

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial No. 13/328,743

Inventor: Martin David Hoyle

PROVIDING ACCESS TO INFORMATION RESOURCES  
USING A DIGITAL NETWORK PROTOCOL

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Group Art Unit: 3622

Examiner: Stacie D. Gatling

Attorney Docket No. 5153-3001-9

**RESPONSE UNDER 37 CFR 1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This response is being filed in reply to the Office Action mailed February 27, 2013.

A claims listing begins on page 2.

Remarks follow the claims.

**CLAIMS:**

The following is a listing of the claims showing their current status.

1. **(Original)** Apparatus for use in providing a user of a computer with access to information resources via a digital network protocol, the apparatus comprising:

a data storage device;

a first program module stored on the data storage device in a computer-readable format;

said first program module being operable upon execution by the computer to cause the display of 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, one or more of which are each associated with a different data set, said data set(s) each representative of a different category of information and each of said data set(s) 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 request informational data to be displayed in said information display region;

wherein said first program module is operable in response to user input to use a digital network protocol and retrieve an associated information resource using the digital network protocol, said first program module further being operable in response to the user input to notify said second program module of the user input, whereby said informational data is displayed in said second region of the graphical user interface of said first program module; and

wherein said second program module is operable in response to notifications from said first program module to request 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 requested informational data.

2. **(Original)** Apparatus as defined in claim 1, wherein the digital network protocol is a hypertext transfer protocol (HTTP), Transmission Control Protocol/Internet Protocol (TCP/IP), or both.

3. **(Original)** Apparatus as defined in claim 1, wherein the user input further comprises one or more keywords received at the computer from the user.

4. **(Original)** Apparatus as defined in claim 1, wherein the user input further comprises user selection of one of the links.

5. **(Original)** Apparatus as defined in claim 1, wherein the second program module is stored on the data storage device in computer readable form for execution by the computer.

6. **(Original)** Apparatus as defined in claim 5, wherein the first program module further comprises a graphical user interface (GUI) and the second program module further comprises an advertising and data management (ADM) module.

7. **(Original)** Apparatus as defined in claim 5, wherein the data storage device includes an update program module containing programming used to update one or both of the first and second program modules.

8. **(Original)** Apparatus as defined in claim 7, wherein the update program module comprises a third program module separate from the first and second program modules.

9. **(Original)** Apparatus as defined in claim 1, wherein the data storage device includes an update program module containing programming used to update third party software stored on the data storage device.

10. **(Original)** Apparatus as defined in claim 1, wherein the data storage device includes a program module that enables distribution of third party software to the computer.

11. **(Original)** Apparatus as defined in claim 1, wherein one of the program modules stored on said data storage device is operable upon execution to cause user financial information to be securely stored within a user profile and to enable the user to initiate a commercial transaction involving the transfer of the financial information between computers.

12. **(Original)** Apparatus as defined in claim 1, wherein one of the program modules stored on said data storage device is operable upon execution to locate a URL or product information within recognized text obtained from a scanned document via an optical character recognition program.

13. **(Original)** Apparatus as defined in claim 1, wherein one of the program modules stored on said data storage device is operable upon execution to download electronic copies of published materials from a network or a non-volatile storage device.

14. **(Original)** Apparatus as defined in claim 1, wherein one of the program modules stored on said data storage device is operable upon execution to work in conjunction with suitable server software to provide a virtual pre-paid cash card for use by the user.

15. **(Withdrawn)** A method of providing a user of a computer that uses the apparatus of claim 1 with access to information resources via a digital network protocol, comprising the steps of:

- (a) obtaining advertiser registration information;
- (b) receiving advertising material associated with the advertiser;

(c) obtaining from the advertiser information used in combination with user demographic data to provide reactive targeting of the advertising material to one or more users over one or more networks;

(d) sending the advertising material to the computer over the one or more networks for purposes of presentation to the user as informational data selected by the second program module;

(e) providing information to the advertiser concerning the sent advertising material; and

(f) carrying out a financial transaction with the advertiser related to the sent advertising material.

16. **(Withdrawn)** The method of claim 15, wherein the receiving step further comprises receiving from the advertiser one or more criteria used in selecting advertising material to be presented to the users.

17. **(Withdrawn)** The method of claim 15, wherein step (c) further comprises providing a keyword that is associated with the advertising material and is used to provide reactive targeting of the advertising material to one or more users.

18. **(Withdrawn)** The method of claim 17, wherein the computer comprises a portable phone and wherein step (d) further comprises sending advertising material wirelessly to the portable phone over the one or more networks.

19. **(Withdrawn)** A method of providing a user of a computer that uses the apparatus of claim 1 with access to information resources via a digital network protocol, comprising the steps of:

(a) receiving user demographic information at an advertising and data management (ADM) server, wherein the user demographic information is received from the computer using a digital network protocol;

(b) storing advertisements associated with advertisers on the ADM server;

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