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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
	Workflow - Drawings Matched with File at
9/8/2000	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

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United States Patent [19]

Hoyle

- [54] COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING
- [75] Inventor: Martin David Hoyle, Destrehan, La.
- [73] Assignce: B. E. Technology, LLC, Bay City, Mich.
- [21] Appl. No.: 09/118,351
- [22] Filed: Jul. 17, 1998

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

6,141,010

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Primary Examiner-Raymond J. Bayerl

[11] Patent Number:

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 dis-played that is relevant to that program (such as an adver-tisement 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



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Image File	Destination Link	Associated Categories	Associated Links	Associated Programs	Priority Level
Bamer01.gif	www.first_link.com	business, finance	www.microsoft.com/excel www.lotus.com/123	Exceltru, 123tri	General
Banner02.gif	www.second_link.com \ products	business, shopping, computers		Control Panel:System	High
Banner03.gif	third_link.com	sports	www.nfl.com		Medium
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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 20 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 incor-25 porated 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 PointcastTH, 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 35 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 40 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 ic 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 so 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 55 adverti 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 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 geographi-

cally 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 petwork 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 secessed 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 s 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 ¹⁰ 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 ¹⁵ 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 ²⁰ reception system in which both user demographics and advertising. However, this 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. ²⁵ 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 30 following definitions shall apply:

computer—An apparetus 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 35 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 45 graphic format (e.g., jpeg, gif, bmp, tiff, pex, 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 comput- $_{50}$ ers 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 55 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 60 memory (CDROM), digital versatile disk (DVD), magnetooptical 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 as code (such as JavaTM), or in a scripting or other interpreted language.

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program module -One or more related program compopents.

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 apparetus 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

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

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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 baving to download and install the entire software package.

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

- providing a server that is accessible via a computer ¹⁰ network such as the Internet,
- permitting a computer user to access the server via the computer network,
- acquiring demographic information about the user (which 15 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 adverising 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 infor-
- mation in a database, selecting advertising content for transfer to the computer in accordance with the demographic information asso-

ciated 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 40
- 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 45 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 inforso the select select and the program is also operable 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 60 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 65 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. 5a is an exemplary view of a bookmark category 30 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 IntelTM PentiumTM microprocessor. As is 15 common, computer 18 includes RAM, a bard 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 20 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 computerreadable memory (such as a hard drive) at server 22 and a copy is then downloaded and stored on the hard drive of 25 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 30 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 down-40 loads 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 edvertising 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 50 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, 55 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 60 CJI program 12 each time that program is run. Optionally, ADM module 14 can be written in byte code, such as JavaTM, 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 JavaTM and JavaScriptTM.

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.

¹ 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 5 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 10 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 15 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, 1/O module 58, login module 60, PDA module 62, builder module 64, and auxiliary module 66. 20 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 1/O module 58, perform functions that were incorporated into the GUI and/or ADM modules of FIGS. 1 and 25 2.

Before describing the various modules in detail, reference is made to FIG. 5 which depicts a Windows^{TA} 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 35 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 locallystored web pages. Once a user has entered a web page location into this field and pressed Enter, GUI module 52 50 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 55 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 60 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 WindowsTM 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. 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 separate 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. Sa 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 5 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 ActiveXTM. These components include a toolbar component 90, a URL text field component 92, a drag button component 98, a collapsible toolbar component 100, a user profile access component 102, and an advertising 15 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 30 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 45 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 50 timer/displsy component 110, a flag alert component 112, and an error handling component 114. These components are preferably written in ActiveXTM or JavaTM. User interaction with the computer, whether with the client software application itself or with other applications or the operating 53 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 WindowsTM using system hooks. Key event component 106 40 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 faput. If so, it informs timer/display component 110 which contains the programming that determines which banner should be displayed and 65 what computer usage information should be displayed and 65

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 FIO. 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 books. 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

Active X^{TM} or $Java^{TM}$. 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 coas ditions 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/teceive component interfaces with I/O module 58 and is responsible for the actual transmission and reception 10 footes 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 Active XTM or JavaTM. 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 Interact 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 ActiveXTM or JavaTM login component which includes the programming 30 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 Interact. PDA module 62 is an ActiveXTM or JavaTM 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 OutlookTM, Lotus 40 NotesTM, or NetscapeTM 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 45 components of the software application from time to time. As with most of the other modules, it can be written in ActiveXTM or JavaTM. For purposes of upgrading components, each component has associated with it a version identifier that comprises a version name and version 50 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. 5 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 60 current version available. If not, the builder, having both blueprints, can determine specifically which new compo-nents it needs. Upgrading of existing components is typically accomplished simply by overwriting the existing files and making the appropriate entries into the WindowsTM 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 itselfs to 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 abown 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 10 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 15 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 25 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 30 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 dis-played. The second level is the medium processing level, in as 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 49 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 so 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 55 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 65 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 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 (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 down loaded to the user's computer for installation by the user, as 2 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 25 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 30 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 40 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 so 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 s 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 60 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. 65

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, banper 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, demo graphic 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 5 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 15 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 proces then ends with the flow returning to block 168 of FIG. 10. If at block 192, a banner has not been selected, flow drops 2 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 25 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 3 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 55 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 60 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 asso-ciated category, the banners can also be selected based on associated links and/or programs in the event, for example, 65 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 1D 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 35

upgrading of builder module 64 ltself. 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 advertis- 15 ing 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 20 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 25 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

1 claim:

 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 userselectable 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 50 link 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 55 information resource using the browser application, said first program module further being operable in response to selection of the first link to potify said second program module of the selection of said first link, whereby said informational data is displayed in co 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 65 ; 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, where in 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.

 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 computerreadable 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 userselectable 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; 25
- 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 30 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 meou 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 45 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 50 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;

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wherein said program is operable to select and display informational data in said information display region, said informational data comprising a plurality of 24

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.

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PATENT APPLICATION SERIAL NO.

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

07/24/1998 TUILLIAN 0000	00033 09118531
01 FC:201 02 FC:202 03 FC:203	395.00 0P 62.00 0P 253.00 0P
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ATTORNEY DOCKET NO. GROUP ART UNIT CLASS SERIAL NUMBER . FILING DATE P-3001-1/L&M 07/17/98 *345 2773 09/118,351 MARTIN DAVID HOYLE, METAINE, LA. **CONTINUING DOMESTIC DATA VERIFIED C NONE **371 (NAT'L STAGE) DATA VERIFIED FB **FOREIGN APPLICATIONS* VERIFIED FOREIGN FILING LICENSE GRANTED 08/21/98 SMALL ENTITY ***** INDEPENDENT SHEETS STATE OR TOTAL Foreign Priority claimed 35 USC 119 (a-d) conditions met Dyes 200 Dyes 200 DMet after Allowance 23 2 14 LA Verified and Acknowledged Inifials JAMES D. STEVENS REISING ETHINGTON LEARMAN & MCCULLOCH PO BOX 4390 ā PHONE: (248)689-3500 TROY MI 48099-4390 J. COMPUTER INTERFACE METHOD AND APPARATUS WITH TARGETED ADVERTISING Ë 11 FILING FEE RECEIVED 1.1.1 All Fees FEES: Authority has been given in Paper 1.16 Fees (Filing) . to charge/credit DEPOSIT ACCOUNT No. 1.17 Fees (Processing Ext. of time) NO. for the following: \$730 1.18 Fees (issue) Other Credit

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Petitioner Samsung - Ex. 1012, p. 35

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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, realtime 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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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^m, 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

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for later retrieval and display by the program.
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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, 09118351.071798 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.

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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 20 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. ' 25

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

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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.

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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

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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 visuallyperceived 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.

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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

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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 JavaTM), 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 20 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.

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<u>SUMMARY OF THE</u>

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. 09118351 071798 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 . 20 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 computerreadable 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

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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,

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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 computerreadable memory for use by a computer to provide a user of the computer with targeted 20 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 25 having a data set associated therewith. The data sets each include one or more of the following data items:

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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;

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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;

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Bigure 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

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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.

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Computer 18 is a conventional personal computer, such as one that utilizes an Intel^m Pentium^m 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

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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 JavaTM, 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 JavaTM and JavaScriptTM 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.

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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

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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.

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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 25 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.

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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 09118351 051798 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 20 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 25 "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

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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 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

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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.

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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"

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 L/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^m. These 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.

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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, 25 a flag alert component 112, and an error handling component 114. These components are preferably written in ActiveXTM or JavaTM. 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

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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 5 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 09118351.071798

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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

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distribution of the notes.

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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 The notes display component 116 contains the programming ActiveX[™] or Iava[™].

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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.

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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 ActiveXTM or JavaTM. 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.

20 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

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

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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 5 time. As with most of the other modules, it can be written in ActiveXTM or JavaTM. 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 09118351.071798 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 20 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

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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

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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.

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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

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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.

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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

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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 25 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

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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.

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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

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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 WindowsTM 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

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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

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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.

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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.

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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

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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.

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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.

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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.

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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

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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.

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V. 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 computerreadable 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 legions 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 userselectable 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.

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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 25. 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.

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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-volațile 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 dentifier 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

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.

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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.

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

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1X. 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 upprade itself when its version identifier does not match its associated updated version number.

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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;

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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.

1272. A computer-readable memory as defined in claim 27, 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.

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2. 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 24, 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.

26. 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

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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 advectising 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.

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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 chim 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 20 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;

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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.

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.

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;

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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.

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A computer-readable memory as defined in claim *M*, 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.

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

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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 liems apply, then complete and also attach ADDED PAGES FOR DMSIONAL, 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.

C 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, 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

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

362720°75837760

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."

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

ь) 🗖	was filed on	, as 🗆 Serial No. 0 /
02	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).

(Rel.74-12/97 Pub.605)

(c)
was described and claimed in PCT international Application No. filed on and as

FORM 1-1

amended under PCT Article 19 on

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

(if any).

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

FORM 1-

(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 certh 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, and in all other situations, before the patent is granted. If the claim for priority or the certified copy of the foreign application is likel 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 meed not be filed 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 listed 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.

(Declaration and Power of Attorney [1-1]-page 3 of 7)

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
•21			TYES NO T
			TYES NO
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			TYES NO
			TYES 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

(Rel 74-13/97 Pet. 605)

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.

FORM 1-1

(Declaration and Power of Attorney [1-1]-page 4 of 7)

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Rel 71-697 No.605)

FORM 1-1 .

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 banefit 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	20,94 1 🔅
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
 DIRECT TELEPHONE CALLS TO: (Name and telephone number)

 Address
 John K. McCulloch

 James D. Stevens
 James D. Stevens

 Reising, Ethington, Learman
 (248) 689-3500

 & McCulloch
 John K. McCulloch

 5291 Colony Drive North
 John K. McCulloch

 Saginaw, MI 48603
 Customer Number

COATZO" FEEBFF60

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(Declaration and Power of Attomey [1-1]-page 5 of 7)

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DECLARATION

I hereby declara that all statements made nervin 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 The B of the United States Code, and that such willful false statements may jeopardize the validity of the application of any patent issued thereon.

SIGNATURE(S)

	Full meme of an	e er first inventor	x	
\bigwedge	Martin ISNEN RAME	Martin David	Horle	LAST MALME)
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(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 attomey 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.

aration and Power of Attorney [1-1]-

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-page 7 of 7)



Petitioner Samsung - Ex. 1012, p. 90

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Petitioner Samsung - Ex. 1012, p. 95

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FIG. 7

Petitioner Samsung - Ex. 1012, p. 96





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Petitioner Samsung - Ex. 1012, p. 99



Petitioner Samsung - Ex. 1012, p. 100







Inside this box Inside this plus sign (+) inside this box 👄 井 Attorney Docket No. P-3001-1/I&M (McKinley) UTILITY First Inventor or Application Identifier Martin David Hoyle PATENT APPLICATION 10 THIS A COMPUTER INTERFACE METHOD AND d TRANSMITTAL Express Mail Label No. EM119616830US Assistant Com Box Petent Ap **APPLICATION ELEMENTS** ADDRESS TO: EP chapter 600 concerning utility patent ap Fee Transmittal Form (e.g., PTO/SB/17) Microfiche Computer Program (Appendix) 5. (Submit an original and a duplicate for fee processing 6. Nucleotide and/or Amino Acid Sequence Submission Total Pages 48 Specification 2 (If applicable, all necessary) elerred arrangement set forth below Computer Readable Copy α. - Descriptive title of the Invention 201 - Cross References to Related Applications Paper Copy (identical to computer copy) b. - Statement Regarding Fed sponsored R & D Statement verifying identity of above copies C. - Reference to Microfiche Appendix 109118335 + Background of the Invention ACCOMPANYING APPLICATION PARTS - Brief Summary of the Invention Assignment Papers (cover sheet & document(s)) - Brief Description of the Drawings (# filed) 37 C.F.R.§3.73(b) Statement Power of - Detailed Description Attomey (when there is an assignee) - Claim(s) English Translation Document (If applicable) - Abstract of the Disclosure Information Disclosure Copies of IDS Drawing(s) (35 U.S.C. 113) [Total Sheets 14 Statement (IDS)/PTO-1449 Citations 14 Preliminary Amendment 7 Oath or Declaration Total Page ţı. Return Receipt Postcard (MPEP 503) 071798 Newly executed (original or copy) (Should be specifically itemized) Copy from a prior application (37 C.F.R. § 1.63(d)) (for continuation/divisional with Box 16 completed) Small Entity Statement filed in prior application b. Statement(s) Status still proper and desired DELETION OF INVENTOR(S) (PTC/SB/09-12) Status status status fill proper Certified Copy of Priority Document(s) 1 Signed statement allached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b). (If foreign priority is claimed) Other: NOTE FOR ITEMS 1 & 12: IN ORDER TO BE ENTITLED TO FAY SMALL ENTITY TERE, A SMALL ENTITY STATEMENT IN REQUIRED (37 C F.A. § 1.27), EXCEPT P DHE PLED IN A PRIOR APPLICATION IS SPLIED UTON (37 C F.R. § 1.21). 18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a pretminary a Continuation Divisional Continuation-In-part (CIP) of prior application No: Group / Art Unit: application informati Examin For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an eath or declaration is suppli under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby hoorporal Under Box 4 to 1s considered a part of the disclosure of the society of the provident internet of the provident of the disclosure of the society of the disclosure of the disc raled by ation parts. 17. CORRESPONDENCE ADDRESS Customer Number or Bar Code Label bsert Gustomer (No. or Atlach bar code label here) John K. McCulloch Reising, Ethington, Learman & McCulloch 5291 Colony Drive North Address MI 48603 Saginav State Zip Code Chy (517) 799-5300 Fex (517) 792-8585 USA Country Talephone Registration No. (Atiomey/Agent) 35,691 James D. Stevens Name (PRNType) aw DSton Date 7/17/98 Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will very depending upon the needs of the individual case. Any comments on the amount of here you are required to complete this form should be sent to the Choil Information Officer, Patent and Trademark Office, Weshington, DC 20231, DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Weshington, DC 20231. Stonature

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		19			Examiner Name	C. JACKSON
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Examiner	Cite	U.S. Patent Document		Name of Patentee or Applicant	Date of	Pages, Columns, Lines Where
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c		4,602,279		Freeman	7/22/86	······
CT		5,347,632		Filepp, et al.	9/13/94	
Z		5,572,643		Judson	11/5/96	
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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 Result manipuled to the tu the Assistant Commutationer for Parents, 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

anorney 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 & MCULLOCH, PLLC

ames D. Stevens Registration No. 35,691

P.O. Box 4390 Troy, Michigan 48099 (248) 689-3500

Date: September 11, 1998

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Petitioner Samsung - Ex. 1012, p. 107

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T-068 P.01/02 F-668

REISING, ETHINGTON, LEARMAN & MCCULLOCH, PLLC

PATENTS, TRADEMARKS AND COPYRIGHTS

Columbia Center 201 W. Bic Beaver - Ste 400 Thoy, Michigan 48084 (248) 689-3500 FACSIMILE: (248) 689-4071 , postmaster@reising.com MAILING ADDRESS: P.O. BOX 4390 THOY, MICHIGAN 44099

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FROM:

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TO. GROUP 2751

JAMES D. STEVENS

September 11, 1998

TOTAL NO. OF PAGES INCLUDING COVER 2

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

FAX NUMBER (703) 308-6606

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RE.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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1 5 1998

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.

RECEIP

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U.S.S.N. 09/118,351 (9/11/98) -2

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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Petitioner Samsung - Ex. 1012, p. 111



DECLARATION

I hereby declara that all statements made nerein of my own knowledge are true and that all statements made on momention and belief are believed to be true; and further that these statements were made with the knowledge that willful faise 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 faise statements may jeopardize the validity of the application of any patent issued thereon.

SIGNATURE(S)

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NOTE: Carefully indicate the family for ASI) hand, as a should appear on the filing requipt and all other COC 124

Full name of sole or first inventor

Martin ISNEN NUM	E Barid	Hayle /	LAST MARAND)
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full name of	second joint inventor, if any		1

CINEN PUMO	(HIDDLE WITHL OF MANE) FAMILY FOR	AST MAME
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Full name of third joint inventor, if any

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Art Unit: 2773

• DETAILED ACTION

Election/Restriction

I.

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

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

Art Unit: 2773

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,

August 25, 1999

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RAYMOND J. BAYERL PRIMARY EXAMINER **ART UNIT 2773**

Page 3

Petitioner Samsung - Ex. 1012, p. 115

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.

Spacke knen JoAnn Shackelfor

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RECE

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 ST/ 8 DEPARTMENT OF COMMERCE Patent and Trademark Office Address: COMMISSIONER OF PATENTS AND TRADEMARKS

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Washington, D.C. 20231 0 FIRST NAMED INVENTOR ATTORNEY DOCKET NO. FILING DATE APPLICATION NO. 09/118,351 07/17/98 DAVID HOYLE М P-3001-1/L&M 114 EXAMINER Г LM02/1130 JAMES D. STEVENS JACKSON, C REISING ETHINGTON LEARMAN & MCCULLOCH PAPER NUMBER ART UNIT PO BOX 4390 1 TROY MI 48099-4390 2773 DATE MAILED: 11/30/99 3

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

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Commissioner of Patents and Trademarks

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	Application No.	Applicant(s)		
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Office Action Summary	Examiner	0	Group Art Unit	
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Period for Reply	(3 4))			
A SHORTENED STATUTORY PERIOD FOR REPLY IS DF THIS COMMUNICATION.	SET TO EXPIRE 3	MONTH(S) FROM THE MAILIN	G DATE
- Extensions of time may be available under the provisions of 3	7 CFR 1.138(a). In no event, how	revar, 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 leas than thirty (30) d - If NO period for reply is specified above, such period shall, by - Failure to reply within the set or extended period for reply will	ays, a reply within the statutory n default, expire SIX (6) MONTHS , by statute, cause the application	Inimum of thirty (30) i from the mailing dat i to become ABANDO	days will be considered t e of this communication , DNED (35 U.S.C. § 133).	imely.
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Responsive to communication(s) filed on	9/28/99			
This action is FINAL.				
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Disposition of Claima				
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Of the above claim(s) 11 - 20, 26.	-36	ls/are	withdrawn from consi	deration.
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received in this national stage application from	the International Bureau (P	CT Rule 1 7.2(a))	•	
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Attachment(s)		42	а С	
Sinformation Disclosure Statement(s), PTO-1449,	Paper No(s).	Interview Sum	imary, PTO-413	
Notice of Reference(s) Cited, PTO-892		INotice of Infor	mal Patent Applicatio	n, PTO-152
Notice of Draftsperson's Patent Drawing Review,	PTO-948	Other	• • • • • • • • • • • • • • • • • • • •	
	· Office Action Summary	2		20
8. Patent and Trademark Office				
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Page 2

Art Unit: 2773

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.

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.

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,

Art Unit: 2773

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 . Laving 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.

5. 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").

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Årt Unit: 2773

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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

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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, texches 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 plugin 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.

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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.

Claims 7 and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Angles et
a! (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

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Serial Number: 09/118,351

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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.

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.

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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

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Art Unit: 2773

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 K. Jackson

November 18, 1999

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RAYMOND J. BAYERL PRIMARY EXAMINER **ART UNIT 2773**



Petitioner Samsung - Ex. 1012, p. 127

FORM	710	948	(REY.	11-97
			-	

U.S. DEPARTMENT OF COMMERCE-Patent and Trademark Office

Application No. 09/1183.51 -

NOTICE OF DRAFTPERSON'S PATENT DRAWING REVIEW

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

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ack ink Color	
INCE THE, COURT,	Hatching not indicated for sectional portions of an object.
Color drawing are not acceptable until petition is granted.	Fig.(s)
Fig.(6)	Sectional designation should be noted with Arabic or
Pencil and non black tak is not permuted. Fig(s)	- Roman numbers. Fig.(s)
_ Photographs are not acceptable until petition is granted,	8. ARRANGEMENT OF VIEWS. 37 CFR 1.84(1)
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nhotographic double-weight paper), Fig(s)	SIGC, EACEJA TOI BEAPINS, FIG.(S)
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TYPE OF PAPER. 37 CFR 1.84(c)	Scale not large enough to show mechanism without crowding
Paper not flexible, strong, white and durable.	when drawing is reduced in size to two-thirds in reproduction.
Fig.(s)	Fig.(s)
Erasures, alterations, overwritings, interlineations,	10. CHARACTER OF LINES, NUMBERS, & LETTERS. 37 CFR 1.84(I)
folds, copy machine marks not acceptable. (too thin)	Lines, numbers & letters not uniformly thick and well defined,
Mylar, vellum paper is not acceptable (too thin).	clean, durable and black (poor line quality).
Fig(s)	Fig.(s)
SIZE OF PAPER. 37 CFR 1.84(F): Acceptable sizes:	11. SHADINO. 37 CFR 1.84(m)
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All drawings sheets not the same size.	Shade lines, pale, rough and blurred. Fig.(s)
) Sheet(s)	12. NUMBERS, LETTERS, & REPERENCE CHARACTERS.
ARGINS. 37 CFR 18.4(g); Acceptable margins:	37 CFR 1,48(p)
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SIZE: 8 1/2 x 11	Figure legends are poor. Fig.(s)
Margins not acceptable. Fig(s)	Numbers and reference characters not oriented in the same
Top (T) Left (L)	, direction as the view. 37 CFR 1.84(p)(3) Fig.(s)
Right (R) Bottom (B)	Engligh alphabet not used. 37 CFR 1.84(p)(3) Fig.(s)
VIEWS. CFR 1.84(h)	Numbers, letters and reference characters must be at least
REMINDER: Specification may require revision to	32 cm (1/8 inch) in height. 37 CFR 1.84(p)(3) Fig.(6)
correspond to drawing changes.	13. LEAD LINES. 37 CFR 1.84(q)
Views connected by projection lines or lead lines.	Lead lines cross each other. Hig.(s)
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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 Neu yen, Coo Examiner: Jackson, Chadwick A. CERTIFICATE OF MAILING .

GAU 2173

#8/A 5-12-00

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 <u>May 1, 2000</u>.

Shackl JoAnn Shackelford

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AMENDMENT AND RESPONSE PURSUANT TO 37 C.F.R. § 1.

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 <u>via a browser</u>, the apparatus comprising:

a non-volatile data storage device;

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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

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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 <u>activate a separate browser application and retrieve the</u> <u>associated information resource using the browser application, said first</u> <u>program module further being operable in response to selection of the first link</u> [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

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.

(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 computerreadable 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** [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;

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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W 37. (Amended) 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 computerreadable 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 <u>comprising</u> [comprises] a plurality of <u>locally-stored</u> display objects with at least some of said display objects each having a <u>locally-stored</u> 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.

REMARKS

1.1.1.1.

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

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

Petitioner Samsung - Ex. 1012, p. 133

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.

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: <u>May 1, 2000</u> JDS/js

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Application/Control Number: 09/118,351

Art Unit: 2773

Examiner's Amendment

 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.

The application has been amended as follows:
 20 PB
 Claims 11-D 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.

Application/Control Number: 09/118,351

Page 3

Art Unit: 2773

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).

'Application/Control Number: 09/118,351

Page 4

Art Unit: 2773

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

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NOTICE OF ALLOWANCE AND ISSUE FEE DUE

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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 <u>THREE MONTHS</u> FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. <u>THIS STATUTORY PERIOD CANNOT BE EXTENDED.</u>

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:	If the SMALL ENTITY is shown as NO:
 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. 	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.
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III. All communications regarding this application must give Please direct all communications prior to Issuance to Bo	application number and batch number. x ISSUE FEE unless advised to the contrary.
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Petitioner Samsung - Ex. 1012, p. 144










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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	Exceltre, 123 the	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.cspn.com www.sports.com		Medium
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Banner XX. sif	www last link com/cgi/login	travel, entertainment			. High

FIG. 7

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Petitioner Samsung - Ex. 1012, p. 150

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Petitioner Samsung - Ex. 1012, p. 151





Petitioner Samsung - Ex. 1012, p. 153









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 Sentember 5.2000.

B₽

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

September 5, 2000

Date: JDS/js Enc.

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:

 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.

nes D. Stevens

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

Petitioner Samsung - Ex. 1012, p. 158



RECEIVED

Technology Center 2600

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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	Abstract
A method and apparatus for provide interaction with the computer. The so time to time over a actived, toch as a cquired by the source and stared far- response to normal user interaction, determining when a particular between program (ruch as a presaddness pro- provides two-timed, real-mass target on occasion to determine if one or m	an intonantically upgradrable software application that includes targeted advertising based upon denographics and user www application is a graphical user enterface that includes a display region used for banner advertising that is downloaded from a internation what banner advertising will be sum to the user. The software application further targets the advertisemants in user, of the computer. Associated with each banner advertisement is a set of data that is used by his colourse application in to be displayed. The autodean the specification of extram programs that the user may have so that, when the user runs the and, so advertisement will be displayed that is realized to the top program (such as an advertisement for a nock botterary). This is of advertisement will be displayed that is relavant to that program (such as an advertisement for a nock botterary). This is of advertisement will be displayed that is relavant to that program (such as an advertisement for a nock botterary). This is of advertisement of the application need upgrading to a newer version. If so, the components are downloaded and natalfed

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RECEIVED

Assistant Commissioner of Patents

MAR 0 9 2004 Technology Center 2600

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:

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- 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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United States Patent Hoyla		6,141,87 October 31, 200
Computer interface method	and appointus with targeted advertising	
A incition and apparatus for pro- interaction with the computer. Th time to time over a network such acquired by the server nod used response to contrait user interaction discremining when a particular has programs (such as a spreadshort	reductions and committeely upgrade able software application that includes targeted advertising has due to a software application is a graphical user instructes that includes a display region used for bancer at a with harmat. The software application is accretable from a sorter via the Internet and demograp for determining what bancer advertising will be sent to the user. The software application further in so, or use, of the composer. Associated with sand, banner advertisement is at or do data that is used more us to be displayed. This includes the specification of centum programs that the user may have a program), an observisement will be displayed that is referrate to that program (such as an advertise more in one determines, which compares have a section. The centum regulary mode more include come program), an observisement will be displayed that is referrate to that program (such as an advertise more in a first software will be displayed that is referrate to that program (such as an advertise more advective the software will be displayed that is referrate to that program (such as an advective more advective that and software software that program (such as an advective advective of contractions). And down advective that the context more than the more advective that the software adv	son demographics and user Pretising that is downloaded from the information on the user is rgive the advertisements in 10 yet as software application in or that, when the user runs the nears for a stock brokerage). This running that accesses the trainer

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RECEIVED

MAR 0 9 2004

Technology Center 2600

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:

121

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:

1. US Patent 6,141,010 ... similar technology

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- 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 6/14/2002 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



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Hoyle	October 31, 2000
Computer interface method and apparatus with targeted advertaining	
Abstract	
A method and apparatus for providing an automatically upgendeable software application that includes targeted advertising b	ased upon demographics and usur
interaction with the computer. This reference application is a graphical user interface that includes a display region used for bu- traction with the computer such as the latence. The cofference matching as an ability from a summarise the Terminational data	mer advertising that a downloaded from
and to use over a network rock as the metric. The solitour appartition is accessed from a server white interact any or accurred by the server and used for determining what banner actemizing will be such to the user. The solitour production fil	ritur invests the advertmentation in
response to normal user interaction, or use, of the computer. Associated with each barner advertisement is a set of data that	is used by the software application in

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Clarks Corporation Overview Case Coperation is the teeder in order tehesical materiality, saving over 38 million consumers and more than 900 Advertisers – biology over 10 forture 1000 compares. Casis publishes advertising meanages for top first companies and specific to consumers what are perfort of the GAM Network, Clarks's network of over 36 million consumers who agree to receive scheduling based on this sould acre behavior.

Unlike traditional demographic targeting. Clinda's bahavaral markeong model combines generali insigtes are consumer behavior and the ability to deliver contextually targeted tracesages. The referency of the measages drives click through and constraine mark up to do that higher than traditional barner and so booting comprising results to unspecchanal works. The difference is Clark's deep maintfar into consume online behavior. Clicka's down elevations to target consumers based on their individual needs and interests resulting in industry levaling ROI, not meen demographically targeted Wub site populations.

In addition to sub-ordinor, network, Chas provides marketing research and Business incights through its Faedback Research dealers. Peedack Repearch planes in draph analysis of consumer Web usage patterns across the enser Mesmai Hot capnot be strateded at any other resterch problem. It also provides All service countin mediving research for Faedback Research exclusion access to the OAN Homokrik 33 million consumers. Feedback Research surveys hard to reach consumers, based on their ordindual actions behaver, queckly and cost-office(inty.

In History Class was by moded in 1990 as The Gater Corporation to deliver the promise of one-to-ene matricing on the internet. The golding reach was to develop a massive compared software by offering valuable web/setarate content for the the exchange for the dight to above highly targeted adventicing based on consumer denormous causing bitware. Luxer hard numer 1990, the Cator evaluate was the company's first see ad-supported software product, and it quickly grew to become the most papular product in its category

By November 1999, Chris And revolutionized the ordine advection industry by introducing its contentiant and behavioral relevant value advectining model. This new advectiving method seculted in unparabilist ROI for advectives

Claris headquistars are located in Radwood City, California, with U.S. eScen in Los Angeles, Chicago, New York, Datroli, Austin, and Presmational offices in the U.K and Asis Charis is backed by too tiler wontwe capitalise such as Grayteck, Technology Conservational offices in the U.K. and Asis Charis is backed by too tiler wontwe capitalise such as Grayteck, Technology Conservational offices in the U.K. and Asis Charis is backed by too tiler wontwe capitalise such as Grayteck, Technology



RECEIVED

MAR 0 9 2004 Technology Center 2600

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:

5.4

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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United Rotes Parent Hayle		(t d i) 6,141,010 October 31, 2000
Computer interface method and :	nyuu atus with targeted advertising Abstract	
A contribut and apparatus for providing a interaction with the computer. The softm time to time over a network such as the acquired by the server and used for day response to portfal user externation, or a	is inducedizedly upgrade able software application that includes targeted advertia raw application is a graphical user insuface that includes a duplay region used for laterate. The software application is accessible from a server via the laterate as mixing what became advertising will be anto to the user. The software application use, of the computar. Associated with each became advertisement is a set of data	ing based upon demographics and user is based advertising that is downloaded from of demographic information on the user is on further targets the advertisements is a that is used by the sedware application in rows have so that, when the user runs the

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Clarita Corporation Dverview Clear Corporation is the treader in online behavioral maketing, serving over 20 million contrumers and more than 000 Advertises = inclusing over 50 Forume 1000 companies. Clans publiches advertising messages for top ties companies and agencies to consumers where are paid of the GAM Vitnersky, Clarit's network of over 30 million consumers who agree to receive advertising besed on thair actual cross behavior.

Unliss traditional demographic largeting, Glaris's bakaveral marketing model combines powerful excipits into consumer behavior and the ability to deliver contestnuility largeted messages. The selectancy of the messages drives click-introloging and conversion releases to 10 40 uncer higher than redeformal senses and — accessing companying results is expectedenced levels. The difference is Glaris's deep inservices register and the backets. Claras allows devices in to tespet consumer based on their individual needs and increases resulting is industry leveling ROL not revers demographically tergeted Wub site populations.

In addition is no advorticing network. Claim provides merkating research and business insights through its Feedback Research distance. Teedback Research delivers indepth everytics of consumer Wells usage patients laters the endle internet that cannot be articlated via any other research provider. It also provides all service custom makering research to Fotowe 1000 claims. With exclusions access to be GAN-Remonstration consumers, Feedback Research surveys had to each consumers, based on their indepth onlives behavior, guickly and cost-effectmenty.

History Casts was bonded in 1990 as The Date: Corporation to deters the promise of one-to one marketing on the internet. The guidang visuon was to device a marketine consumer anonymous strained by obstrained access for first in exchange for the right to ohow highly targeted advertising baced on consumer's anonymous suring bahavior. Lunched in Jons 1999, the Quite d'Vallet was the company's first first edisposed entering and quickly grow to taken the houst popular product in the cutegory.

By November 1999, Claim had revolutionarid the online advections industry by extraducting its contestruit and behavioral relevant online edvections model. This new advectors og method resulted in unparabated ROI for advectments.

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RECEIVED MAR 0 9 2004

Technology Center 2600

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

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- 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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MAR 0 9 2004

Technology Center 2600

PROTEST UNDER 37 CFR 1.291(a)

Re: Targeted advertising for commuters with mobile IP

terminals

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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 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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Computer inter face method	4 and apparatus with targeted advertising	
•	Abstract	
A method and apparetul for pro- interaction with the computer. The face to four over a activative set acquired by the surver and used response to narmall user instruction determining when a particulate the provides two-dered, real-line to on concession bodiermain if our on concession bodiermain if our without requiring any mput or set	viding an antomatically upgradeable polynum application that includes tangeted advarting based upon damogra is software application is a graphical user interface that includes a display region used for human solverining that a at the future. The software application is accessible from a server with the laternet and demographic failormati- for determining what human e determing will be used to the user. The software application future targets the soft- nice, or out, of the computer. Associated with each beamer advertisement is a set of data that is used by the soft- mary is to be displayed. The resolution the software advertisement is a set of data that is used by the soft- program, at advertisement will be deplayed that is relevant to that program (such as an advertisement for a no- rgoing of advertising-to the damographically and reactively. The software appleation includes programming that on more tange of advertising the application of controls. If so, the components of the origination includes the type of the soft is program. If a softwart is application is near the software application includes the programming that on more components of the application need upgrading to a severe version. If so, the components are download tion by the user	phase and user is downloaded from int on the user is wriseness in wriseness in the user runs the the twee runs the the twee runs the set brokerage). This is necessed the server sed and installed

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Charles Corporation Overview Gais Corporation is the tester in online behavioral marketing, samag over 30 million consumers and more than 500 Advantases – including per to Forma 1020 companies Clarks publishes selentisting massages for top tar companies and agencies to consumers who are per of the GANN Naturch, Clarks network of over 30 million cansumers who agree to include advantising based

traditional demographic targeting, Clarid's behavioral marketing model ceretaines powertal months leto consider behavior and by to delawe consecually targeted netwages. The selencincy of the measures drives click-through and conversion rates up to a higher than traditional barrow and - boosting campaign results to impracticational levels. The delawing is Contained and po-pilot construct drives behavior. Clinics allows adversars to larget constructives based on their industria is delawed and interval to up in industry lensing ROL, net many domographically langued Web sult propertitions.

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History Clark was bucked in 1998 as The Getor Corporation to detret the promee of enerto one marketing on the Internet. The guideng vance west to denote a marshe consumer audience by othering valuable webhadware contract for fire in exchange for the right to show highly legated advanceing backed on consumers' anonymous suring behavior. Lenchrol in June 1999, the Grost eVidels we the company's first two ad supported coloriers product, and it quickly gravito become the mesh popular product advance of the company's first two ad supported coloriers product, and it quickly gravito become the mesh popular product advance of the company's first two ad supported coloriers product.

By November 1999, Chara had revolutions the online advancing industry by interducing as contextual and behavioral relevant antine eductions model. This new advantising method received in unparabeled RCM for advantisant.

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PROTEST UNDER 37 CFR 1.291(a)

Re: Electronic advertising device and method of using the

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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:

1. US Patent 6,141,010 ... similar technology

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- 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 9/16/2002 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.

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Assistant Commissioner of Patents

Vashington, 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.

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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

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- 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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Overview

Clarite Corporation Overview Casis Corporation is the locar is solve behaviore mutesting, serving over 39 million contumers and more then 500 Adventieurs -including mer 60 Fortune 1000 companies. Clare publishes ediviciting messages for top tile companies and egencies to concumers who are port of the GAN Netweek, Clare's network of over 30 million consumers who styre to incluve advertising based on their actual colors behavior.

Units useditional denographic Largeling, Clanc's behavioral merkating model combines powerful insights into consumer behaves and the eblay to definer contextually targeted messages. The intervency of the minesease devise click-through and conversion intes up to 40 bries higher then intedianal conversion — sociality comparison results to unnecessated hereis. The additionals is Click's deep insights and consumer entities behavior. Clark's down educations to target consumers based on their individual needs and interests resulting in industry leading ROI, not many demographically largeted Web site populations.

In addition to it's advectioning network. Claim provides marketing respectively and populations in the provider and the second s

History Claster was bonded in 1999 as The Gelar Corporation to deliver the promise of one-to-one marketing on the internet. The golding vision was to develop a marchet common audiesco by officing valuable webhodware costers far free it exchange for the right to show help'y targeted adventing based on concurser a nonymoute suring behavior. Luurched in June 1997, the Galar Waldin was the comparys? It for the adveloped software product, and it goviding mark to come the med product in its concepts?

By November 1999, Claric hed revolution2:od the online advertising industry by introducing its contextual and behavioral reference online advertising model. This new adverticing method resulted in unparalislad ROK for advortisere

Clans has dount are are located in Redwood Cay, Catifonia, with U.S. offices in Los Angeles, Chicago, New York, Datriol, Austen, and Inservational offices in the U.K. and Axis. Gravis is backed by Iso-liar venture capitalizes such as Graylack, Tachoology of Inservational offices in the U.K. and Axis. Gravis is backed by Iso-liar venture capitalizes and as Graylack, Tachoology of Angeles and Axis. Second Sciences and Axis. Carlos and a second second second second second second second second

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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

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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.

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I believe the Examiner should look very closely at the Claim made and judge accordingly.



Petitioner Samsung - Ex. 1012, p. 192

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Petitioner Samsung - Ex. 1012, p. 193



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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

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- 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 filling.

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I believe the Examiner should look very closely at the Claim made and judge accordingly.



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SO X Sets and a CLARIA. CORPORATE OVERVIEW The section of the se Weber Western O **Overview** Claris Corporation Overview Claris Corporation is the inster on online behavioral marketing, sending ther 30 million consumers and more free 900 Adventises – toclosing over 61 Forupe 1002 comparise. Cores publishes adventising massages for top line companies and againers to companies also are public top CANN historie, Charlos network of over 38 million consumers who agree to receive edventising beend on line receive edventising over 61 million consumers who agree to receive edventising beend on line receive edventising beend. 150 Sector 1 osait Atacijas CM- O Unlike maddional decompression largement, Clenin's behavioral marketing model combutes powerla insights large consumer behavior and the ability to addisc contermuly largement massages. The relations of the monopase downs clinic boursh and constraint rates up to 40 times higher thes readional means and — boosting company results to supercedence i leads. The difference is Clark's deep histories of the second se Sizes -Instanting in working internet res, we have consigning the provider any working to parameters and the parameters of the # Highory Clade vas bysete in 1998 as The Galor Longention to Schwer the promise of cost-to-one marketing on the laterant. The grading viction was to enable a massive concurse exclusion by obting valuable web/totware content for terin exchange for the right to show highly targeted agentialing based on consumer's encournes suring behavior. Louisted in June 1999, the Galor Walket was the company's first live ad-supported software product, and a queckly prior to backare the mean popular product in a campany. By Revenden 1999, Clarie had nevelationized the online advartices industry by introducing its contextual and behavioral subward aniles advante org model. This new advanticing method resulted in unspecifield ROI for advantions

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Clurin bas by unners are located in Reamved City. California, with U.S. offices in Los Angeles, chicago, New York, Datroi, Austro, and breamstand offices in the U.K. and Ana. Clarin in backing by top time rearism capitalisms acch as Unrylock, Technology Comments Matthew Mathematication and the claring of a state of the State part partners are unaverse memory sectors as State of Access Acces

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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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United States Parent	ß,141,018
Hoyle	October 31, 2000
Compoter interface method	ud apparatus with targeted advertising
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A cyclicod and apparatus for prov- interaction with the computer The time to time over a network such a acquired by the server and used is response to normal user microcific determining when a particular bars determining when a particular bars	ng an automatically upgradeable software upplication that includes targeted advertising based upon demographics and user oftware application is a graphical user interface that includes a deploy region used for basers advertising that is downloaded from the laterate. The reference applications is accessible from a crewr with the laterate and demographic information on the user u determining what basers adverturing well be seen to the user. The ordersa application further targets the advertisement is or use, of the compater. Associated with each basers adverturement is a set of data that is used by the software application in c is to be displayed. This includes the precification of certain programs that the user may have so that, when the user rans the gravel, an edvertisement will be displayed that is relevant to the program that the user may have so that, used for base for a model by one of the company. This ing of softwaring-both demographically and reactively. The reflexes application includes programming that accesses the server
provides two-thread, real-time tary on occasion to determine if one or without requiring any upon or actual	are components or the appectation need upgrading to a activer version. If so, the components are downloaded and installed by the user.

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Petitioner Samsung - Ex. 1012, p. 202

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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

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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.

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 an 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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Keyle Oxis	aber 31, 2000
Computer interface method and appnotus with in reted advertising	
Abstract	
A northod and apparentus for provining an unternatively upgradeable software application that includes targeted diverting based upon demographics in nteraction with the component. The software application is a graphical user interface that includes targeted advecting based upon demographics in interaction with the component. The software application is a graphical user interface that includes targeted advecting that in dow into to time over a network such as the laternet. The software application is necessible from a server was be discussed in the observations on all requested by the sortware methods for determining which are working with the next to the user. The software application for the advective response to normal user interaction, or use, of the computer Associated with each beamer advectivement is a set of data that is used by the software implication of contain programs that the user may later to the advective determining when a particular program), and above the nume which denographically and reactively. The software application includes the aspectification of contain programs (that have no advectivement to be displayed. This indices that specification of contain programs (that when a set to be advective.) This indices the advectively that is relevant to that program (that when a set to be displayed. This indices the advectively the software application includes programs (that when a set to be advectivement that the user may later to that program (that knows) and the software application includes programs (that set as a specification of composition includes the application and ensure that the user software application includes programs (that set as a specification includes programs) and the advective program (that set as a specification includes programs) and the application actively the software application includes programs (that setting that setting that setting that active the application actively the software application includes programs (that setting that the advective) and the applicati	ad user aloaded from to eser as mass in pleasion so r runs tha tarage) This is the server installed

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and the former to be derived CLARIA. CORPORATE OVERVIEW . And the same set of a finite of the set of the set nananananan Marina Marinanan Overview Claris Corporation Overview Claim Corporation to the inside to oating is elevated markelong, arrang over 38 million consumers and more than 800 Adventisets – including over 30 Formate 1000 corporate: Clause publishas adventising maxwayes for top tile companies and agrencies to onesanes who are part of the GAN Network, Claris's network of over 30 million consumers who agree to receive adventising based on their scalar Carlos bahavio. ¥

Unitive traditional demographic targating, Clarich's schemoral marketing model combines powerful insights into consumar behavior and the eXtip to dativer communally largered messages. The relationary of the meanages dimest offer through and conversion rates up to 40 times tapher than productional tameer eds - booking companying results to expressionize them. The difference is Claric's deep mit gate the consumer crime behavior. Can all advent expressions based on their individual meads and interestit resulting in industry lending ROI, not maker demographic targeted Whot sale possibilities.

In addition to ice advectsions network, Clara provideo marketing Hisearch and bytimds: exclusions through die Feedback Research delater. Feedback Research deleter in displa analytics of consumer Web ucage patients beroos the error intermet that cannot be attained wis any other research problem. I disp nondefs till somet custom marketing research to Fortune 1000 clares. With exclusion access to the GAM Housek's U million consumery, Feedback Research warrays hard to reach consumers, based on their instandual orden behavior, quickly and cost-stlectmary.

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By November 1999, Claris had revolutionized the online advectang industry by introducing to contratual and behavioral missioni online advectaring model. The new advecting method securited in unparalleled ROI for advectivers.

Claris besoguences are located in Research Cay, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, Austin, And Research and Claris is becaused by location exclusion capitalents such as Grayleck, Technology .

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Assistant Commissioner of Patents

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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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Computer interface method and successing with the	and a draw house
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A method and apparatus for providing an automatically upgr	radcable softwave application that includes targeted advertising based upon demographics and user
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technice to meridie chet meridicación de obli, di de obrighette	is includes the specification of certain programs that the user may have so that, when the user runs the
determining when a particular banner is to be displayed. This	
determining when a paracular banner as to be displayed. This program (such as a spreadsheet program), as advantisament provides but direct, or adving tamenting of advantising death	s will be displayed that is relevant to that program (such as an advertisement for a stock brokeruge). This is descent to that program statistics includes researching that exceeds the correspondence in the second statistics are adverted as the second statistics are advected as the second s
determining when a paracelar banner si to be displayed. This program (such as a sprachtest program), as advertisings providet live-direct, relations targeting of advertisingboth on occusive to determine if one or more compounds of the s	s will be displayed that is relayent to that program (such as an advertisence) for a stock brokenign). This is demographically and statistically the software application includes programming that accesses the surve application ared aggreding to a server vession. If so, the components are downloaded and installed
determining when a periodier banner as to be displayed. This program (nuch us a spreadsheet program), as advertisennes provides two dispersion, exclusions tempering of advertisen-bolt on occusive to determine if one or more components of the without requiring any mout or action by the user.	s will be displayed that is relayent to that program (such as an advertisence) for a stock brockengo). Thi o demographically and reactively. The collowing applicance including programming that accesses the error application need upgreding to a newer variable. If so, the components are downloaded and installed

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Petitioner Samsung - Ex. 1012, p. 210

na serie provinsi i serie serie 1993 : Constanting and the series 1993 : Constanting and the series of the series - T. The start and strained and CLARIA. CORPORATE OVERVIEW and the state of the second de sie in Overview m. Clarie Corporation Overview Close Corporation is the tester in online transaction makesing, serving over 38 million consumers and mane trans 900 Advectors to -coultange even 19 Fortune 1020 comparise. Clarks publishes advectising on severals for top the companies and aquects to communes who are part of the CANN Network, Clark's network of over 39 million companies who agree to receive advectinging based on the sectual dirities bahavair. Units is multiload demographic targeting. Clack's behavioral modulating model combines prevented neights into consume behavior and the ability to deliver optimization of the stages. This relevancy of the messages divers click through and comersion relets up to 40 times tayled that treditional burner aids - knowing campaign results to unpertensively lends. The delivers is Clack's deap and the stage that treditional burner aids - knowing campaign results to unpertensively lends. The delivers is Clack's deap reading in industry frequent (in our class and entry stage) compares based on the individual needs and interests reading in industry frequency RCI, not mere desconsipilately targeted Web site provide lines.

In addition to its objecticing network. Gives provider markating mescarch and besinness we give stready as Feedback Research definess. Feedback Research definers in-disph analytics of consumes Web upage patterns acress the entits internet that Cannot be statistical we any other research provider. It also providers full service contains marketing research to Fonture (DD) climits Web exchange access to the GAN Herback's 30 million consumers. Feedback Research surveys hard to reach consumers, based on their indexidual online behaver, gracking and cost-effectively.

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History Case was loaded in 1998 at The Seter Cooperation to design the promise of one-to-one marketing on the twends. The public Vision was to being a marketine consumer underce by offring witable wrbit Strene contex for fire in activation for the right to show highly targeted administic based on consumer's nonymour earling bitwier. Leanthed in June 1907, the Cast WVER was the company's first fee tod supposed software product, and it quickly give to become the most poulse product in its stream.

By November 1999, Clane had revolutionic at the active solver use industry by introducing its contextual and behavioral referance $_{\rm c}\sim$

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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
- 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.



USPTO PATENT FULL TEXT AND IMAGE DATABABE Heme Quick Advanced Pat Num Hola Boltom Viere Carl Add to Carl Images (141) 6,141,819 October 31, 2000 United States Parent Heyle Computer interface method and suparatus with targeted advertising Abetract A method and apparatus for providing an anisonateally opgradeable software application that includes targeted advertising based upon demographics and user astencion 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 activate such as the laternet. The software application is accessible from a server via the laternet and demographics information on the user u acquired by the server and used for daternet. This software application is accessible from a server via the laternet and demographics information on the user u acquired by the server and used for daterneting with beners softwarement is a server via the laternet and demographics information on the user u acquired by the server and used for daterneting with beners softwarement is a set of data that is coloware splatistion in determining when a particular bannet is to be drylayed. The includes the specification of certain programs that the user runs that program (such as a specification, er use, of the computer. Accounted with each to be an erformation with the set of the software application in determining when a particular bannet is to be drylayed. The includes the specification of certain programs that the user runs that program (such as a specification, er use, of the compared, account of a startisty. The software splaceson anticular programming that accesses the strence on occurion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and initialed without requiring my mpid or actions by the user. COLUMN STREET a averall with Barris

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March 1, 2004

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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
- 3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

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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CORPORATE OVERVIEW

Overview

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Clarite Corporation Overview Clark Corporation is be leader in online 1 showlenel marketing, serving over 38 metion consumers and more than 900 Advertures to incuring over 50 formans 1000 companies. Clarks publishes advertising massages for top the companies and agtencies to consumers who are pain of the GNN Network. Clarks pelwork of evel 38 million consumers who agree to receive advertising based an Initial social of time behavior.

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Units traditional denergraphic targeting, Claus's behavioral marketing myotel contines powerts malging beto consumer behavior and the ability to deliver contextually targeted massages. The relaxancy of the measages drives click through and convertion reter up to 40 times higher than traditional transm sets - boosting computing masks to unprecedential dwets. The defension is Catria's detp hisaging also consumer onthe businers. Clean allower advertises to target contents based on their indendual needs and unseets resulting in underly lending ROI, not mass develop/uphically targeted Web site populations.

In edition to an advotiong network, Clara provider matricing resourch and business intights through its Epodiatic Research division. Feddalck Research provider is dayah analysics of cardonner Wibe usage patients strokes the entire below if the cannot be attained via any other treasurch provider is also provides all service content matrixing research to Forume 1000 clients. With acclarate strokes to the GAM Research analysis, and the provides all service content matrixing research to Forume 1000 clients. With acclarate strokes to the GAM Research and and the construment, Feedback Research nurveys hard to reach consumers, based on their individual prime behavior, guicely and cest-effectively.

History Class vas bunches in 1998 as The Galar Corporation to baker the prunise of control one matcriting on this internet. The guidog readon was to develop a massave consumer surface by officing vabable works themas content for first is a sucharge for the right to above highly targeted adventating based or consumers encoymous surfag between. Leanchest in surface 1999, the Cator eWalet was the company's list first adventation based or consumers and equicity gene to become the most popular product in a category.

By November 1999, Claria had revolutions ad the online advantialing industry by introducing its contestant and behavioral relevant online adverticing model. This new advantising method resulted in unparabled RCI for advantases

Claris Insersystems we located in Reference Cay, California, with U.S. offices in Los Angeles, Orcage, New York, Datros, Austee, and Inservational offices in the U.K. and Asia. Claris is backed by top flar neutron capsallets auch as Chryferk, Tachnology Conservational offices in the U.K. and Asia. Claris is backed by top flar neutron capsallets auch as Chryferk, Tachnology Conservational offices in the U.K. and Asia. Claris is backed by top flar neutron capsallets auch as Chryferk, Tachnology Conservational offices in the U.K. and Asia. Claris is backed by top flar neutron capsallets auch as Chryferk, Tachnology Conservation of the U.K. and Asia. Claris is backed by top flar neutron capsallets auch as Chryferk, Tachnology

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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 modern (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 rnobile. 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
- 3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

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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Petitioner Samsung - Ex. 1012, p. 223

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March 2, 2004

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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. WQ9955066 (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.



Petitioner Samsung - Ex. 1012, p. 225

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QF ... 5255 CLARIA. CORPORATE OVERVEW and some in the second s Section 500 M Overview and the second Claris Corporation Overview Claris Corporation is the set in active binkwicel multisles, setup over 36 million consumers and mere than 900 Admetistrs – miciding over 50 Forders 1000 companies. Claris publishes advertising messages for top tiler companies and agencies to companies who are part of the GMN Network, Claris publishes advertising messages for top tiler companies and agencies to online clause induce baharies. n Constantina da Cons Constantina da Consta Constantina da Consta Units meditionsi demographic targeting. Clark's behaviorel merkeling model combines powerful insights into consumer behavior and the ablary to deher consecurity targeted reseasages. The relevancy of the missages drive clear through and conservation rates up to 40 times higher than traditional benote ad- boosting companying results to upprecedential hindia. The difference is Clark's deep insight is to construct entils behavior. Clear all stores advanters to target constructive based on the indicatul needs and interests revulting in industry lensing ROI, not mass derivers provided that pupulations. excessing is supporting moving moving moving provides matching research and business insights through the Feedback Research dialsion to its adjection provider. Can growde matching research and business insights through the Feedback Research dialsion. Feedback Research dialsion Feedback Research to the provider of the provider of the second business insights through the release the transition of the second business of the second business. The provider of the second business are second business and the release the provider of the second business are second business. With a calculate access to the GAN thereoft's Bindhack consumers, Feedback Research surveys had to reach consumers, based on their methods and the behavior, querkly and cost-effectively. # History Class was bounded in 1998 as The Deter Concension to delive the promise of one-to-one mandetang on the lolevnet. The guiding vision was to devise a massive consumer audience by othering visuable web/software content for the lolevnet. The guiding show highly lengted adversiving stated on concurrence monymous audies behavior. Learnhed in June 1999, the Cator evidets was the company's first see ad-supported ashaves product, and in guickly gravito tecture the free poular product in its catagory. By November 1969, Clarie had providentical the online adverticing industry by introducing he contextual and behavioral relevant online advertiance model. The new advertising method resulted in suspensived ROI for advertises: Clinia has Squarters are located in Redword Cay, California, with U.S. offices in Los Angelas, Chicage, Nimir York, Detroit, Austin, and Inservational offices in the U.K. and Asia. Chan is backed by too har venture capitalists such as Crystock, Technology Descent Montany, U.S. Montany, Research Alicent Controls Control.

March 2, 2004

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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.

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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 preestablished 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:

 US Patent 6,141,010 similar technology Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999 WO9955066 (A1) or EP1076983 (A1) similar technology 	法 優 941年
There may be more prior art preceding the 3/30/2001 filing.	标,
I believe the Examiner should look very closely at the Claims made and judge . accordingly.	,45

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March 2, 2004 Warch 2, 2004 Wassistant Commissioner of Patents Washington, DC 20231 PROTEST UNDER <u>37 CFR 1.291(a)</u>

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. 4. 5. 4. 6 70, 798 There may be more prior art preceding the 5/31/2001 filing.

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I believe the Examiner should look very closely at the Claim made and judge accordingly.



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United States Patent Hoyle	g October :	3 <i>41,014</i> 31,2000
Computer interface method and up	18 with targeted advertising	
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A method and apparatus for providing an interaction with the computer. The rothware time to time over a network such as the In an quirted by the server and used for determ rump date to mortual user astruction, or use determining when a particular benner is to communications.	he ally upgrade able software apple ation that includes largeted advertising based upon demographics and un catton is a graphical user interface that includes a doplay region used for burner adverting that is download. The software apple aton a accessible from a server wis the Laternate and demographic information on the our what human storetiming will be sent to the user. The software application farther targets the advertisement is a computer. Associated with each barner advertisement is a set of data that is used by the software applica- layed. This includes the specification of cartain programs that the user may have so that, when the user range minimum with the disalection of an extension that the user may have so that, when the user range	er Jed from tr is 100 in 100 i

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Climis headsquarans are located in Reducind CBy, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Annum, and memorand a offices in the U.K. wolf Area. Clarin is backing by too ten wencer capability and his Office's Technology and memorane and offices in the U.K. wolf Area. Clarin is backing by too ten wencer capability and his Office's 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
- 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 5/9/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



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Petitioner Samsung - Ex. 1012, p. 237

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By November (999, Clarie had revolution) and the orders advertising industry by introducing its cardinatival and behavioral relevant orders advertising model. This new adverti and method revolved in unprecisive ROI for advertisers.

Claris hestquarture are located in Redword City, California, with U.S. offices in Lee Angeles, Chicago, New York, Detror, Austim, and International offices in the U.K. and Ania, Clark in Section by Tochar werkets california and a Graphick, Technology

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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 NQT 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 to ustomers 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 consequentiat 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.

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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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United Status Permat Roylo		<i>6,143,918</i> Ortuber 31, 2000
Computer interface method and appoint	ntus with the poted advertising Abournes	
A method and apparatus for providing an anti- interaction with the computer. The software as fince to time over a native k such as the lattern at equival by the server and used for determine response to noemal user interaction, or use, of determining votes a particular banner is to be provides two-deterd, real time targeting of ad- ne occasion to determine if one or zone to com- side determine any series of or achoes by the use	matcady upgradeable software appletation is a grapheral user interface that includes a draphy optication is a grapheral user interface that includes a draphy it. The rodiware application is accordial from a server its what hanner a diversition will be sent to the user. The soft the computer, Associated will each beamer advertisement displayed. This includes the specification of certam program diversionness will be displayed that is released to that prog- entisingboth demographically and reactively. The rodiwar securits of the application need upgrading to a nature vertio r.	agenced advertising based upon demographics and user region used for banner advertising that is downloaded from the laterast and demographic information on the user is ware application, further steppins the adverturescense in is a set of data that is used by the software application in a that the user may have so that, when the user your the ran (tuch as an advertisenaged for a stock bedorary). This e application includes programming that accesses the server m. If so, the components are downloaded and installed -::

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CORPORATE OVERVIEW

Overview

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Clarite Corporation Overview Case Corporation is the sector in online behavioral marketing, serving over 30 trillion consumers and more than 900 Adventisers – including over 80 Fortune 1000 companies. Clarite publishes elevation or manages for top titre companies and egencies to consumers who are part of the GAN hittinuit, Claritis network of over 30 million consumers who agree to section adventishing based

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Unkés traditional demographic targetring, Glarié to behavinel marketing endel combines powerfal intights into consumer behavior and the abelity to default contratually targeted messages. This relevancy of the missinges drives cital-through and convertaion reless up to 40 times higher their targetering integrated messages. This relevancy of the missinges drives cital-through and convertaion reless up to 40 times higher their targetering. Glaries and an anothing comprising results to supracticated devise. The difference is Citatis deep insorties are compare on the behavior. Citatis allows a dont teams is target consumers based on their individual needs and interests resulting an industry leading ROL not mess demographically targeterid Web site popolations.

In addition to it is advectoing network, Cloke provides marketing research and busiverses insights through as Freedock Research dividen, Freedock Research delevers industh analytics of consumer Web water patheme ecross the entire latenet that cannot be attributed via any other research provider. It also provides all context crucker marketing research to Facture 1000 charts. Web exclusive access to the GAPH technick. It and the consumers, Freedoctic Research surveys hard to intach consumers, based on their maindual optima behavior, paticity and cost-officiative.

History Cate was Runded in 1998 as The Gater Corporation to Selver the promote of one-to-one marketing on the Internet. The guiding value was to develop a massake occounter audience by affining valuable webholtware content for free in each ange for the right to show harpy targeted extending based on construmes exernmous suring brokets. Lowable do Jace 1999, the Gater Weble was the comparing fair the set developed extended share a product, and it guiden grave to become the mous content product in the category.

November 1999, Claria had revolutionized the online advartaing enducity by introducing its contextual and behavioral relevant is advartising prodet. This new advartising method resulted in unparabolist RCR for advarting pr By N

Claris hearquarters are located in Rachaned Cay, California, with U.S. offices in Los Argulas, Chutago, New York, Denot, Austin, and International offices in the U.K. and Asia: Claria in backed by too rise werken capitalistic such an Greykock, Technology And an analysis of the U.K. and Asia: Claria in backed by too rise werken capitalistic such an Greykock, Technology And an analysis of the U.K. and Asia: Claria in backed by too rise werken capitalistic such an Greykock, Technology And an analysis of the U.K. and Asia: Claria in backed by too rise werken capitalistic such an Greykock, Technology And the Claria and the U.K. and Asia: Claria in backed by too rise werken capitalistic such an Greykock, Technology Asia and the Claria and Asia and the Claria an

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February 27, 2004

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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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2 USPTO PATENT FULL TEXT AND IMAGE DATABASE Hame Quick Advanced Pat.Num Hala Battom View Carl Add to Carl Images ((#1) United States Patent 6141,418 Hoyie Octahor 31, 2000 Computer interface method and apparatus with imprived advertising Abstrace A costhod and apparatus for providing in automatically approxicable voltware application that includes targeted advertising based upon dranographics and user interaction with the computer. The polynew application is a graphical word interaction that includes a display region used for barner advertising that is downloaded from time to time over a activate such as the interact. The rollwave application is accessible from a server with Laternet and decomparable information with the acquired by the reverse and used for determining with the summer advertising will be even to the user. The software application for the rollware advertising will be even to the user. The software application for the rollware application is acquired by the reverse and used for determining what binner advertising will be even to the user. The software application for the rollware application determining when a particular barner is to be displayed. This includes the spicification of cartain programs that the user may have so that, when the user rows the program (rach as a prosolute program), an advertismment will be deplayed that is relevant to the programs (rach as a advertismment for a nock trackarange). The provides two-includer barners is of the application need upgrading to a answer version. If so, the composition are downloaded and installed without requiring any input or action, by the user.

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February 27, 2004

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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.

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'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

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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

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Sirs:

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Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20030104840

Lam 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

Petitioner Samsung - Ex. 1012, p. 249

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

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- 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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 	USPTO PATENT FULL TEXT AND IMAGE DATABASE	
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linicod Statos Porent Kozlo		6,143,818 October 31, 2000
Computer interface method and :	apparatus with its geted advectaing	
	Abstract	
A method and apparates for providing a interaction with the computer. The soft- name to binc over a network such as the incrpaired by the server and used for det response to normal user mercation, or determining when a particular barner is program (such as a spreadshert progra- torized two-interact, cat-hang targets).	as automatically upgraduable software application that includes targete d advecting bas ware applies along is a graphical user's iterface that includes a duptay region used for base informer. The software applications is accessible from a server with the laterant and dess consisting what baseds advecting will be sent to the user. The software application farth use, of the computer. Associated with such baseds are identified in a strengt with its laterant to duplayed. This includes the specification of contant programs find that user may have a diversion-based may application for the strengt with the set of the software application furth with a diversion-based with a specification of contant programs find the user may have a diversion-both dismographical syn of reactiventy. The software explosion includes	ed upon demographics and user ar adverting that is downloaded from symphic information on the over as an target the advertisences in used by the software application as two so that, when the user run the - ritisement for a stock brokkenge). This- programming that accesses the rever

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February 27, 2004

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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, "Ondemand 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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		Abstract		
method and apparatus for pr smatters with the computer. I ne to time over a network sur- quirted by this network wild used species to normal user micro- networks works a spreaduler organs (such us a spreaduler organs) fourth us a spreaduler organs (such time t	puting as mitomatically upg be software application is a 5 as the laternet. The software for determining of the computer anner is to be displayed. This program), as advertisioner anguing of advertisioner anguing of advertisioner	padeable software application that is graphical user interface that ischolds are uppleation in accessible from a redesting will be seet to the use Associated with teach because a is makeled the previolation of act is included the previolation of act and be displayed that is relevant to demographic tilly and reactively. The demographic tilly and reactively.	includes targeted advertising or a display region word for b source via the Internet and de r. The software apple time is programs that the user may be apprograms (such as an ac be software application nether were resent. If so, the coupse	based upon demographics and user more structuring that is downloaded from mographic identifications on the user is where largers the advantisements in it is used by the software application in ¹² , it is used by the software application in ¹² , it is used by the software application in ¹² , here is that, where the user runs the hereit second of the software application is ¹² , hereit second for a stock brokerage). This is a programming that accesses the server cents are downloaded and initialed
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: : 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:

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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
- 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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Unined States Parons Koyie			6,141,019 October 31, 2000
Computer interface method	ng abbanaton suitt tarketed aq	Abstract	
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Petitioner Samsung - Ex. 1012, p. 260

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February 27, 2004

Assistant Commissioner of Patents

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Washington, DC 20231

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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 volcing an objection as a concerned third party and as a U.S. Cilizen. 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 onscreen guides that are used by the provider's clients. The user requests an onscreen 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
- 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
- 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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Computer interface method and	d apparatus with targeted advertising	
	Abstract	
	g = ustometenlly upgradeable software apple aton th flware application is a graphical user interface that just	at includes targeted adverting based upon demographics and user

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CORPORATE OVERVIEW

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Classis Corporation Overview Class Corporation is the lander on cellus behaviors' marketing, serving over 35 million consumers and more than 900 Adve Including over 60 Forture 1000 companies. Class publishes stemping messayes for top list companies and agencies to consumers who are part of the CAN Marvork, Class's network of over 38 million consumers who ages to recalls advection on their actual orient behavior.

Unlike inseletioni demographic tageting, Clarife's behavioral marketing model combines powedel magints into consumer behavior and the policy to delaw contextuary tageted messages. The relevancy of the messages delaw of chi-through and communitor mess up the 20 times relevance than traditional behavior of the marketing comparison tradition to the delawion is Costanti deep lengthing into consume notional behavior claims address adventioners to segar consumers to another the delawion and the eventions in into the delawior advention of the delawior advention of the delawior and the delawior advention eventions in industry lending PCD, and max of ownersphiltery tageted Wooh also postations.

In oddition to de odvortione network, Cloris provides markening research and business incluites chanagh as Feedback Research disisen Feedback Research delawa in-bujkt spacifics of generante Web usage patterns evenus bla erchen internet that cannol to atlanded us any other reisench grounder. It slice provides suit sonice custom marketing measurh to Fortune 1000 clored. With socialment custom in the state of the same custom marketing measure to fortune 1000 clored business and a suit socialment custom in the same custom custom marketing measure to Fortune 1000 clored business and the social custom marketing measure to Fortune 1000 clored business and the social custom marketing measure to Fortune 1000 clored business and the social custom marketing measure to Fortune 1000 clored business and the social custom marketing measure to Fortune 1000 clored business and the social custom marketing measure to Fortune 1000 clored business and the social custom marketing measure to Fortune 1000 clored business and the social custom marketing measure to Fortune 1000 clored business nol be their mendual online behavior, quickly and cost-effectively.

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By Nonember 1989, Claris had revolutionized the online advertising adverty by atroducting its controluct and behavioral relevant online advertising model. This new advertising method resulted in unparallelar ROI for advertices:

Cluis has dependent some located in Redword City, Caffornia, with U.S. offices in Los Angoles, Chucage, New York, Datriat, Austria, and International offices in the U.K. and Asia, Clarks in backed by soo-tier versure capitalists such as Graylock, Technology - Conservational offices in the U.K. and Asia, Clarks in backed by Soo-tier versure capitalists such as Graylock, Technology - Conservational offices in the U.K. and Asia, Clarks in backed by Soo-tier versure capitalists such as Graylock, Technology nynesk, Tastroklagy



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February 27, 2004

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PROTEST UNDER 37 CFR 1.291(a)

Re: Electronic shopping cart display system

US File # 20030195800 Filed: 4/10/2002

Sirs:

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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 on screens located throughout the store, printing coupons for the related items, or storing electronic coupons for the related items on screens located 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

Petitioner Samsung - Ex. 1012, p. 265

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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

....

- 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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CORPORATE OVERVIEW

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CLARIA.

Clarine Corporation Overview Calc Corporate is the leader to cells threadent markating, senting over 38 malaon containers and more than 900 Advantages or containing with the forther 1930 companies. Chann publishes taiwartising measurage for top till companies and agancies to consumers who are pair of the GAM Nemiork, Clerks's network of over 38 million consumers who agree to receive advantaling on their securit cells behavior.

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In addition to its advantising network, Clara provides marksting research and business insights through to Feedback Research disider. Feedback Research felters indigets analytics of concounter Web usage patients strates the entire lational that cannot be statistical was any other research provides as is provider all service system marketing research to Fotona 1000 claras. Web exclusion access to the GAN hower's 30 million consumers. Feedback Research surveys hard to resch consumers, based on their individual going behavior, quickly and cost-effectuary.

• History Care was bundes in 1999 as The Cator Carponian to driver the promise of one-to-ene marketing on the internet. The judding vision was to bende a preserve consumer sudence by offering visually webbythwas curfued for fire in exchange for the right to above highly tangeted advertient based or consumatic anonymous suring behavior. Launched in June 1999, the Criter etvalued we the company's first fire ad-supported waltwere product, and it quebby gravitic to prove the most spouler product in its critegory.

By November 1999, Class had revolutionized the online advortains industry by bicoducing its centeritual and betavioral re-invant unline advantance model. This new selectuating method resultant is ungranulated ROI for advortises

Clarin beesquarters are located in Redwood Cay, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International referes in the U.K. and Aria, Classic is barried by top-line workare explaining and as Directed, Technology Contents of International Information Reducts a landing of the Statistical Chicago and Arian Statistics and a se CONTRACTOR LAND

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RECEIVED APR 0 5 2004 GROUP 3600

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) (0411) (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

> > Petitioner Samsung - Ex. 1012, p. 269

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 markeling 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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1 . Card D Construction of the second distance CLARIA. CORPORATE OVERVIEW and the second Overview Claris Corporation Overview Ches Corporation is the isset in ociae televices marketing, serving over 38 m/lon consumers and more than 500 Advantases – Including over 18 promuse 1000 companies. Clana publishes selverilising messages for top tilu companys and egencies to consumers who are pan of the GAN Nervich, Claris's network of over 38 million consumms who agree to recore advantance based 0637970-222379 G 08237-25 0 Unlise backtions) demographic targeting, Clans's behavioral marketing model combines powerký insights into consumar bahavior and the ability to deliver consumusly targeted massages. The inlineancy of the massages drives click (hough and conversion miss up to 40 times higher than inside and bennes do - boosting companying marks to uncrecedented levis. The difference is Claudis deep hungtis had consumer onke behavior. Cansa allow adving schemes to target consumers band on their individual needs and "merests resulting in industry leveling ROE, not mass demographically largeted Web site powerknow. In addition to its schoolicing network, Clara provides madating rosearch and business incigits through its Freeback Research design. Feedback Research policy: Incident a school of the statistical of a ny other research powder. It also provides this sovice custom marketing research to Forme 1000 shorts With exclusion access to the GAN Providencial School occusions, Feedback Research analysis hard to search consumers, based on their indimitial online behaves, guickly and cost-streeting.

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History Clear was bunched in 1958 as The Gater Corporation to deliver the promise of one-to-one marketing on the bearest. The guiding vision was to demoke a marshie consumar suctince by offering valuable webhoftware content for first is archinge for the right to show highly targeted adventicing based or consumer since private suring behavior. Learnhed in Area 1999, the Gater atWeba was the company's first fees ad-supported software product, and it guiding private flow the most particult product in its orderport the company's first fees ad-supported software product, and it guiding private Decompany is first fees ad-supported software product in the orderport.

By November 1999, Clarie had needdonia ed the bolos advertienig lodustry by entroducing its contextual and beternorel relevant whoe ethentiening model. This new adverticing method neetdad in unparabeled ROI for advertisers

Clafe Nex/searcers are located in Radionic City, Caldonia, with U.S. offices in Los Angeles, Chicego, New York, Detroit, Austin, -end International offices in the U.K. and Azia. Clashe is backed by too clare wattyre capitalisms with as Chickot, Tachtoology And an analysis of the second second

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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: M

Filed: March 14, 2001

RECEIVED APR 0 5 2004 GROUP 3600

Sirs:

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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, "Passagecount-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.

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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

...

 Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
 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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<u>U</u>	SPTO PATENT FU	ULL-TEXT AND IMAGE DATABASE	
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			(141)
Unired States Parent Hoyde		લ ઉલકોસ	, <i>141,010</i> 31, 2000
Computer interface method and appar	atus with tu geted adve		
		Abstract	
A toethood and apparatos for providing an auto interaction with the computer. The rollware ap- tima to dens over a attrack such as the inter- accounted by the server and used for determine response to normal user interaction, or use, of determining when a particular beamser it to be a program (such as a presadables program), an aprovides two-thered, real-lime targeting of deter-	make ally upgradeable soft ppicenton is a grapheral use et. The software application of what beener advertising (the computer. Associated displayed. This includes the advertisement will be displa- retrings-both demographic	Iwn e application that includes targeted advertising based upon demographers and un er vitarfore that includes a daplay region used for basear advertising that is downloan on is attention from a server via the Internet and demographic information on the un with be set to for user. The software application further target the advertisements is i with each basear adverturement is a set of data that is used by the software application ar prediction on the unit is not off data that is used by the software application are determined to the programs that the user may have so that, when the user man speed that is returned to that programs that the user (and a speed that is returned to that programs (such as an advertisement for a social booleang is ally and creatively. The software application includes programshing that accestes the	er Jed from er u ion iu ion iu ion w). This e screet

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Assistant Commissioner of Patents

Washington, DC 20231

GROUP 3600 PROTEST UNDER 37 CFR 1,291(a)

RECEIVED

APR 0 5 2004

Re: Advertisement display system in map-information providing service

US File: 20010013013 Filed: February 5,2001

Sirs:

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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 volcing 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 sel 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

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- 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.

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United States Patent		G,141,0
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Computer interface method and	appuratus with targeted advertising	
	Ab stant t	
A method and apparatus for provident	an automatically upgradicable softway application that inc	lades targeted advertising based upon denographics and user
interaction with the computer. The 103	ware application is a graphical user interface that includes	a daphy regon used for banner advertising that is develoaded fro
acquired by the server and used for de	termining what begings solverthing will be sent to the user.	The software application further targets the advertisements in
response to sortal user ministion, or destruction, where a particular barrant	use, of the computer. Associated with each barner adver- to be displayed. This includes the specification of curtain	in sector is a set of data that is used by the software application in programs that the user may have so that, when the user runs the
program (such as a spreadshatt progra	m), an advertisement will be deployed that is relevant to t	has program (such as an adverturent for a mock brokerage) The
provides two-hered, real-time bergiting on occasion to determine if one or not	g of networkingboth demographically and reaching. The is components of the application need upgrading to a new	s arrange apparation memory programming that accesses the serve er version. If so, the components are downloaded and installed
without requiring any input or action by	the user-	
AND THE OWNER		

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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:

2

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.

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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

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- 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.

Petitioner Samsung - Ex. 1012, p. 282

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REALED Californi I. 141 (1111 - Mettersty e and the second × Interidentingenteter dist Paur fiers Profiles 10 2-24. Budi Gaala (Bud) - Frank Andrewski (Budi) Contrast and a state of the state o IN STREET USPTO PATENT FULL TOXY AND IMAGE DATABAGE Harran Caulos Advanced Paz Num Hide Balloro View fiort Add to Cert Images (141) United States Parent 6.142,620 Hoyle October 33, 2000 Computer interface method and apparatus with targeteri advestising Abstrace A method and appearants for providing as measurable topgendensite collwars application that includes targeted advertising based upon demographics and user interaction with the composer. The softwars application is a graphical user intrafface that includes a display region used for based or devotining that is downloaded from these to take or the anti-arrow of the downloaded from the top of the anti-arrow of the downloaded from the top of the downloaded from the top of the anti-arrow of the downloaded from the top of the anti-arrow of the downloaded from the top of the anti-arrow of the downloaded from the top of the downloaded from the downloaded from the top of the downloaded from the downloaded and initialed whether the top of the downloaded from the downloaded and initialed without requiring any input or axilon by the user.

Petitioner Samsung - Ex. 1012, p. 283

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Petitioner Samsung - Ex. 1012, p. 285

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

 US6141010A
 20001031
 B E TECHNOLOGY LLC
 US

 Computer interface method and apparatus with targeted advertising
 3

Family1

14 records in the family, collapsed to 10 records.

AU5000599A 20000207

(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



[no drawing available]

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


(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



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 11835198 19980717 A Y;

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

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MicroPatent Patent Index - an enhanced INPADOC database

Brief: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Leg	gal Status:			
	Date	+/-	Code	Description
2	20000908	()	AS	ASSIGNMENT New owner name: B.E. TECHNOLOGY, LLC
8				106 SOUTH WALNUT STREET BAY C; : ASSIGNMENT OF
				ASSIGNORS INTEREST; ASSIGNOR: HOYLE, MARTIN
		50c		DAVID;REEL/FRAME:011090/0707; Effective date: 20000905;
	20000908	0	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	0	AS	New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH
		E		WALNUT STREET BAY C; : ASSIGNMENT OF ASSIGNORS
				INTEREST;ASSIGNOR:HOYLE, MARTIN
				DAVID;REEL/FRAME:011090/0707; Effective date: 20000905;
	20040415	0	FPAY	Year of fee payment: 4;
	20080429	Ő	FPAY	Year of fee payment: 8;
	20120426	Ŏ	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.

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 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	0	AS	New owner name: B.E. TECHNOLOGY, L.L.C., MICHIGAN; :
	Ċ,		ASSIGNMENT OF ASSIGNORS
			INTEREST;ASSIGNOR:HOYLE, DAVID
			MARTIN;REEL/FRAME:027394/0497; Effective date: 20110504;

() Health Place Other Ad Here US2010114705A1 20100506 1 View URL O View Title (ENG) METHOD OF REACTIVE TARGETED D Baseball 8 ADVERTISING 🕀 💭 Managers - OLink4 80-D Assignee: B E TECHNOLOGIES LLC US Players C Unka C Linkl Inventor(s): HOYLE MARTIN DAVID US JLink2 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:

HO.2	Date	+/-	Code	Description
	20100122	0	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	0	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.

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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



MicroPatent Patent Index - an enhanced INPADOC database

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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
20010206	()	AS	DAVID;REEL/FRAME:011503/0042; Effective date: 20010116; New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH WALNUT STREETBAY CI; : ASSIGNMENT OF ASSIGNORS
20070329 20110324	0	FPAY FPAY	INTEREST;ASSIGNOR:HOYLE, MARTIN DAVID /AR;REEL/FRAME:011503/0042; Effective date: 20010116; Year of fee payment: 4; 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	0	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	0	AS	New owner name: B.E. TECHNOLOGY, LLC 106 SOUTH
	0		WALNUT STREETBAY CI; : ASSIGNMENT OF ASSIGNORS
			INTEREST; ASSIGNOR: HOYLE, MARTIN DAVID
			/AR;REEL/FRAME:011503/0033; Effective date: 20010116;
20080801	0	REAM	Year of fee payment: 4;
20080801	- ŏ	SULP	

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.

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

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

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Agent(s): STEVENS, James, D. Reising, Ethington, Barnes, Kisselle, Learman & Mc, Culloch, P.C., P.O. Box 4390, Troy, MI 48099 US

Leg	al Status:			
	Date	+/-	Code	Description
	20000127	(-)	АК	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;
	20000127	(†)	AL	DESIGNATED COUNTRIES FOR REGIONAL PATENTS Kind code of corresponding patent document: A2; 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;
	20000322	()	121	EP: THE EPO HAS BEEN INFORMED BY WIPO THAT EP WAS DESIGNATED IN THIS APPLICATION
n.	^{sa} 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
ž.	(Y)			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
		(7)		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:
	20000824	(+)	AL	DESIGNATED COUNTRIES FOR REGIONAL PATENTS Kind code of corresponding patent document: A3; 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 TC:
	20001012	(*)	АК	SN 1D 1G; 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;

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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	() <u>,</u>	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
20010411	(=)	WWE	document: A; 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

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USPTO Maintenance Report

Patent Bibliog	raphic 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 MET ADVERTISING			THOD AND APPARATUS WITH TARGETER				
Status:	4th, 8th and 12	th 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 04/15/2004Payment 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						