

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS AMERICA, INC.
Petitioner

v.

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

Case IPR2014-00044
Patent 6,771,290 B1

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

PETTIGREW, *Administrative Patent Judge*.

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

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

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

Proposed Grounds of Unpatentability

Anticipation of Claims 1-3 by :

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

* Microsoft is the only party challenging Claim 1

Proposed Grounds of Unpatentability

Obviousness of Claims 2-3 over:

U.S. Patent No. 5,706,502 (“Foley”)

*Google is the only party alleging obviousness over Foley.

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

(12) **United States Patent**
Hoyle

(10) **Patent No.:** **US 6,771,290 B1**
(45) **Date of Patent:** **Aug. 3, 2004**

(54) **COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED ADVERTISING**

(75) Inventor: **Martin David Hoyle**, Metairie, LA (US)

(73) Assignee: **B.E. Technology, LLC**, Bay City, MI (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/744,033**

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

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

OTHER PUBLICATIONS

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

Primary Examiner—Cao (Kevin) Nguyen
(74) *Attorney, Agent, or Firm*—Reising, Ethington, Barnes, Kisselle, P.C.

(57) ABSTRACT

A method and apparatus for providing an automatically upgradeable software application includes targeted advertising based upon demographics and user interaction with the computer. The software application includes a display region used for banner advertising that is downloaded over a network such as the Internet. The software application is accessible from a server via the network and demographic information on the user is acquired by the server and used for determining what advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction with the computer. Data associated with each advertisement is used by the software application in determining when a particular advertisement is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs

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