22=	
x41=		OR	x82=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	* 22	Minus	** 43	=
Independent	* 3	Minus	*** 5	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				

SMALL ENTITY RATE	ADDITIONAL FEE		OTHER THAN SMALL ENTITY RATE	ADDITIONAL FEE
x$11=		OR	x$22=	
x41=		OR	x82=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT C

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				

SMALL ENTITY RATE	ADDITIONAL FEE		OTHER THAN SMALL ENTITY RATE	ADDITIONAL FEE
x$11=		OR	x$22=	
x41=		OR	x82=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20."
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3."
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

FORM PTO-875 (Rev. 8/97) *U.S. Government Printing Office: 1997 - 430-571/69184 Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

MPI Family Report (Family Bibliographic and Legal Status)

In the MPI Family report, all publication stages are collapsed into a single record, based on identical application data. The bibliographic information displayed in the collapsed record is taken from the latest publication.

Report Created Date: 2012-11-12

Name of Report:

Number of Families: 1

Comments:

Table of Contents

Family1

14 records in the family, collapsed to 10 records.

AU5000599A 20000207

[no drawing available]

(ENG) A computer interface method and apparatus with portable network organization system and targeted advertising

Assignee: B E TECHNOLOGY LLC

Inventor(s): HOYLE MARTIN DAVID

Application No: AU 5000599 D

Filing Date: 19990716

Issue/Publication Date: 20000207

Abstract: (ENG) 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.

Priority Data: US 11835198 19980717 A Y; US 9916135 19990716 W W N;

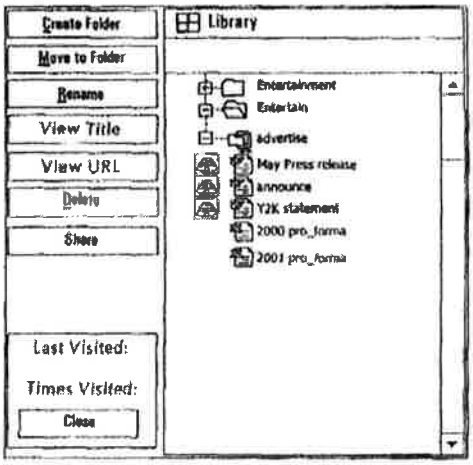
IPC (International Class): G06Q03000; G06F009445

Legal Status:

Date	+/-	Code	Description
20010412	(-)	MK6	APPLICATION LAPSED SECTION 142(2)(F)/REG. 8.3(3) - PCT APPLIC. NOT ENTERING NATIONAL PHASE

US7685537B2 20100323
US2008288874A1 20081120

(ENG) Computer interface method and apparatus with portable network organization system and targeted advertising



Assignee: B E TECHNOLOGY LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 11081808 A

Filing Date: 20080428.

Issue/Publication Date: 20100323

Abstract: (ENG) 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 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 includes programming that accesses the sewer 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.

Priority Data: US 11081808 20080428 A N; US 90961304 20040802 A 1 N; US 74403301 20010411 A 1 N; US 9916135 19990716 W W N; US 11835198 19980717 A 2 Y;

Related Application(s): 12/110818 20080428 20080288874 20081120 US; 10/909613 20040802 7366996 US; 09/744033 00010101 6771290 US; PCT/US1999016135 19990716 US; 09/118351 19980717 6141010 US

IPC (International Class): G06F01500; G06F01300; G06Q03000; G06F009445

US Class: 715854; 715765

Publication Language: ENG

Filing Language: ENG

Agent(s): Reising Ethington P.C.

Examiner Primary: Nguyen, Cao “Kevin”

Legal Status: There is no Legal Status information available for this patent

US6141010A 20001031

(ENG) Computer interface method and apparatus with targeted advertising

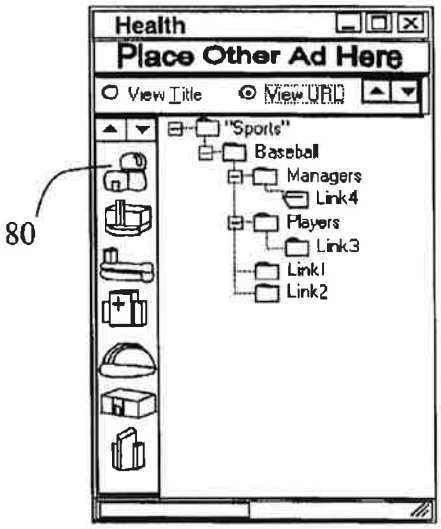
Assignee: B E TECHNOLOGY LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 11835198 A

Filing Date: 19980717

Issue/Publication Date: 20001031



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IPC (International Class): G06Q03000; G06F009445

ECLA (European Class): G06F009445N; G06Q03000A

US Class: 715854; 715201; 715205; 715206; 715839

Publication Language: ENG

Filing Language: ENG

Agent(s): Reising, Ethington, Barnes, Kisselle, Learman & McCulloch, P

Examiner Primary: Bayerl, Raymond J.

Examiner Assistant: Nguyen, Cao H

Assignments Reported to USPTO:

Reel/Frame: 11090/0707 **Date Signed:** 20000905 **Date Recorded:** 20000908

Assignee: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREET BAY CITY MICHIGAN 48706

Assignor: HOYLE, MARTIN DAVID

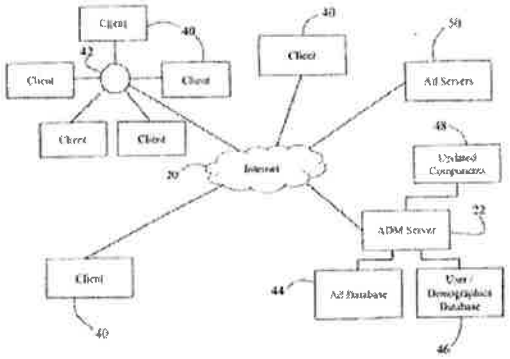
Corres. Addr: JAMES D. STEVENS P.O. BOX 4390 TROY, MI 48099-4390

Brief: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Legal Status:

Date	+/-	Code	Description
20000908	( )	AS	ASSIGNMENT New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREET BAY C; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID;REEL/FRAME:011090/0707; Effective date: 20000905;
20000908	()	AS	New owner name: B.E. TECHNOLOGY, LLC, MICHIGAN; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID;REEL/FRAME:011090/0707; Effective date: 20000905;
20000908	()	AS	New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREET BAY C; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID;REEL/FRAME:011090/0707; Effective date: 20000905;
20040415	()	FPAY	Year of fee payment: 4;
20080429	()	FPAY	Year of fee payment: 8;
20120426	()	FPAY	Year of fee payment: 12;

US2011208582A1 20110825



(ENG) TARGETED ADVERTISING SERVICES METHOD

Assignee: B E TECHNOLOGY L L C US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 201113107231 A

Filing Date: 20110513

Issue/Publication Date: 20110825

Abstract: (ENG) 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.

Priority Data: US 201113107231 20110513 A N; US 72921910 20100322 A 1 N; US 11081808 20080428 A 1 N; US 90961304 20040802 A 1 N; US 74403301 20010411 A 1 N; US 9916135 19990716 W W N; US 11835198 19980717 A 2 Y;

Related Application(s): 12/729219 20100322 US PENDING; 12/110818 20080428 7685537 US; 10/909613 20040802 7366996 US; 09/744033 20010411 6771290 US; PCT/US1999016135 19990716 US; 09/118351 19980717 6141010 US

IPC (International Class): G06Q03000; G06F009445

ECLA (European Class): G06F009445N3; G06Q03000A

US Class: 70501449

Publication Language: ENG

Filing Language: ENG

Assignments Reported to USPTO:

Reel/Frame: 27394/0497 **Date Signed:** 20110504 **Date Recorded:** 20111215

Assignee: B.E. TECHNOLOGY, L.L.C. C/O RANDALL R. RUPP, CPA 5800 GRATIOT, SUITE 201 SAGINAW MICHIGAN48638

Assignor: HOYLE, DAVID MARTIN

Corres. Addr: JAMES D. STEVENS P.O. BOX 4390 TROY, MI 48099-4390

Brief: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Legal Status:

Date	+/-	Code	Description
20111215	()	AS	New owner name: B.E. TECHNOLOGY, L.L.C., MICHIGAN; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, DAVID MARTIN;REEL/FRAME:027394/0497; Effective date: 20110504;

US2010114705A1 20100506

(ENG) METHOD OF REACTIVE TARGETED ADVERTISING

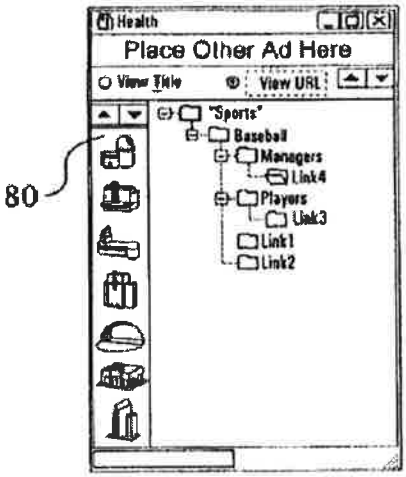
Assignee: B E TECHNOLOGIES LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 69229010 A

Filing Date: 20100122

Issue/Publication Date: 20100506



Abstract: (ENG) In one inventive aspect, a method of reactive targeted advertising provides for display of advertising, via the internet, to computers of users. In a particular example, a plurality of keywords are stored in a memory. The method comprises determining whether one or more of those keywords are

used in a web page, and for any keywords determined to be used, an advertisement is selected using those keywords. The advertisement is for display on the computer of the user who is accessing the web page. A request is received for the selected advertisement, and the advertisement is provided, from an advertising server and over the internet, for display on the computer of the user.

Priority Data: US 69229010 20100122 A N; US 11081808 20080428 A 1 N; US 90961304 20040802 A 1 N; US 74403301 20010411 A 1 N; US 9916135 19990716 W W N; US 11835198 19980717 A 2 Y;

Related Application(s): 12/110818 20080428 7685537 US; 10/909613 20040802 7366996 US; 09/744033 20010411 6771290 US; PCT/US1999016135 19990716 US; 09/118351 19980717 6141010 US

IPC (International Class): G06Q03000; G06F009445; G06F003048

ECLA (European Class): G06F009445N; G06Q03000A

US Class: 70501454; 715810

Publication Language: ENG

Filing Language: ENG

Assignments Reported to USPTO:

Reel/Frame: 23835/0363 **Date Signed:** 20100122 **Date Recorded:** 20100122

Assignee: B.E. TECHNOLOGIES, LLC C/O RANDALL R. RUPP CPA, REHMANN ROBSON, 5800 GRATIOT SUITE 201SAGINAW MICHIGAN 48638

Assignor: HOYLE, MARTIN DAVID

Corres. Addr: NOVAK DRUCE + QUIGG LLP 555 MISSION STREET 34TH FLOOR SAN FRANCISCO, CA 94105

Brief: ASSIGNMENT OFASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Legal Status:

Date	+/-	Code	Description
20100122	()	AS	New owner name: B.E. TECHNOLOGIES, LLC,MICHIGAN; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID;US-ASSIGNMENT DATABASE UPDATED:20100513;REEL/FRAME:23835/363; Effective date: 20100122;
20100122	()	AS	New owner name: B.E. TECHNOLOGIES, LLC,MICHIGAN; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID;REEL/FRAME:023835/0363; Effective date: 20100122;

US6628314B1 20030930

(ENG) Computer interface method and apparatus with targeted advertising

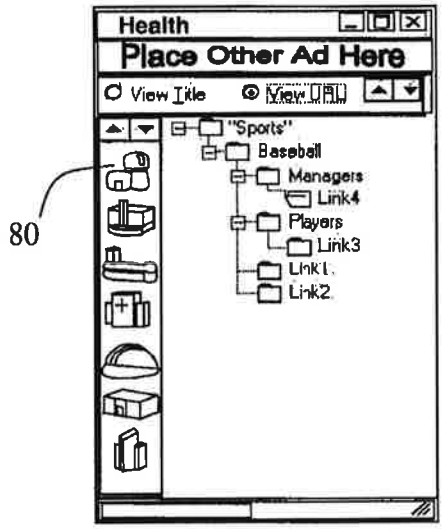
Assignee: B E TECHNOLOGY LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 69970500 A

Filing Date: 20001030

Issue/Publication Date: 20030930



Abstract: (ENG) A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as 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 on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

Priority Data: US 69970500 20001030 A N; US 11835198 19980717 A 3 Y;

Related Application(s): 09/118351 19980717 6141010 US A GRANTED (PATENT)

IPC (International Class): G06Q03000; G06F009445

US Class: 715854; 715853

Agent(s): Reising, Ethington, Barnes, Kisselle, P.C. 0

Examiner Primary: Nguyen, Cao (Kevin)

Assignments Reported to USPTO:

Reel/Frame: 11503/0042 **Date Signed:** 20010116 **Date Recorded:** 20010206
Assignee: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREET BAY CITY MICHIGAN 48706

Assignor: HOYLE, MARTIN DAVID

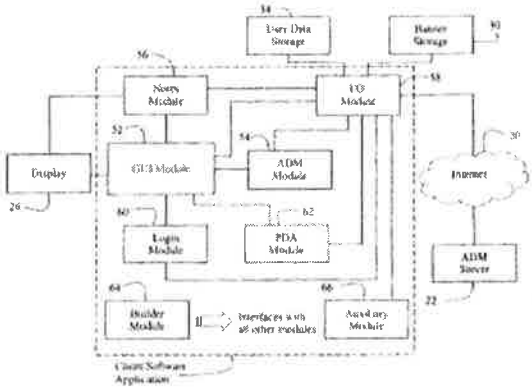
Corres. Addr: REISING, ETHINGTON, BARNES, KISSELLE, L LEARMAN & MCCULLOCH, P.C. JAMES D. STEVENS P.O. BOX 4390 TROY, MI 48099-4390
Brief: ASSIGNMENT OFASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS) .

Legal Status:

Date	+/-	Code	Description

20010206	( )	AS	ASSIGNMENT New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREETBAY CI; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID /AR;REEL/FRAME:011503/0042; Effective date: 20010116;
20010206	()	AS	New owner name: B.E. TECHNOLOGY, LLC, MICHIGAN; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID;REEL/FRAME:011503/0042; Effective date: 20010116;
20010206	()	AS	New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREETBAY CI; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID /AR;REEL/FRAME:011503/0042; Effective date: 20010116;
20070329	()	FPAY	Year of fee payment: 4;
20110324	()	FPAY	Year of fee payment: 8;

US2010174606A1 20100708



(ENG) TARGETED ADVERTISING SERVICES METHOD AND APPARATUS

Assignee: B E TECHNOLOGY LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 72921910 A

Filing Date: 20100322

Issue/Publication Date: 20100708

Abstract: (ENG) 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.

Priority Data: US 72921910 20100322 A N; US 11081808 20080428 A 1 N; US 90961304 20040802 A 1 N; US 74403301 20010411 A 1 N; US 9916135 19990716 W W N; US 11835198 19980717 A 2 Y;

Related Application(s): 12/110818 20080428 7685537 US; 10/909613 20040802 7366996 US; 09/744033 20010411 6771290 US; PCT/US1999016135 19990716 US; 09/118351 19980717 6141010 US

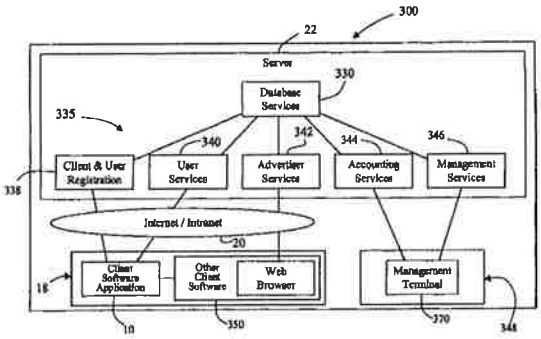
IPC (International Class): G06Q03000; G06F009445

US Class: 70501452

Publication Language: ENG

Legal Status: There is no Legal Status information available for this patent

US6771290B1 20040803



(ENG) Computer interface method and apparatus with portable network organization system and targeted advertising

Assignee: B E TECHNOLOGY LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 74403301 A

Filing Date: 20010411

Issue/Publication Date: 20040803

Abstract: (ENG) 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.

Priority Data: US 74403301 20010411 A N; US 11835198 19980717 A 2 Y; US 9916135 19990716 W W N;

Related Application(s): 09/118351 19980717 6141010 US GRANTED

IPC (International Class): G06Q03000; G06F009445

ECLA (European Class): G06F009445N; G06Q03000A

US Class: 715745; 717170

Publication Language: ENG

Filing Language: ENG

Agent(s): Reising, Ethington. Barnes, Kisselle, P.C.

Examiner Primary: Nguyen, Cao (Kevin)

Assignments Reported to USPTO:

Reel/Frame: 11503/0033 **Date Signed:** 20010116 **Date Recorded:** 20010206
Assignee: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREET BAY CITY MICHIGAN 48706

Assignor: HOYLE, MARTIN DAVID

Corres. Addr: REISING, ETHINGTON, BARNES, ET AL. JAMES D. STEVENS P.O. BOX 4390 TROY, MI 48099-4390
Brief: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Legal Status:

Date	+/-	Code	Description
20010206	( )	AS	ASSIGNMENT New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREETBAY CI; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID /AR;REEL/FRAME:011503/0033; Effective date: 20010116;
20010206	()	AS	New owner name: B.E. TECHNOLOGY, LLC, MICHIGAN; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID;REEL/FRAME:011503/0033; Effective date: 20010116;
20010206	()	AS	New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREETBAY CI; : ASSIGNMENT OF ASSIGNORS INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID /AR;REEL/FRAME:011503/0033; Effective date: 20010116;
20080801	()	REAM	Year of fee payment: 4;
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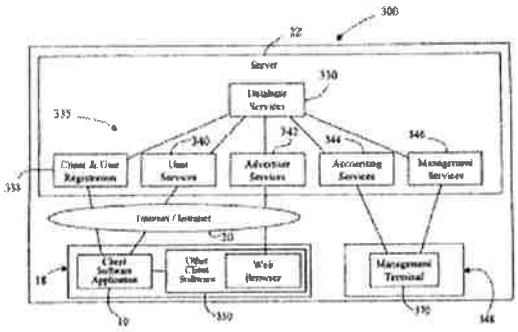
US7366996B2 20080429
US2005005242A1 20050106



(ENG) Computer interface method and apparatus with portable network organization system and targeted advertising

Assignee: B E TECHNOLOGY LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 90961304 A

Filing Date: 20040802

Issue/Publication Date: 20080429

Abstract: (ENG) 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 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 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.

Priority Data: US 90961304 20040802 A N; US 74403301 20010411 A 1 Y; US 11835198 19980717 A 2 Y;

Related Application(s): 10/909613 20040802 20050005242 20050106 US; 09/744033 20010411 6771290 US; 09/118351 19980717 6141010 US

IPC (International Class): G06F00300; G06F01500; G06F009445; G06Q03000

ECLA (European Class): G06F009445N; G06Q03000A

US Class: 715854; 715745

Publication Language: ENG

Filing Language: ENG

Agent(s): Reising, Ethington, Barnes, Kisselle, P.C.

Examiner Primary: Nguyen, Cao (Kevin)

Legal Status: There is no Legal Status information available for this patent

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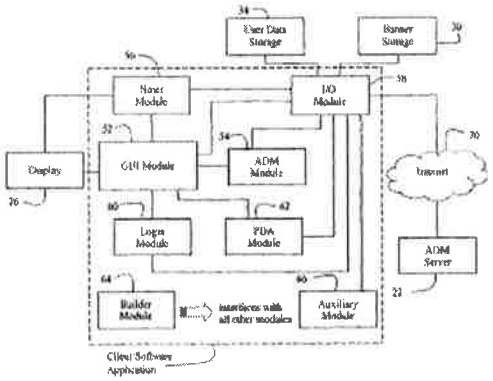
WO2000004434B1 20001012
WO2000004434A3 20000824
WO2000004434A2 20000127

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



Assignee: B E TECHNOLOGY LLC US

Inventor(s): HOYLE MARTIN DAVID US

Application No: US 9916135 W

Filing Date: 19990716

Issue/Publication Date: 20001012

Abstract: (ENG) A method and apparatus for providing an automatically (Fig. 4) upgradeable software application (14) includes targeted advertising based upon demographics and user interaction with the computer (18). The software application (14) includes a display region (28) used for banner advertising that is downloaded over a network such as the Internet (20). Data associated with each advertisement is used by the software application in determining when a particular advertisement is to be displayed.

Priority Data: US 11835198 19980717 A Y;

IPC (International Class): G06Q03000; G06F009445

Designated Countries:

----Designated States: (national) AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZA ZW ::: (ARIPO) AP GH GM KE LS MW SD SL SZ UG ZW
----Regional Treaties: (EAPO) EA AM AZ BY KG KZ MD RU TJ TM
----EPO Extension States: (EPO) EP AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
----Elected States (PCT): (OAPI) OA BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: ENG

Filing Language: ENG

Agent(s): STEVENS, James, D. Reising, Ethington, Barnes, Kisselle, Learman & Mc, Culloch, P.C., P.O. Box 4390, Troy, MI 48099 US

Legal Status:

Date	+/-	Code	Description
20000127	( )	AK	DESIGNATED STATES Kind code of corresponding patent document: A2; List of designated states: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZA ZW;
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20000322	( )	121	EP: THE EPO HAS BEEN INFORMED BY WIPO THAT EP WAS DESIGNATED IN THIS APPLICATION
20000608	( )	DFPE	REQUEST FOR PRELIMINARY EXAMINATION FILED PRIOR TO EXPIRATION OF 19TH MONTH FROM PRIORITY DATE (PCT APPLICATION FILED BEFORE 20040101)
20000824	( )	AK	DESIGNATED STATES Kind code of corresponding patent document: A3; List of designated states: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZA ZW;
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20001012	( )	AK	DESIGNATED STATES Kind code of corresponding patent document: B1; List of designated states: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZA ZW;
20001012	( )	AL	DESIGNATED COUNTRIES FOR REGIONAL PATENTS Kind code of corresponding patent document: B1; List of designated states: GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG;

20010219	( )	NENP	NON-ENTRY INTO THE NATIONAL PHASE IN: Corresponding country code for PRS Code (EP REG): RU;
20010219	( )	NENP	NON-ENTRY INTO THE NATIONAL PHASE IN: Corresponding country code for PRS Code (EP REG): RU;
20010411	( )	ENP	ENTRY INTO THE NATIONAL PHASE IN: Corresponding country code for PRS Code (EP REG): US; Corresponding patent document: 2001 744033; Publication date of corresponding patent document: 20010411; Kind code of corresponding patent document: A;
20010411	( )	ENP	ENTRY INTO THE NATIONAL PHASE IN: Corresponding country code for PRS Code (EP REG): US; Corresponding patent document: 2001 744033; Publication date of corresponding patent document: 20010411; Kind code of corresponding patent document: A;
20010411	(-)	WWE	WIPO INFORMATION: ENTRY INTO NATIONAL PHASE Corresponding patent document: 09744033; Country code of corresponding patent document: US;
20030212	(-)	122	EP: PCT APP. NOT ENT. EUROP. PHASE

USPTO Maintenance Report

Patent Bibliographic Data				11/12/2012 11:36 AM	
Patent Number:	6141010		Application Number:	09118351	
Issue Date:	10/31/2000		Filing Date:	07/17/1998	
Title:	COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING				
Status:	4th, 8th and 12th year fees paid			Entity:	SMALL
Window Opens:	N/A	Surcharge Date:	N/A	Expiration:	N/A
Fee Amt Due:	Window not open	Surchg Amt Due:	Window not open	Total Amt Due:	Window not open
Fee Code:					
Surcharge Fee Code:					
Most recent events (up to 7):	04/26/2012 04/29/2008 04/15/2004	Payment of Maintenance Fee, 12th Yr, Small Entity. Payment of Maintenance Fee, 8th Yr, Small Entity. Payment of Maintenance Fee, 4th Yr, Small Entity. --- End of Maintenance History ---			
Address for fee purposes:	JAMES D. STEVENS REISING ETHINGTON P.C. P.O. BOX 4390 TROY MI 48099				