

**IPR 2014-00452, Patent 6,323,
Presentation of Patent Owner Arguments
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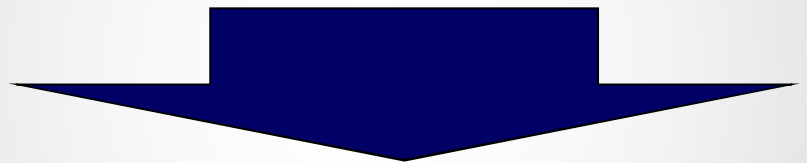
Presentation

- ★ **The Technology (slide 3)**
- ★ **Goodhand (slide 8)**
- ★ **Theory of the Petition (slide 14)**
- ★ **Conclusion (slide 17)**

The problem solved by the '853 p

Exemplary embodiment, specific example

- ✧ User works with a document created with an appli program
- ✧ Needs an address associated with a name in the d the address is in an information source accessed b different program



- ✧ Upon a single execute command the system auton determines if there is a name in the document (an process finds the name in the document), and
- ✧ uses it to search for the address in the information and
- ✧ perform an action
 - e.g. insert the address in the document

The '853 patent system analyzes document to identify contact information

to the user and then quits at step 16. The program analyzes what the user has typed in the document at step 4, for example, by analyzing (i) paragraph/line separation and formatting, etc.; (ii) street, avenue, drive, lane, boulevard, city, state, zip code, country designators and abbreviations, etc.; (iii) Mr., Mrs., Sir, Madam, Jr., Sr. designators and abbreviations, etc.; (iv) Inc., Ltd., P.C., L.L.C, designators and abbreviations, etc.; and (v) a database of common male/female names, etc.

Benefits from the '853 patent

- ✧ **User can access the address (i.e. needed associated information) without leaving the document (or the application) and continue to work on the document)**
- ✧ **Few user actions/keystrokes:**
 - Only «click» once
 - User need not tell the system what 1st info to act on: i.e. no need to type in the address
- ✧ **No need to start the database program**
- ✧ **No need to learn how it works**
- ✧ **System is intelligent: understands what the user wants**
e.g.
 - If there is no address in the database program, let the user search the database
 - If there is an name and an address in the document, check if it is in the database program
 - If an incomplete address is found in the document, complete it
 - If a mailing list name is found in the document, create merge list

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