IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Michael J. Griffiths James D. McElhiney	)
		)
Serial No.:	08/858,650	)
		) Group Art Unit: 2757
Filing Date:	May 19, 1997	)
		) Examiner:
Title:	Information Storage and Delivery Over a Computer Network Using Centralized Intelligence To Monitor and Control the Information Being Delivered	) Dung Dinh
		)
Our File No.:	18022-001	)

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AMENDMENT UNDER 37 C.F.R. § 1.111

To: Box Fee Amendment
      Honorable Commissioner of
       Patents and Trademarks
      Washington, D.C. 20231

Dear Sir:

In response to the Patent Examiner's Office Action, Paper No. 12, dated 27 December 1999, please amend the above-identified patent application, as follows:

In the Claims:

1.   (Twice Amended)   A method for storing information on a primary server and one or more secondary servers and on computer sites connected to a computer network, wherein information delivered over the computer network to a terminal or a group of terminals may contain references to other information to be delivered to the terminal, comprising:

serving a first portion of information to a terminal, wherein said first portion of information contains a reference to a second portion of information;

causing a first request signal to be transmitted from the terminal to a primary

server requesting a location address for said second portion of information from which

said second portion of information can be served to the terminal, wherein said first

request signal [cannot be blocked] includes information intended to prevent said first

request signal from being blocked from reaching said primary server by either the

terminal or any intermediary device located topologically between the terminal and the

primary server as a result of previous caching of said first portion of information or said

second portion of information in the terminal or said intermediary device;

sending a location signal from the primary server to the terminal providing said

location address of said second portion of information;

causing a second request signal to be transmitted from the terminal containing

said location address of said second portion of information and requesting said second

portion of information be served to the terminal; and

serving said second portion of information to the terminal.

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16. (Twice Amended) A method for distributing a banner over a computer

network to a device when the banner is referenced or linked to in a document served to the

device, wherein the banner is stored in one or more servers, comprising:

receiving a first banner request signal from a device at a first server requesting

that a banner be served to the device, wherein said first banner request signal [cannot be

blocked] includes information intended to prevent said first banner request signal from

being blocked from reaching said first server by the device despite previous caching of

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said specified banner in the device;

sending a banner location signal from said first server to the device, wherein said banner location signal includes location information for a specified banner stored on a second server; and

receiving a second banner request signal from the device at said second server requesting that the second server serve said specified banner to the device.

34.
27. (Twice Amended) A method for enabling a web page and an associated banner to be served to a computer, wherein the web page contains a link or other reference to the banner, comprising:

serving a web page to a computer;

causing a banner request signal to be sent from the computer to a primary server requesting a banner be served to the computer, wherein said banner request signal includes a Uniform Resource Locator address for said primary server and wherein said banner request signal [cannot be blocked] includes information intended to prevent said banner request signal from being blocked from being received by the primary server as a result of previous caching of the banner on the computer;

determining which specified banner will be served to the computer; and

sending a banner location signal from said primary server to the computer, wherein said banner location signal includes the Uniform Resource Locator address for a device on which the specific banner to be served to the computer is stored.

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~~36~~.   (Twice Amended)   A method for distributing a banner over a computer network to a device when the banner is referenced or linked to in a hypertext document served to the device, wherein the banner is stored in one or more servers, comprising:

receiving a first banner request signal from the device at a first server requesting that a banner be served to the device, wherein said first banner request signal [cannot be blocked] <u>includes information intended to prevent said first banner request signal from being blocked</u> by the device or an intermediary server located between the device and said first server as a result of a previous storage in the device or said intermediary server of a response to said first banner request signal sent from said first server to the device;

determining if said first server is best suited to serve said banner to the device and serving said banner to the device if said first server is best suited to serve said banner and, if said first server is not best suited to server said banner to the device, sending a banner location signal from said first server to the device, wherein said banner location signal includes location information for a specified banner stored on a second server;

receiving a second banner location request signal from the device at said second server requesting that said second server serve said specified banner to said device if said first server is not best suited to server said banner to the device; and

serving said specified banner to said device from said second server if said first server is not best suited to server said banner to the device.

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~~37~~.   (Twice Amended)   A method for enabling distribution of a banner over a computer network to a device when the banner is referenced in a document served to the device,

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wherein the banner is stored in one or more servers connected to the computer network, and the device is connected to the computer network via an intermediary server, comprising:

causing a first banner request signal to be transmitted from the device to a first server requesting that a banner be served to the device, wherein said first banner request signal [is not] includes information intended to make said first banner request signal not blockable by the device or the intermediary server as a result of a storage in the device or the intermediary server of said requested banner prior to the generation of said first banner signal by the device;

sending a banner location signal from said first server to the device, wherein said banner location signal includes location information for said requested banner stored on a second server; and

determining if said requested banner is stored on the device and, if said requested banner is not stored on the device, then causing a second banner request signal to be transmitted from the device to the intermediary server and determining if said requested banner is stored on the intermediary server, wherein if said requested banner is not stored on the intermediary server, causing at least a portion of said second banner request signal to be sent to said second server requesting that said second server serve said requested banner to said device.

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43. (Amended)   A method for serving a banner to a client device, comprising:

receiving at a primary server a first request for a banner, said first request containing at least a portion of an initial URL, wherein said first request [cannot be

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