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INFORMATION DISCLOSURE	First Named inventor Russell W. White
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	Application Number	13 673 391
	Filing Date	2012-11-09
INFORMATION DISCLOSURE	First Named Inventor	Russell W. White
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Act Unit	
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INFORMATION DISCLOSURE	First Named Inventor	Rossell W. White		
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Art Unit			
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Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)

Mapproved for use through 07/31/2012, OMB 0651-0031

Mation Disclosure Statement (IDS) Filed

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

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number	13/673 391
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT	First Named Inventor	Russell W. White, Jr.
(Not for submission under 37 CFR 1,99)	Art Unit	
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Electronic Acknowledgement Receipt				
EFS ID:	14687730			
Application Number:	13673391			
International Application Number:				
Confirmation Number:	5150			
Title of Invention:	System And Method To Communicate Targeted Information			
First Named Inventor/Applicant Name:	Russell W. White			
Customer Number:	21906			
Filer:	Mark J. Rozman/Stephanie Petreas			
Filer Authorized By:	Mark J. Rozman			
Attorney Docket Number:	AFF.004C11US			
Receipt Date:	14-JAN-2013			
Filing Date:	09-NOV-2012			
Time Stamp:	12:02:38			
Application Type:	Utility under 35 USC 111(a)			

## **Payment information:**

Submitted with Payment	no
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## File Listing:

1 Information Disclosure Statement (IDS) Form (SB08) AFF004C11USIDS1of3.pdf 10900474 no 83	Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
Form (SB08)	1	Information Disclosure Statement (IDS)	AFF004C11USIDS1of3 pdf	10900474	no	83
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### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

### New International Application Filed with the USPTO as a Receiving Office

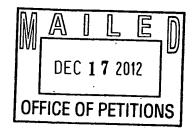
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

### UNITED STATES PATENT AND TRADEMARK OFFICE



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TROP, PRUNER & HU, P.C. 1616 S. VOSS ROAD, SUITE 750 HOUSTON TX 77057-2631



Doc Code: TRACK1.GRANT

	Prior	Granting Request for itized Examination ck I or After RCE)	Application No.: 13/673,391	
1.	THE R	EQUEST FILED 11/9/12	IS <u>GRANTED</u> .	
	The above- A. B.	for an original nonprovisiona	requirements for prioritized examination I application (Track I). g continued examination (RCE).	
2.			indergo prioritized examination. The application will be course of prosecution until one of the following occurs:	
	A.	filing a petition for extension of	f time to extend the time period for filing a reply;	
	B.	filing an amendment to amend	the application to contain more than four independent	
		claims, more than thirty total o	<u>claims</u> , or a multiple dependent claim;	
	C.	filing a request for continued e	xamination;	
	D.	filing a notice of appeal;		
	E.	filing a request for suspension of	action;	
	F.	mailing of a notice of allowance;		
	G.	mailing of a final Office action;		
	H.	completion of examination as de	fined in 37 CFR 41.102; or	
	I.	abandonment of the application.		
	Telephone inquiries with regard to this decision should be directed to Cheryl Gibson-Baylor at (571)272-3213, Office of Petitions. In his/her absence, calls may be directed to Brian W. Brown, (571)272-5338.			
		bson-Baylor <u>bson-Baylor/</u> ·]	Petitions Examiner (Title)	

U.S. Patent and Trademark Office PTO-2298 (Rev. 02-2012)

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### UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION	FILING or	GRP ART				
NUMBER	371(c) DATE	UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/673.391	11/09/2012	2649	1560	AFF 004C11US	20	3

**CONFIRMATION NO. 5150** 

FILING RECEIPT

\*OC00000057925431\*

Date Mailed: 12/06/2012

21906 TROP, PRUNER & HU, P.C. 1616 S. VOSS ROAD, SUITE 750 HOUSTON, TX 77057-2631

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections

Inventor(s)

Russell W. White, Austin, TX; Kevin R. Imes, Austin, TX;

Applicant(s)

Russell W. White, Austin, TX; Kevin R. Imes, Austin, TX;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 13/117,507 05/27/2011 which is a CON of 12/495,190 06/30/2009 PAT 7953390 \* which is a CON of 12/015,320 01/16/2008 PAT 7778595 which is a CON of 10/947,755 09/23/2004 PAT 7324833 which is a CON of 09/537,812 03/28/2000 PAT 7187947 (\*)Data provided by applicant is not consistent with PTO records.

**Foreign Applications** for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <a href="http://www.uspto.gov">http://www.uspto.gov</a> for more information.) - None. Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access - A proper **Authorization to Permit Access to Application by Participating Offices** (PTO/SB/39 or its equivalent) has been received by the USPTO.

If Required, Foreign Filing License Granted: 12/03/2012

page 1 of 3

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/673,391** 

**Projected Publication Date:** 03/14/2013

Non-Publication Request: No

Early Publication Request: No

Title

System And Method To Communicate Targeted Information

**Preliminary Class** 

455

### PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

### LICENSE FOR FOREIGN FILING UNDER

### Title 35, United States Code, Section 184

### Title 37, Code of Federal Regulations, 5.11 & 5.15

### **GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

### **NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

### SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage, facilitate, and accelerate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

PTO/SB/05 (08-08) Approved for use through 01/31/2014. OMB 0651-0032

U.S. Patent and Trademark Office. U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to re-

## UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

١	spond to a collection of informa	ition unless it displays a valid Olvib control number.
	Attorney Docket No.	AFF.004C11US
	First Inventor	Russell W. White, et al.
and the second desired and the second	Title	System And Method To Communicate
	Express Mail Label No.	Filed Via EFS

	PPLICATION ELEMENTS ter 600 concerning utility patent application	n contents.	ADDRESS TO:	F	Commissione P.O. Box 1450 Alexandria VA	
1.  Fee Trans	mittal Form (e.g., PTO/SB/17)		ACCOMP	PANYII	NG APPLIC	CATION PARTS
2. Applicant See 37 CF	claims small entity status.		9. Assignme	ent Pape	ers (cover she	et & document(s))
3. Specificati Both the cla	ion [Total Pages3 ims and abstract must start on a new page		Name of	Assigne	e	
	on on the preferred arrangement, see MPEP 608 ) (35 U.S.C. 113) [Total Sheets					
	ation [Total Sheets _ executed (original or copy) from a prior application (37 CFR 1.6)		10. <b>37 CFR 3.</b> (when th		atement n assignee)	Power of Attorney
(for cor	ntinuation/divisional with Box 18 comp _ETION OF INVENTOR(S)		11. English Ti	ranslati	on Document	(if applicable)
Signo nam	ed statement attached deleting inventor(s) e in the prior application, see 37 CFR (d)(2) and 1.33(b).	۲.	12. Information	on Discl	osure Statem citations attacl	ent (PTO/SB/08 or PTO-1449) hed
6. 🕢 Applicatio	on Data Sheet. See 37 CFR 1.76		13. Prelimina	ry Amer	ndment	
<u>Computer</u>	or CD-R in duplicate, large table or Program <i>(Appendix)</i> scape Table on CD					
(if applicable, it	d/or Amino Acid Sequence Submis ems a. – c. are required) eputer Readable Form (CRF)	ssion	15. Certified Copy of Priority Document(s) (if foreign priority is claimed)			
	cification Sequence Listing on:		16. Nonpublication Request under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.			
i. 🔲 ii. 🔲	CD-ROM or CD-R (2 copies); or Paper		17. Other:			
c. 🔲 Stat	ements verifying identity of above co	pies				
	NG APPLICATION, check appropriat ng the title, or in an Application Data			nation be	elow and in the	e first sentence of the
✓ Continuation	on Divisional	Continua	ition-in-part (CIP)	of prior a	application No.: 1	3/117,507
Prior application information: Examiner Erika A. Gary Art Unit: 2617						
19. CORRESPONDENCE ADDRESS						
The address associated with Customer Number: 21906 OR Correspondence address below						
Name						
Address						
City		State			Zip Code	
Country		Telephone			Email	
Signature	- The fynn	*		Date	////	//2
Name (Print/Type)	Mark J. Rozman				Registration (Attorney/Age	No. 42,117

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

# DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	System And Method To Communicate Targeted	Information
As the belo	ow named inventor, I hereby declare that:	GET LEAN-COMMONTH COMPANIES COMMONTH SECURITION OF THE SECURITIES OF THE SECURITION OF THE SECURITIES.
This declar		
	United States application or PCT international appli	cation number
	filed on	
The above-i	-identified application was made or authorized to be made by me.	
I believe that	at I am the original inventor or an original joint inventor of a claimed	d invention in the application.
I hereby ackr by fine or imp	knowledge that any willful false statement made in this declaration oprisonment of not more than five (5) years, or both.	is punishable under 18 U.S.C. 1001
	WARNING:	
(other than a to support a petitioners/ap USPTO. Peti application (up patent. Furthereferenced in	pplicant is cautioned to avoid submitting personal information in do be identity theft. Personal information such as social security number a check or credit card authorization form PTO-2038 submitted for petition or an application. If this type of personal information is incomplicants should consider redacting such personal information from etitioner/applicant is advised that the record of a patent application unless a non-publication request in compliance with 37 CFR 1.213 hermore, the record from an abandoned application may also be an a published application or an issued patent (see 37 CFR 1.14). Output the property of the property of the polication of the application of the applicati	ers, bank account numbers, or credit card numbers payment purposes) is never required by the USPTO cluded in documents submitted to the USPTO, in the documents before submitting them to the is available to the public after publication of the (a) is made in the application) or issuance of a vallable to the public if the application is Checks and credit card, authorization forms
LEGAL NAM	AME OF INVENTOR	
Inventor: Ri	Russell W. White	Date (Optional): 1000. 9 / 7.0/ 7
lote: An applica Jse an addition	cation data sheet (PTO/AIA/14 or equivalent), including naming the entire inal PTO/SB/AIA01 form for each additional inventor.	nventive entity, must accompany this form.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

# DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

System And Method To Communicate Targeted Information Invention
As the below named inventor, I hereby declare that:
This declaration The attached application, or is directed to:
United States application or PCT international application number
filed on
The above-identified application was made or authorized to be made by me.
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.
WARNING:
Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO osupport a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the JSPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a latent. Furthermore, the record from an abandoned application may also be available to the public if the application is afterenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.
LEGAL NAME OF INVENTOR
Inventor: Kevin R. Imes  Signature: Date (Optional): 1/20, 9, 2012
ote: An application data sheet (PTO/AIA/14 or equivalent), including naming the entire inventive entity, must accompany this form. se an additional PTO/SB/AIA01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

Under the Pape	rwork Rea	uction Act of 1995 no perso	ns are requi	red to respond to a col			id OMB control number
(				Application		mplete if known	
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	NH	NSMIT		First Name	d Inventor	November 9, 2012	
				Examiner N		Russell W. White, et	al.
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<u> </u>		tity status. See 37 CFR 1.	2.7	Art Unit		everedament visus survivos su	
TOTAL AMOUNT OF P				Practitione	r Docket No.	AFF.004C11US	
METHOD OF PAYMEN  Check Cred	,	_ '''	lone	Other (please identi	fy):		
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For the above-id	entified d	leposit account, the Dire	ctor is her	eby authorized to (c	heck all that ap	pply):	
Charge fee	e(s) indica	ated below		Charge fee	s) indicated be	low, except for the filin	g fee
under 37 (	CFR 1.16				overpayment o		
information and author		s form may become pub on PTO-2038	lic. Credit	card information sho	ould not be incl	uded on this form. Prov	ide credit card
FEE CALCULATION							
1. BASIC FILING, SEAI	RCH, AND	EXAMINATION FEES					
	ļ	FILING FEES		SEARCH FEES	E	XAMINATION FEES	
<u>Application Type</u> <u>I</u> Utility	F <b>ee (\$)</b> 390	Small Entity Fee (\$) 195	Fee (\$) 620	Small Entity Fee 310	(\$) Fee (\$ 250	Small Entity Fee ( 125	\$) Fees Paid (\$)
Design	250	125	120	60	160	80	
Plant	250	125	380	190	200	100	***************************************
Reissue	390	195	620	310	760	380	
Provisional	250	<b>12</b> 5	0	0	0	0	
2. EXCESS CLAIM FEE:	S						
Fee Description Each claim over 20 (in-	cluding R	eissues)				<u>Fee (\$)</u> 62	Small Entity Fee (\$) 31
Each independent clai						250	125
Multiple dependent cl						460	230
<u>Total Claims</u>		Extra Claims	<u>Fe</u>	<u>e (\$)                                    </u>	<u>ee Paid (\$)</u>		
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HP = highest number of	of indepe	ndent claims paid for, if	greater tha	an 3.			
3. APPLICATION SIZE	FEE						
the application size fee 37 CFR 1.16(s).	e due is \$	s exceed 100 sheets of p 320 (\$160 for small entit	ty) for each	n additional 50 shee	ts or fraction th	nereof. See 35 U.S.C. 41	(a)(1)(G) and
<u>Total Sheets</u> - 100 =	Extra SI	/ 50 =		ditional 50 or fraction up to a whole number		<u>Fee (\$)</u>	Fee Paid (\$)
4. OTHER FEE(S)				- F		***************************************	Fees Paid (\$)
• •	ion. \$130	fee (no small entity disc	ount)				10031010101
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		): Request for Prioritized Exam				00), Processing Fee (\$130)	5230.00
SUBMITTED BY	***************************************					italija kanalija ja j	
Signature	New Control	Mr////	A CONTRACTOR OF THE PARTY OF TH	Registration No (Attorney/Age	o. ht) 42,117	Telephone 5	12-418-9944
Name (Print/Type)	Vlark د	J. Rozman				Date	-
							The state of the s

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Electronic Patent Application Fee Transmittal							
Application Number:							
Filing Date:							
Title of Invention:	System And Method To Communicate Targeted Information						
First Named Inventor/Applicant Name:	licant Name: Russell W. White						
Filer:	Mark J. Rozman/Steph	anie Petreas					
Attorney Docket Number:	AFF.004C11US						
Filed as Large Entity							
Track I Prioritized Examination - Nonprovision	onal Application (	under 35 U	SC 111(a) Fili	ng Fees			
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)			
Basic Filing:							
Utility application filing	1011	1	390	390			
Utility Search Fee	1111	1	620	620			
Utility Examination Fee	1311	1	250	250			
Request for Prioritized Examination	1817	1	4800	4800			
Pages:							
Claims:							
Miscellaneous-Filing:							

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)					
Publ. Fee- early, voluntary, or normal	1504	1	300	300					
Processing Fee, except for Provis. apps	1808	1	130	130					
Petition:									
Patent-Appeals-and-Interference:									
Post-Allowance-and-Post-Issuance:									
Extension-of-Time:									
Miscellaneous:									
	Tot	al in USD	(\$)	6490					

Electronic Acknowledgement Receipt						
EFS ID:	14194754					
Application Number:	13673391					
International Application Number:						
Confirmation Number:	5150					
Title of Invention:	System And Method To Communicate Targeted Information					
First Named Inventor/Applicant Name:	Russell W. White					
Customer Number:	21906					
Filer:	Mark J. Rozman/Stephanie Petreas					
Filer Authorized By:	Mark J. Rozman					
Attorney Docket Number:	AFF.004C11US					
Receipt Date:	09-NOV-2012					
Filing Date:						
Time Stamp:	16:11:54					
Application Type:	Utility under 35 USC 111(a)					

## **Payment information:**

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$6490
RAM confirmation Number	3129
Deposit Account	201504
Authorized User	ROZMAN, MARK J.

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)

Charge a	any Additional Fees required under 37 C.F	.R. Section 1.21 (Miscellaneous fee	s and charges)		
File Listing	j:				
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	TrackOne Request	AFF004C11USTrack1Prioritized	231601		1
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Information:					
2	Application Data Sheet	AFF004C11USAppDataSheet.	944457	no	5
		pdf	ebac85f30ce5259997e250c39935cab888a1 7848		
Warnings:					
Information:					
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3		AFF004C11USPatentApplicatio	161124	yes	38
		n.pdf	284b79f3e43100be41c17789a3c0a52405d 83733		
	Multip	oart Description/PDF files in .:	zip description		
	Document De	Start	End		
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	Claims	32	3	37	
	Abstrac	38	38		
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4	Drawings-only black and white line	AFF004C11USDrawings.pdf	760374	no	9
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5	Transmittal of New Application	AFF004C11USPatentApplicatio	242134	no	1
	Transmittan of New Application	nTrans.pdf	81cffcbe24f1742f80ad4197f5a5d09ca1276 79b	110	1   
Warnings:					
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6	Oath or Declaration filed	AFF004C11USDec.pdf	564676	no	2
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8	Fee Worksheet (SB06)	fee-info.pdf	40006	no	2			
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7	Fee Worksheet (SB06)	AFF004C11USFeeWorksheet.	209604	no	1			

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Doc Code: TRACK1.REQ

**Document Description: TrackOne Request** 

PTO/SB/424 (12-11)

CERTIFICATION AND REQUEST FOR PRIORITIZED EXAMINATION UNDER 37 CFR 1.102(e) (Page 1 of 1)							
First Named Inventor:	Russell W. White, et al.	Nonprovisional Application Number (if known):					
Title of Invention:	System And Method To Communicate Targeted Information						
APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS PRIORITIZED EXAMINATION FOR THE ABOVE-IDENTIFIED APPLICATION.							

- 1. The processing fee set forth in 37 CFR 1.17(i), the prioritized examination fee set forth in 37 CFR 1.17(c), and if not already paid, the publication fee set forth in 37 CFR 1.18(d) have been filed with the request. The basic filing fee, search fee, examination fee, and any required excess claims and application size fees are filed with the request or have been already been paid.
- 2. The application contains or is amended to contain no more than four independent claims and no more than thirty total claims, and no multiple dependent claims.
- 3. The applicable box is checked below:
  - I. Original Application (Track One) Prioritized Examination under § 1.102(e)(1)
- i. (a) The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a).
   This certification and request is being filed with the utility application via EFS-Web.
   ---OR---
  - (b) The application is an original nonprovisional plant application filed under 35 U.S.C. 111(a). This certification and request is being filed with the plant application in paper.
- ii. An executed oath or declaration under 37 CFR 1.63 is filed with the application.
  - II. Request for Continued Examination Prioritized Examination under § 1.102(e)(2)
- i. A request for continued examination has been filed with, or prior to, this form.
- ii. If the application is a utility application, this certification and request is being filed via EFS-Web.
- iii. The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a), or is a national stage entry under 35 U.S.C. 371.
- iv. This certification and request is being filed prior to the mailing of a first Office action responsive to the request for continued examination.
- v. No prior request for continued examination has been granted prioritized examination status under 37 CFR 1.102(e)(2).

Signature TMM/ymm/	Date 11/1/12							
Name (Print/Typed) Mark J. Rozman	Practitioner 42,117 Registration Number							
Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required in accordance with 37 CFR 1.33 and 11.18. Please see 37 CFR 1.4(d) for the form of the signature. If necessary, submit multiple forms for more than one signature, see below*.								
*Total of forms are submitted.								

Amali	ootion [		Attorney Docket Number			AFF.004	AFF.004C11US				
Аррп	eet 37 CFR	Application	n Nun	nber							
Title of	Invention	Syste	m And Method	To Comr	municate Tar	geted I	nformatio	n			
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Secre	cy Ord	er 37	CFR 5.2								
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□ 37	CFR 5.2	(Paper fi	lers only. Appl	lications	that fall un	der Se	ecrecy Or	der may no	t be filed	electronically.)	
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This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 

## **APPLICATION**

## **FOR**

## UNITED STATES LETTERS PATENT

TITLE: SYSTEM AND METHOD TO COMMUNICATE

TARGETED INFORMATION

INVENTORS: RUSSELL W. WHITE; KEVIN R. IMES

Filed Via EFS

Date: November 9, 2012

### SYSTEM AND METHOD TO COMMUNICATE TARGETED INFORMATION

[0001] This application is a continuation of U.S. Patent Application Serial No. 13/117,507, filed May 27, 2011, which is a continuation of U.S. Patent Application No. 12/495,190, filed on June 30, 2009, which is now U.S. Patent No. 7,953,390, which is a continuation of U.S. Patent Application No. 12/015,320, filed January 16, 2008, which is now U.S. Patent No. 7,778,595, which issued on August 17, 2010, which is a continuation of U.S. Patent Application No. 10/947,755, filed on September 23, 2004, which is now U.S. Patent No. 7,324,833, which issued on January 29, 2008, which is a continuation of U.S. Patent Application No. 09/537,812, filed on March 28, 2000, which is now U.S. Patent No. 7,187,947, which issued on March 6, 2007, the disclosures of which are all hereby incorporated herein by reference in their entirety for all purposes.

### Field of the Disclosure

[0002] The present disclosure relates to digitally stored content and, more specifically, to a content delivery system and method.

### Background

[0003] The first commercial radio stations in the United States began operation around 1920. Today, there may be as many as 12,000 radio stations in the United States programming in several distinct formats. When broadcasting their respective signals, these radio stations often use an analog signal, which may be modulated based on frequency or amplitude. Frequency modulated (FM) radio appears to be the dominant entertainment medium while amplitude modulated (AM) radio seems to be a popular outlet for news and information.

[0004] Unfortunately, analog radio may be unable to provide the sound quality and consistency that radio listeners desire. As such, several broadcasting related companies have begun to consider a movement to digital radio. Unlike analog radio reception, digital radio

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reception may be able to provide compact disk (CD) quality sound while remaining virtually immune to interference. Being immune to interference may result in reducing static growls or "multipath" echoes, echoes caused by signal reflections off buildings or topographical features.

[0005] Some countries, like Canada and many European countries, may choose to have digital radio operate in a single digital radio band such as the L-band between 1452-1492 megahertz (MHz). This band would allow the reception of both terrestrially and satellite-originated signals. By comparison, FM radio typically operates between 88 and 108 MHz while AM radio typically operates between 0.525 and 1.705 MHz. Neither of these bands allows for easy transmission via satellite.

[0006] Canada proposed using the L-Band for digital radio as early as 1992. Several countries throughout the world have since agreed to use the L-Band for digital radio with one notable exception. It appears the United States has chosen not to operate its digital radio within the L-Band. In the United States, the L-Band may already be committed for military uses. Apparently, the United States plans to adopt a system called in-band on-channel, or IBOC, which fits within the AM and FM frequencies.

[0007] IBOC technology may offer some advantages over L-Band transmissions. For example, there may be no need for new spectrum allocations. There may be backward and forward compatibility with existing AM and FM systems on both the transmitter and receiver sides, and there may be a low-investment upgrade to digital systems. Unfortunately, a workable IBOC solution is yet to be seen though technology may someday make IBOC digital radio commercially possible.

[0008] Even if an IBOC solution becomes commercially available in the United States, IBOC digital radio may suffer from several shortcomings. For example, there may global standardization problems. Though the United States favors IBOC, the European and Canadian communities seem to favor L-Band making the establishment of a global standard difficult.

### Brief Description of the Drawings

- [0009] A more complete understanding of the present embodiments and advantages thereof may be acquired by referring to the following description taken in conjunction with the accompanying drawings, in which like reference numbers indicate like features, and wherein:
- [0010] FIG. 1 depicts a general system for wirelessly communicating selective information to an electronic device in accordance with one aspect of the present invention;
- [0011] FIG. 2 illustrates a block diagram of a method of wirelessly communicating selected information to an electronic device;
- [0012] FIG. 3 illustrates an electronic device operable to receive selected audio information in accordance with the teachings of the present invention;
- [0013] FIG. 4 illustrates a graphical user interface (GUI) for displaying selectable audio information according to one aspect of the present invention;
- [0014] FIG. 5A illustrates a portable radio system having a mount for an electronic device according to one embodiment of the present invention;
- [0015] FIG. 5B illustrates an automobile console having a mount for coupling an electronic device according to one aspect of the present invention;
- [0016] FIG. 6 illustrates a block diagram of a system for communicating voice mail messages using email according to one embodiment of the present invention;
- [0017] FIG. 7 illustrates a flow chart for providing voice email messages according to one embodiment of the present invention;
- [0018] FIG. 8 illustrates a flow diagram of a method for providing selected audio information to an electronic device according to one embodiment of the present invention; and
- [0019] FIG. 9 illustrates an automobile console having a mount for an electronic device according to one embodiment of the present invention.

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## **Detailed Description**

[0020] The conceptual groundwork for the present invention includes wirelessly communicating selective information to an electronic device. According to one aspect, a user may interact with the Internet to select information, such as audio information, and wirelessly communicate the selected information to an electronic device. The electronic device receives the information via a wireless communications network and processes the information accordingly. In a particularized form, a user may select information from an Internet website operable to allow selectivity of audio information such as songs, on-line radio stations, on-line broadcasts, streaming audio, or other selectable information. Upon selecting the audio information, information or data associated with the selected audio information is wirelessly communicated to an electronic device. The electronic device may then be used to process the selected audio information. In this manner, a user may receive selective audio information via a wireless electronic device.

[0021] In one form, the electronic device may be operable to communicate with an individual's automobile audio system. A user may select audio information utilizing a personal computer with access to a website operable to display selectable audio information. The selected audio information may then be wirelessly communicated to the electronic device associated with an automobile's audio system. Therefore, upon receiving the selected audio information, a user may access and play the received audio information utilizing the electronic device in association with the automobile's audio system.

[0022] The present invention is not limited to communicating only audio information. One skilled in the art can appreciate that other types of information, such as video, textual, etc. may be communicated utilizing the systems and methods disclosed herein without departing from the spirit and scope of the present invention. Additionally, it will be understood that information may be formatted in a plurality of ways at different phases of communication without loosing the underlying content of the selected information. For example, an audio file

may be formatted, segmented, compressed, modified, etc. for the purpose of providing or communicating the audio invention. Therefore, the term "audio information" or "information" is used in a general sense to relate to audio information in all phases of communication.

[0023] FIG. 1 depicts a general system for wirelessly communicating selective information to an electronic device in accordance with one aspect of the present invention. The system, illustrated generally at 100, includes a digital engine 101 coupled to a communications engine 102. Communications engine 102 is remotely coupled to an electronic device 103. Digital engine 101 may be directly or indirectly coupled to storage device 105 operable to store information. Digital engine 101 maintains information or data associated with selected information in a digital format. The information may be stored within storage device 105 or other storage devices operable to maintain data or information associated with the selected information.

[0024] Communications engine 102 is communicatively coupled to digital engine 101 and operable to wirelessly communicate the selected information to electronic device 103. During operation, audio information may be selected by a user utilizing a personal computer or other devices operable to communicate with an information network. Digital engine 101 is operable to maintain information associated with the selected audio information. For example, the information could be several songs or titles configured as an audio file and formatted in a digital format such as an MP3 file, wave file, etc. The maintained information may also be a reference to a network location where an audio file may be stored, a network location where a network broadcast of audio information may be located, etc. or other network locations having information associated with the selected audio information. Therefore, digital engine 101 may maintain a plurality of different types of information or data associated with the selected audio information.

[0025] System 100, utilizing communication engine 102, may wirelessly communicate data or information associated with the selected audio information to electronic device 103

thereby providing wireless communication of selected information to an electronic device operable to receive wireless communications. In one embodiment, digital engine 101 may be used in association with an Internet website configured to provide access to selectable information. The Internet website operably associated with digital engine 101 allows a user to select information to be wirelessly communicated to electronic device 101 utilizing a network environment. The Internet website may include several different types of information related to audio information.

[0026] FIG. 4, described in greater detail below, illustrates one embodiment of providing an Internet website for displaying selectable audio information. For example, the Internet website may include music and/or artist search engines, playlists, top 10 charts, artists by genre, and other information associated with audio information. A user may select information associated with the audio information and digital engine 101 can maintain the information or data associated with the selected information in a digital format. Communications engine 102 coupled to digital engine 101 may wirelessly communicate data associated with the selected audio information to electronic device 103. Therefore, a user may access and select audio information via an Internet website and wirelessly communicate the data to an electronic device. As such, system 100 advantageously allows for wireless communication of selected audio information to electronic devices that may be remotely located from a conventional terrestrial communication network.

[0027] Electronic device 105 may be configured in a plurality of ways for receiving wireless communication of selected audio information. In one embodiment, electronic device 105 may be operable as a component configured to receive a cellular signal comprising the selected information communicated by the communication engine. For example, a device having a cellular modern may be operable to receive the information at specified intervals. Upon receiving the information the electronic device may process the received information. Electronic devices are described in more detail below and may include a network radio, a

modular device, an audio system, a personal digital assistant (PDA), a cellular phone, or other electronic devices operable to receive information wirelessly communicated by communication engine 102.

[0028] Communications engine 102 may be operable to wirelessly communicate selected information to electronic device 103 in a plurality of ways. The present invention advantageously allows for several different embodiments of wirelessly communicating selected audio information to electronic device 103 and is not limited to any specific configuration described below. Several different types or combinations of wireless communication may be realized by the present invention. Communications engine 102 may be operable to wirelessly communicate the selected information from an information network, such as the Internet, to an electronic device operable to receive wireless communications. In one embodiment, communications engine 102 may comprise a conduit to interface information with a wireless communication network. The conduit may configure the information located within the information network into a format operable to be transmitted via wireless communication.

[0029] For example, a wireless device may be operable to receive packets of information having a specific size and in a specific format. In such an embodiment, communications engine 102 could format the information into a desirable format for wirelessly communicating the information to electronic device 103. Several types of wireless communication may be used by communications engine 102 to communicate the selected information to an electronic device. Communications networks such as GSM, Digital Satellite communication, SB, Radio bands, DRC, SuperDRC or other systems or types of transmission such as TDMA, CDMA, spread spectrum, etc. or frequencies such as between about 1.7 GHz and 2.0 GHz may be realized by the present invention for communicating information or data representing the selected audio information to electronic device 103.

[0030] In one embodiment, the selective information may be communicated using a digital broadcast signal. Digital broadcast includes providing information via a signal such as

AM, FM, and the like. Digital information may be included or encoded as a sub-carrier within the broadcast signal and received by electronic device 103. A digital sub-carrier may include a selective bandwidth of frequencies for a specific radio station (i.e., 6 MHz for FM). The selective information may be wirelessly communicated to electronic device 103 utilizing a communication engine 102 operable to communicate the selective information via a digital FM signal. In this manner, selective information may be communicated within digital FM sub-carriers to an electronic device operable to receive the information. For example, a user may subscribe to communicate the information via an FM sub-carrier and receive the selective data through wireless communication via a specified FM sub-carrier.

[0031] In one embodiment, the selected information may be formatted and transmitted to achieve a desirable transmission rate. For example, conventional systems may transmit information at a speed of 10 kilobits per second. Therefore, for 1 megabyte of information to be communicated to an electronic device, a transmission time of approximately 800 seconds may be required. The present invention may allow for a relative increase in transmission speed by removing the requirement that information be communicated asynchronously to an electronic device. For example, conventional wireless communication utilizes a specified frequency to communicate information in two directions (i.e., cellular phones). As such, information is communicated across a channel in an asynchronous manner to provide a continuous audio signal to the recipient.

[0032] The present invention advantageously allows for signals to be transmitted to an electronic device in a less than asynchronous manner. For example, if a user selected a song to be wirelessly communicated to an electronic device, system 100 could communicate the information in a less than asynchronous manner allowing the selected information to be transmitted efficiently thereby decreasing the overall download time for the selected audio information. In one embodiment, the selected information may be compressed and transmitted across the same frequency but at different phases thereby allowing plural signals having

different phases to be wirelessly communicated to an electronic device. Therefore, the electronic device may be operable to receive multiple phased signals and process the selective information accordingly.

[0033] In one embodiment, the information may be wirelessly communicated at a relatively slow transmission rate. For example, a user may schedule when the selected audio information may be used by electronic device 103. The user may select several different audio tracks or songs to be transmitted to an electronic device associated with the user's vehicle such that the user can listen to the user selected audio information during the drive home at the end of a workday. Therefore, it may be desirable to utilize a slower transfer speed due to the extended amount of time available prior to actual use of the selected audio information. In this manner, communications networks having less or slower transfer rates may be used to wirelessly communicate the selected audio information to the electronic device.

[0034] In another embodiment, high-speed wireless communication networks may be used to communicate the selected audio information. For example, a user may want to listen to an Internet broadcast of an Internet radio station. Therefore, high-speed communication may be required to wirelessly communicate or stream the selected audio information to an electronic device. In another embodiment, a hybrid of wireless communication rates may be deployed depending on the requirements of the selected audio information and/or the electronic device. For example, the selected audio information may first be transmitted to the electronic device via high-speed communication until enough information has been wirelessly communicated and buffered into a memory device operably associated with the electronic device. Upon communication of a certain percentage of the selected audio information, slower communication speeds may then be used to communicate additional selected audio information.

[0035] Therefore, system 100 may be configured in a plurality of ways to communicate selected information to electronic device 103. Digital engine 101 may be used to maintain data or information associated with the selected information and communication engine 102,

communicatively coupled to digital engine 101, may wirelessly communicate selected information to electronic device 103.

[0036] FIG. 2 illustrates a block diagram of a method of wirelessly communicating selected information to an electronic device. The method may be used in association with the system illustrated in FIG. 1 or other systems operable to utilize the method of FIG. 2.

[0037] The method begins generally at step 200. At step 201, selectable audio information may be accessed utilizing a network communications device. For example, selectable audio information may be displayed at an Internet website accessible by a personal computer. In another embodiment, the selectable information may be accessed utilizing a wireless communications device such as, a cellular phone, a PDA device, or other devices operable to provide access to the selectable audio information.

[0038] Upon accessing the selectable information, the method proceeds to step 202 where a user can identify or select audio information to be wirelessly communicated to an electronic device. For example, a user may select an entire album to be wirelessly communicated to a PDA device.

[0039] Upon the user selecting the audio information, the method proceeds to step 203 where the method maintains information associated with the selected information. In one embodiment, the information may be an audio file, such as a wave file, and MP3 file, etc. representative of the selected audio information. In another embodiment, a network location that comprises a file representing the selected information may be maintained. Another example may include a network location of a network broadcast of audio information. Therefore, the method at step 203 may maintain several different types of information associated with the selected audio information.

[0040] Upon maintaining information or data associated with the selected information, the method proceeds to step 204 where the method wirelessly communicates information associated with the selected information to an electronic device. For example, if an audio file

associated with the selected audio information was maintained, the method would communicate the audio file to the electronic device. In another embodiment, a link or network address broadcasting the selected audio information may be accessed and, at step 204, wirelessly communicated to an electronic device. In another embodiment, a combination of different types of audio information may be wirelessly communicated to an electronic device. Upon transmitting the selected audio information, the method proceeds to step 205 where the method ends.

[0041] Selected audio information may be communicated in a plurality of ways as described above including communicating via a cellular communications network to an electronic device operable to receive cellularly-communicated signals. For example, the information may be selected from a website operable to display selectable information. Upon selecting the audio information, a data file representing the selected audio information may be wirelessly communicated to an electronic device thereby allowing a user to select audio information via the Internet and wirelessly communicate the information to an electronic device.

[0042] In some embodiments, the wireless communication to an electronic device may occur in an off-line environment. For example, a user may go "on-line" to access a website and select information and then go "off-line" or end the browsing session. The wireless communication may then occur while the user is off-line thereby removing the confines of using an active or on-line browsing environment (i.e. Internet radio broadcast, streaming audio, etc.) for accessing selected information. Therefore, the method of FIG. 2 allows for information, such as audio information, to be communicated from a network location such as a web site, to an electronic device "via" wireless communication. The present invention advantageously allows users to access and download information accessible by a network location to an electronic device operable to receive wireless communications thereby reducing

the need for land lines, terrestrial communication networks, etc. for communicating selective information.

[0043] In one embodiment, the method of FIG. 2 may be deployed in association with an Internet website operable to display selectable links for downloading information. The information may include audio information such as MP3s, streaming audio, streaming. Internet broadcasts, etc. are selectable by a user and operable to be wirelessly communicated to an electronic device. By providing a user with a website of selectable audio information operable to be wireless communicated to an electronic device, a user may customize information communicated to an electronic device. In one embodiment, a user may communicate information to an electronic device that may not be owned by the user. For example the method of FIG. 2 could be modified to allow a user to wirelessly communicate audio information to a plurality of electronic devices that may or may not be owned by the user.

[0044] FIG. 3 illustrates an electronic device operable to receive selected audio information in accordance with the teachings of the present invention. Electronic device 300 includes a communication module 301 such as a transceiver coupled to storage medium 303 such as a high speed buffer, programmable memory, or other devices operable to store information. Electronic device 300 may also include processor 302 operably associated with communication module 301 and storage medium 303. Processor 302 may be operable to process wirelessly communicated selected information and in one embodiment may be integrated as part of communication module 301 of storage medium 303. In the same manner, as larger scale integration of electronic devices proliferate, communication module 301, processor 302, and storage medium 303 may be integrated into one communication component or device operable as electronic device 300.

[0045] Processor 302 may be operable using software that may be stored within storage medium 303. In one embodiment, software upgrades may be communicated to electronic device 300 via wireless communication allowing for efficient system upgrades for electronic device

300. Storage medium 303 may include one or several different types of storage devices. For example, storage medium 303 may include programmable gate arrays, ROM devices, RAM devices, EEPROMs, minidisks or other memory devices operable to store information.

[0046] During use, electronic device 300 receives wireless communications of selective information. The information may be transmitted via a wireless communications network and received by electronic device 300 via transceiver 301. Transceiver 301 may be operable to convert the received wireless communication signal into a desirable format and store the received information within storage medium 303. The received information may then be processed by electronic device 300.

[0047] In one embodiment, electronic device 300 may be operable as an audio player configured to play digital representations of music. For example, electronic device 300 may also include an MP3 player operable to process the received information into an audio signal. Therefore, electronic device 300 may be used to receive wirelessly communicated MP3 audio files and play these files using an MP3 player when desired. In another embodiment, electronic device 300 may be configured as a PDA wherein the PDA includes a web browser operable to wirelessly communicate with the Internet. The PDA device may include a user interface allowing a user to select information to be wirelessly communicated to electronic device 300.

[0048] By providing a website of selectable information, the PDA devices may provide an efficient embodiment for electronic device 300 in that is allows a user to access and select information using a wireless communication network and receive the selected information using the same or different wireless communication network. In yet another embodiment, electronic device 300 may be configured as a component operable to receive selective information via wireless communication and communicate the information to a second electronic device such as an automobile sound system, home stereo, etc.

[0049] For example, electronic device 300 may utilize transceiver 301 to receive wirelessly communicated information. Electronic device 300 may then be coupled to an

automobile sound system using an interface and communicate the received information to the automobile sound system. In this manner, electronic device 300 may be used to provide the automobile sound system with audio files received via wireless communication.

[0050] In another embodiment, electronic device 300 may be operable to communicate the received audio information to an audio system via a localized communications-signaling network. One such network may include utilizing "Bluetooth" communication standard, used to provide communication between electronic devices in a proximal setting. In one embodiment, electronic device 300 may be integrated into an audio component such as a radio receiver. Electronic device 300 integrated into an audio component may be configured to process digital audio files wirelessly communicated to an audio component. In another embodiment, electronic device 300 may be operable to communicate with an analog receiver at a predetermined frequency.

[0051] For example, a specific frequency may be selected (i.e., 93.7 MHz) for communicating the wireless received selected information from electronic device 300 to a localized audio system. Electronic device 300 communication of the wirelessly received information allows a conventional receiver to receive the selected audio information. In one embodiment, the conventional receiver may be configured to receive a digital sub-carrier, oncarrier, or other within a specified frequency. Therefore, electronic device 300 may be operable to locally transmit the signal at a specific frequency thereby allowing the conventional receiver to receive the information. In another embodiment, electronic device 300 may be operable to scan plural bandwidths to receive the selective information. For example, transceiver 301 may be operable to receive selective information across several frequencies and process the received information accordingly.

[0052] In another embodiment, electronic device 300 may be operable to scan several frequencies to obtain the desirable information. For example, a user may select several Internet broadcasts comprised of streaming audio information. Therefore, the information may be

transmitted across several wireless frequencies receivable by electronic device 300. Electronic device 300 may then be operable to allow a user to scan wirelessly communicated Internet broadcast signals thereby providing a user selected virtual broadcast radio network. In another embodiment, electronic device 300 may include a user interface operable to communicate with an Internet website operable to display selectable audio information. The Internet website may be configured as a user-preferred environment displaying a users selected audio information. Internet broadcast selections, streaming audio selections, etc.

[0053] With a display device for displaying a Website having selectable information, electronic device 300 may allow a user to select audio information via a user interface and receive the selected information via wireless communication thereby providing a customizable WebRadio device for the user. In another embodiment, electronic device 300 may be a modular device configured to be coupled to, for example, a portion of a cars interior. For example, electronic device 300 may be mounted to a portion of a car's console thereby providing a removably coupled electronic device operable to wirelessly receive selected audio information. As a removable device, electronic device 300 may also be coupled to a home audio system, a portable radio system or other systems thereby providing a versatile electronic device operable to receive wirelessly communicated selected audio information.

[0054] In another embodiment, electronic device 300 may be operable as a PDA and/or a cellular phone that may be mounted to an automobile's console. Electronic device 300 may then integrate with a user's automobile to provide an all-encompassing communications device. For example, electronic device 300 configured as a PDA and cellular phone may allow for communication with a user's email account, voice mail account, the Internet, as well as allowing for the receipt of selected audio information via wireless communication. Electronic device 300 may be operable in a hands-free mode allowing a user to maintain safe driving fundamentals. During use, electronic device 300 may be processing selective audio information

for communicating with an automobile audio system and may further be operating to receive incoming cellular calls.

[0055] Electronic device 300 may be set-up by the user to pause the music being played and allow the received cellular call to be communicated either via an independent speaker or utilizing the automobiles "audio system." Additionally, electronic device 300 may be operable to adjust the listening level of an automobile's audio system, it may play received voice mail messages, allow a user to view the Internet, etc. In one embodiment, electronic device 300 may be operable as a dual mode electronic device capable of receiving both digital and analog wireless communication signals. In this manner, electronic devices may efficiently utilize available bandwidth for receiving selected information from a communications engine. For example, transceiver 301 may be a wireless communications modem operable to receive digital or analog signals.

[0056] FIG. 4 illustrates a graphical user interface (GUI) for displaying selectable audio information according to one aspect of the present invention. The GUI may be operable with a computer system, cellular device, PDA, or other electronic devices or systems operable to display the GUI of FIG. 4. The GUI, shown generally at 400, may be displayed using a conventional web browser 402 such as Microsoft.RTM. Internet Explorer, a WAP browser, or other browsers operable to display the audio information. Browser 402 includes browser functions, shown collectively at 403, for navigating a network such as the Internet or an intranet. Homepage 401 may be displayed using browser 402 and may include several functions, features, information, etc. related to audio information. Home page 401 may be developed using several different types of programming (i.e., HTML, XML, Java, etc.) used to developing a network location or website.

[0057] The present invention is not limited to any one specific type of software and may be realized in plurality of ways as can be appreciated by those skilled in the art. Homepage 401 may also include login region 410 allowing a user to log into homepage 401 and display a user-

preferred environment. For example, a user may want Radio Dial 412 to appear when a user logs into homepage 401. In another embodiment, a user may want to view a current playlist selected by the user or the status of wirelessly communicated playlist. A user may also provide demographic information allowing advertisers to access the demographic information and provide advertisements based upon the demographic information. For example, an advertiser may want to target Hispanic females in the 21-25 year old age group.

[0058] Through providing demographic information to advertisers, when a user logs into homepage 401 selective advertising can be "targeted" for a group of users. Homepage 401 may also include several tabs for efficiently navigating homepage 401. Library tab 405 may be provided to allow a user to browse available audio information that may be presented by title, genre, artist, decade, culture, etc. Store tab 407 may also be provided for locating items available for purchase such as CDs, PDA devices, MP3 players, wireless communication hardware, interfaces, software or other types of products that may be purchased while on-line. Chat tab 408 may also be provided allowing a user to chat with other users of home page 401. For example, a guest musical artist may be available to chat with visitors of home page 401 via a chat page associated with chat tab 408. Home page 401 may also include contest tab 409 for displaying current contests, prizes, and/or winners.

[0059] Radio tab 406 may also be provided for displaying audio information. For example, radio tab 406 may display a collective menu 411 of selectable functions or features associated with audio information. Top ten lists may be provided to a user based on several different billboard polls or genres. A search engine may be provided allowing a user to search for a specific type of audio information such as an artist, song title, and genre. Internet radio station, etc. In one embodiment, a user may input the lyrics to a song within the search engine. As such, the search engine may locate several different songs having the desirable lyrics and allow a user to select the search results. A user may also use a select a device feature that allows a user to select a destination device for communicating selected audio information. For

example, a user may want to communicate a playlist to several different devices such as a PDA, a home computer system, a work computer system, etc.

[0060] As such, a user can communicate selective information to several devices without having to download the information separately for each device. A send a friend link may also be provided allowing a user to send selective audio information to a friend's electronic device. A user may also join a group comprised of individuals that select a certain genre of music to be communicated to the user's electronic device. For example, a user may want to join a group that plays only 50s swing music. As such, the user could communicate the group's selected songs to the user's electronic device. A user may also utilize an email account provided by homepage 401 allowing a user to correspond with others via email. A user may also access a list of guest DJs that may provide playlists of songs chosen by the guest DJ and selectable by a user.

[0061] In one embodiment, a user's radio dial 412 may be provided when a registered user logs into homepage 401. As such, radio dial 412 may include several functional buttons similar to conventional systems such as a volume control and a station control. However, radio dial 412 surpasses the limitations of conventional systems through providing a programmable radio dial of user customized audio information. Radio dial 412 includes several stations that may be programmed using program interface 413. The preset stations may include several different types of user customized preset information such as user selected playlists, Internet broadcast stations, top lists, group playlists, artist-selected lists, on-line radio station, conventional radio stations. Internet phone, cellular phone, etc. and other functions, features, or information associated with audio information.

[0062] Radio dial 412 may also be displayed as a separate user interface and in some embodiments, does not require a "browsing" environment to view radio dial 412. For example, an electronic device, such as a PDA, having a display may graphically present radio dial 412 to a user. One example may be using electronic device in association with an automobile audio system. Electronic device may display radio dial 412 and may allow a user to navigate, modify,

select, adjust volume, access daytimer, access phone lists, etc. or perform other functions while the electronic device is used in association with an automobile sound system. Therefore, radio dial 412 may be operable as an application for use with several different types of electronic devices (i.e., computer systems, portable computing devices, cellular phones, etc.) operable to display radio dial 412 and in come embodiments may be wirelessly communicated to an electronic device.

[0063] In another embodiment, homepage 401 may allow a user to select when to download the information to an electronic device. For example, a user may want to listen to a certain genre of music at a specific time of day thereby allowing a user to select the information. As such, a user may select a different playlist for every day of the week thereby allowing a user to listen to different songs on different days of the week. The user can further identify when the selected playlist should be available for listening. For example, if a user wanted to listen to "playlist #1" on Monday morning during the drive into work between 8:00 am and 9:00 am, the user would enter the time and the day "playlist #1" would be available for listening. In this manner, the playlist may be communicated to the electronic device thereby allowing a user to listen to selective audio information at a desirable time.

[0064] FIG. 5A illustrates a portable radio system having a mount for an electronic device according to one embodiment of the present invention. Portable radio 500 includes a mount 501 operable to receive electronic device 502. Mount 501 may include a connector operable to provide communications and power to electronic device 502. During use, electronic device 502 when mounted within portable radio 500 communicates with portable radio to provide remotely received selective audio information. In one embodiment, electronic device 502 may include a user interface allowing a user to access the Internet. Therefore, selective audio information located on the Internet may be accessed by the user and remotely communicated to electronic device 502 coupled to portable radio 500.

[0065] In another embodiment, portable radio 500 may include memory operably located within for storing downloaded information. For example, portable radio 500 may include 32 MB of RAM allowing electronic device 502 to receive selective information and download the selective information to memory located within portable radio 500. In this manner, the downloaded music may be operable to be played within portable radio 500 while allowing electronic device to be removed from portable radio 500. Therefore, portable radio 500 including electronic device 502 allows a user to communicate selected audio information to portable radio 500.

[0066] FIG. 5B illustrates automobile console having a mount for coupling an electronic device according to one aspect of the present invention. Console 510 includes mount 511 operable to receive electronic device 512. Mount 511 may be located in many different locations within an automobile such as coupled to a sun visor, center console, dashboard, floorboard, etc. Mount 511 allows the user to couple electronic device 512 to the automobile and provide an interface for communication between electronic device 512 and the automobile audio system. Mount 511 may also include a power connection that allows electronic device 512 to use the automobiles power during use. The power connection may also be used in association with a recharging circuit operable to recharge a power supply within the electronic device. During operation, electronic device 512 coupled to mount 511 may receive selected audio information via wireless communication and communicate the selective information to the automobile audio system.

[0067] In one embodiment, the automobile may include memory operable associated with the automobile for storing-information. The memory may be used in association with mount 511 and electronic device 512 to store the selected audio information. In this manner, voluminous audio information can be stored within the memory allowing electronic device 512 to receive additional information. In one embodiment, a mount may be provided for a home audio system (not shown) for downloading selected audio information for use with a home

audio system. For example, a mount device may be coupled to a home stereo system such that the upon placing an electronic device such as electronic device 500 within the mount, selected audio information may be communicated to the home audio system thereby allowing a home audio system to be used in association with an electronic device.

[0068] FIG. 6 illustrates a block diagram of a system for communicating voice mail messages using email according to one embodiment of the present invention. The system, indicated generally at 600, includes email server 601 coupled to a voice mail storage device 602. System 600 further includes a computer system or network terminal 603 such as a computer coupled to network 604. System 600 further includes mount 605 for mounting electronic device 606 for hardwire communication of information. Device 606 may also communicate with network 604 using a wirelessly communication network operably associated with network 604 and coupled, for example, via tower 607.

[0069] During operation, system 600 communicates voice mail messages to a user utilizing email server 601. For example, if a user receives a voice mail message, email server 601 would be notified and a voice mail message would be sent to the user's email account in the form of an email message. For example, a voice mail message would be sent to a user's email account within intranet 604 in the form of an audio file as an attachment to the email. Upon receiving the email, a user may click on the audio file representing the voice mail message to hear the message left by a caller.

[0070] In one embodiment, a user may be accessing the Internet via a phone line and, as such, be unable to receive notification that a voice mail message has been received. System 600 would receive the voice mail message and send an email comprising the voice mail message to the user email account. In this manner, a user can remain connected to the network and receive voice mail without having to log off or disconnect from the Internet. In one embodiment, a user may receive the voice mail message via a portable electronic device. For example, a user may be using remote device 605 operable to receive wirelessly communicated information. System

600 would receive the voice mail message and forward the voice mail message to a user's portable electronic device 606. In this manner, a user may be capable of receiving voice emails at remote locations.

[0071] In another embodiment, a user may subscribe to use an Internet email account that may be operably associated with system 600. Utilizing an Internet email account may allow a user the flexibility to check voice email messages from any location in the world. For example, a user may access a "Hotmail" email account while traveling on business in a foreign country. The user, upon gaining access to the "Hotmail" account, would be able to listen to voice mail messages sent to the user via the "Hotmail" email account. Through utilizing an email account to receive voice mail messages, a user may be afforded great flexibility in communicating voice mail messages. For example, a user may be able to forward a voice mail message received in the form of an email to one or a plurality of other email accounts. In this manner, a voice email message may be sent efficiently to other email users.

[0072] For example, a user may maintain a distribution list of individuals working on a particular project that may have a need to hear certain voice email messages. In this manner, a user may efficiently disseminate information to other individuals while adding additional textual information to the body of the email allowing a user to comment on the original voice email message. In another embodiment, a user may forward a received voice email message to another account operable to receive forwarded voice email messages. For example, system 600 may be operable to receive an email message having a voice mail message as an attachment. The system would then be operable to forward the voice mail message to specified phone number, separate email account, and/or voice mail account, etc. thereby providing a user flexibility in receiving voice email.

[0073] In one embodiment, a user may utilize an email account to establish an answering service for voice mails. For example, a user's telephone number may be operable with an email account to provide an answering service. A user may record a message for a specified phone

number or extension and, upon receiving an incoming call; the recorded message may be played back to incoming the call's initiator. System 600 would then forward the received voicemail message via an email account to the user. For example, a user may have an account set up at a residence for receiving voicemail messages via a user-defined email account. The user could then forward all received voice mails from the home account to an email account at a place of work. Therefore, the user may have complete access to received voicemail messages. In the same manner, a user could set up their work phone number to forward a voicemail message to the user's home email account thereby allowing a user to receive a voicemail at a home email account. Therefore, system 600 may be operable in a plurality of ways to provide email messages comprised of voicemail messages received via a voice mail or email account.

[0074] FIG. 7 illustrates a flow chart for providing voice email messages according to one embodiment of the present invention. The method begins at step 701 where a voice mail message is left for a user. The message could be at a residence, place of business, etc. The method then proceeds to step 702 where the message may be stored as an audio file within a database operable to store a file comprised of the voice mail message. Upon storing the file, the method proceeds to step 703 where an electronic mail message may be generated. The electronic mail message may be addressed to the recipient of the voice mail message. The method then proceeds to step 704 where the audio file representing the voice mail message is attached to the electronic message.

[0075] Upon attaching the audio file, the method then proceeds to step 705 where the email message may be sent to the email address. Upon sending the email message the method proceeds to step 706 where the method determines if the email message should be sent to a wireless electronic device. If the message is not to be sent to a wireless device, the method proceeds to step 720 where the method ends. If the message is to be sent to a wireless electronic device, the method proceeds to step 707 where a signal may be sent to the wireless electronic device and at step 708 an indication is provided to the electronic device indicating that a

voicemail message has been received via a user's email account. The method may then proceed to step 709 where the user decides whether or not to listen to the voice email message. If the user decides not to listen to the voice email message, the method may proceed to step 710 where the method ends. If the user decides to listen to the voice email message, the method proceeds to step 711 where a request may be sent by the electronic device requesting the voice email message be forwarded to the user's electronic device.

[0076] At step 712, the voicemail message may be sent to the user's electronic device. Upon forwarding the voicemail message to the user the method may proceed to step 720 where the method ends. As such, FIG. 7 depicts one method of providing an email message comprised of a voice mail message. Certainly, other methods may be deployed as advancements in technology and are made without departing for the spirit and scope of the present invention.

[0077] FIG. 8 illustrates a flow diagram of a method for providing selected audio information to an electronic device according to one embodiment of the present invention. The method begins at step 800 where a user accesses a webpage via the Internet. The webpage may be a home page illustrated in FIG. 4 or other web pages operable to display selectable references to audio information. The method proceeds to step 801 where a user selects desirable audio information. For example, a user may select a single song, a plurality different songs, an entire album, a broadcast station, streaming audio, etc. or other selectable audio information. Upon the user selecting a reference to audio information, the method may proceed to step 802 where a playlist may be created that represents the user's selected audio information.

[0078] The playlist may be variable in size and comprised of a plurality of different types of available audio information. Upon creating a playlist, the method may proceed to step 803 where information associated with the playlist is obtained. For example, a list of network or URL locations comprised of the desirable audio information may be obtained. In this manner, desirable audio information may be obtained from many different sources such as URLs,

network addresses, hard drives, databases comprised of audio information, etc. The sources may be accessed to obtain the selected audio information.

[0079] Upon obtaining data associated with the customized playlist, the method may proceed to step 804 where the user is prompted for a destination for the playlist. For example, a user may want to communicate the selected audio information to a remote electronic device, an automobile audio system, a home stereo system, a home computer, an electronic device coupled to a home network or computer system, etc. or other locations or devices operable to receive the selected audio information. In one embodiment, a user may select a device owned by a friend to accept the selected audio information. For example, a husband may want to send a romantic playlist to his wife on their anniversary. In this situation, the husband would select his wife's electronic device as the receiving device for the selected audio information.

[0080] Upon selecting a device, the method proceeds to step 805 where the method determines the destination of the selected audio information. If the information is to be sent to a device via a wire line connection, the method proceeds to step 813 where playlist data is sent to a user via a wire line connection. The method may then proceed to step 814 where the playlist is executed at the device. If the information is to be sent to a device requiring wireless communication, the method proceeds to step 806 where the information is formatted for communicating the information to a wireless electronic device. For example, a wireless PDA device may be selected as a destination device for the selected audio information. The PDA device may include an audio player, such as an MP3 player operable to play or execute MP3 audio files. In such an embodiment, the method could format the information such that the information may be wirelessly communicated and subsequently played by the MP3 player.

[0081] Upon formatting the information, the method may then proceed to step 807 where the audio information is wirelessly communicated to the selected device. In some embodiments, the device may be operable to receive a limited amount of information based upon storage capacity of the device (i.e., 16 MB). In such a case, the method may divide the information into

component parts and periodically communicate the component parts, such as packets, to the electronic device. Upon communicating the audio information, the method may then proceed to step 808 where the signal may be received by the destination or electronic device.

[0082] The method may then proceed to step 809 where the method determines if all of the audio information has been received. For example, if 16 MB or 32 MB of selected audio information was initially transmitted due to capacity limitations of the selected device, the method may query the selected device to determine if capacity is available. If available memory exists, the method may proceed to step 807 where the method may communicate additional audio information based upon the amount of available memory. The method repeats until all of the selected audio information has been transmitted.

[0083] Upon communicating the selected information, the method may proceed to step 810 where the playlist may be executed. For example, a user may select a continuous communication of selected audio information (e.g., several hours of music. Internet broadcast, etc.). As such, the method may continuously play or execute the received audio information. In another embodiment, the method may proceed to step 811 where the method may store or buffer the received information until it is desirable to execute the received selected audio information. As such, upon executing the selected audio information, the method may proceed to step 809 where the method may repeat. In one embodiment, a user may elect to download a broadcast of an on-line radio station. For example, a user may want to listen to a radio station located in a remote location wherein conventional radio receivers could not receive the desired broadcast. For example, a person living in Houston, Tex. may not be able to receive a radio broadcast signal from a radio station in Seattle, Wash. utilizing a conventional radio receiver.

[0084] In accordance with the teachings of the present invention, a user may select an online broadcast or radio station as all or a part of the selected audio information. The user may then receive radio broadcasts without having to use a home computer system or conventional radio receiver. [0085] At step 804, a user may select a device that does not require remote communication of information. For example, a user may elect to communicate the selected audio information to device, such as a personal computer, PDA device, MP3 player, etc. coupled via a network connection to the Internet or an Intranet. The user may receive the selected playlist at the determined device for eventual playing. In one embodiment, a user may select a plurality of devices as destination devices for receiving downloads of the selected audio information. For example, the user may want to download the information to a home stereo system, a PDA device, and an automobile stereo. As such, the selected information may be communicated to more than one destination device. In addition, the format of the download may match or conform to the selected destination device(s).

[0086] The present invention may be configured in a plurality of ways to communicate desirable audio information to users by allowing users to select desirable audio information and transmitting the desirable audio information to a specified destination thereby allowing a user to receive on-demand customized audio information. Moreover, the download may occur in an off-line environment, allowing a user to enjoy the selected audio information accessed on-line without having to be on-line or utilizing a browsing environment. In one embodiment of the present invention, the method of FIG. 8 may be modified to allow a user to select a "user group" for receiving customized audio information. For example, a "user group" may include users that prefer contemporary jazz wherein a user may request a certain song. Therefore, a virtual request line may be designed for a specific genre of music allowing "members" to transmit audio information to the "group".

[0087] In another embodiment of the present invention, the method may be modified to allow a user to select a specific genre to be transmitted to the users device. For example, a user may elect to have random country and western music transmitted to a destination device. The user could efficiently create a radio station format and have the format received at a destination device.

[0088] In a further embodiment, a user may select a group of genres to be downloaded to a desirable device. As such, the method may be modified to allow a user to select several different genres to download random music within the specified genres. In another embodiment, a user may elect to download the same music as another individual. For example, a user may want to download the same music as their best friend. Therefore the user could elect to download the same music as their friend or group of friends. In another example, a user may want to listen to the same music that an artist listens to on a specific weekday of evening. For example, a user may want to listen to the same music that Barry White listens to on a Saturday night.

[0089] Therefore, the user may select "Barry White's" Saturday night playlist and receive the same playlist Barry White receives on Saturday night. In another embodiment, the method of FIG. 8 may be modified to allow a user to manipulate song post download. For example, a user may want to store, delete, replay, copy, forward, etc. received audio information. Therefore, the method of FIG. 4 may be modified such that a user can manipulate or process the received audio information in a plurality of ways. In one embodiment of the present invention, an on-line radio station may be provided. For example, the radio station may be created for transmitting audio or on-line broadcasts. The on-line broadcasters or hosts may create their own format for broadcast. For example, an on-line radio station may be provided that transmits only children's songs.

[0090] Prior to conception of the present invention, conventional radio stations were monetarily limited to be capable of transmitting music such as children's songs to conventional radio receivers. The present invention, by providing a medium for transmitting selectable audio information, enables the existence of on-line broadcasting with little or no overhead cost for a host. A user may select an on-line broadcast for on-line or off-line delivery. In another embodiment, on-line broadcast of audio information representing books or novels may be provided to individuals such as the visually impaired. For example, an on-line broadcast station

may provide several hours of audio information broadcast representing books or novels to be broadcast with very little overhead.

[0091] FIG. 9 illustrates an automobile console having a mount for an electronic device according to one embodiment of the present invention. Console 900 includes a conventional audio system 901 comprised of a receiver 902 and CD player 903. Interface 904 may be coupled to audio system 901 via plug 905 and cable 908, which may be coupled to an auxiliary line into audio system 901. Interface 904 may also include contact 906 for contacting electronic device 907. Cable 908 may be a multiple conductive cable for providing power from the automobiles power system via a protection circuit or fuse 909 for powering electronic device 907. In one embodiment, interface 904 may be operable to recharge electronic device 907 utilizing a power source associated with an automobile.

[0092] During operation, electronic device 907 may be mounted within interface 904. Electronic device 907 may also be powered or recharged via power line 910 and communicate with the systems audio system via interface cable or bus line 911. Audio information communicated to electronic device 907 may be transferred to audio system 901 such that a user may listen to selected audio information. For example, a user may have previously selected a plurality of audio files to be transmitted to electronic device 907. Electronic device 907 may communicate the selected audio information to the automobiles audio system that utilizes interface 901 thereby allowing the user to listen to selected audio information. In one embodiment, cable 908 may be custom-installed to audio system 901. For example, the cable may be coupled to an auxiliary line for the system's radio or may be coupled to CD player line 912.

[0093] In another embodiment, a radio manufacturer may provide interface 904 as a standard interface integrated into the audio system, thereby allowing communication between electronic device 907, audio system 901 and/or console 900. Electronic device 907 may include a plurality of different types of devices. For example, electronic device 907 may include a PDA

device operable to store selected audio information. The information may be either remotely downloaded using an Internet web browser and wireless communication to the PDA device. In another embodiment, selected audio information may communicated to a PDA device via a hard wire coupled to a computer system interfacing with the Internet. In another embodiment, electronic device 907 may include an audio file player operable to play audio files such as MP3s, etc.

[0094] The audio files may be remotely or locally communicated to electronic device 907 and upon coupling to audio system 901, the audio files may be transmitted to audio system 901 in a form receivable by audio system 901. Although the disclosed embodiments have been described in detail, it should be understood that various changes, substitutions and alterations can be made to the embodiments without departing from their spirit and scope.

[0095] The benefits, advantages, solutions to problems, and any element(s) that may cause any benefit, advantage, or solution to occur or become more pronounced are not to be construed as a critical, required, or essential feature or element of the present invention. Accordingly, the present invention is not intended to be limited to the specific form set forth herein, but on the contrary, it is intended to cover such alternatives, modifications, and equivalents, as can be reasonably included within the spirit and scope of the invention as provided by the claims below.

[0096] While the present invention has been described with respect to a limited number of embodiments, those skilled in the art will appreciate numerous modifications and variations therefrom. It is intended that the appended claims cover all such modifications and variations as fall within the true spirit and scope of this present invention.

## What is claimed is:

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- a wireless telephone device, the device having (1) a display at least partially defining a front surface of the device, (2) a housing component at least partially defining a back surface of the device, (3) an enclosure located between the front surface and the back surface, (4) a wireless communication module located within the enclosure, (5) a rechargeable power supply located within the enclosure, (6) a physical interface having a first conductive path and a second conductive path, the physical interface operable to communicate data via the first conductive path and to receive a recharging power for the rechargeable power supply via the second conductive path, and (7) a memory system, located within the enclosure; and

  a collection of instructions stored in the memory system, the collection of instructions operable when executed to utilize the wireless communication module to stream a signal representing at least a portion of a song to a recipient device using a given asynchronous wireless channel of a localized communications signaling network, to
- 2. The system of claim 1, wherein the wireless communication module is compliant with a Bluetooth standard.

connection with recognizing receipt of the incoming telephone call.

recognize receipt of an incoming telephone call, and to alter an outputting of the signal in

3. The system of claim 2, further comprising an email client operable to communicate with an email server, a voicemail client operable to communicate with a voice mail server, and a browser operable to communicate with an Internet server.

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- 1 4. The system of claim 2, wherein the wireless telephone device is a dual 2 mode device operable to receive both a wireless digital signal and a wireless analog 3 signal.
- 5. 1 The system of claim 2, wherein the collection of instructions comprises a 2 set of hands-free telephone instructions operable when executed to allow the wireless 3 telephone device to operate in a hands-free mode when the wireless telephone device is 4 wirelessly coupled with a wireless component of an automobile.
- 6. The system of claim 1, wherein the display makes up more than half of the front surface and the wireless telephone device is operable to receive a collection of data representing a media at a hybrid of wireless communication rates that includes at least 4 one faster rate and one slower rate.

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- 7. The system of claim 1, further comprising a buffer memory located within the enclosure, wherein the wireless telephone device is operable to receive media content as a series of component parts, further wherein the wireless telephone device is operable to receive a component part of the media at a wireless communication rate and a different component part of the selected media at a different wireless communication rate, wherein the wireless telephone device is operable to cause a change in communication rates at which a given component part is received based at least partially upon an amount of data located in the buffer memory.
- 1 8. A system for wirelessly communicating musical content, comprising: 2 a portable electronic device comprising: 3 a processor operable to play an audio file that represents a song;

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	a memory communicative	ly coupled to the	processor and	d configured to
store	a plurality of audio files; and	d		

a wireless communication module communicatively coupled to the processor and operable to communicate a streaming audio signal that represents a playing of the song to a recipient device via a localized communications signaling network, wherein the localized wireless communication module is compliant with a Bluetooth standard, further wherein the wireless communication module is configured to communicate at least a portion of the streaming audio signal to the recipient device using an asynchronous channel.

- 9. The system of claim 8, wherein the portable electronic device is operable as a wireless telephone device and has (1) a display at least partially defining a front surface of the device, (2) a housing component at least partially defining a back surface of the device, (3) an enclosure located between the front surface and the back surface, (4) a rechargeable power supply located within the enclosure, and (5) a non-circular physical interface having a first conductive path and a second conductive path, the non-circular physical interface operable to communicate data via the first conductive path and to receive a recharging power for the rechargeable power supply via the second conductive path.
- 10. The system of claim 9, wherein the portable electronic device comprises a software application, further wherein the portable electronic device is configured to accept an upgrade for the software application that is communicated to the portable electronic device via a software upgrading wireless communication.
  - 11. The system of claim 8, wherein the wireless communication module is

Filed Via EFS 34 AFF.004C11US

- 2 operable to communicate the streaming audio signal at a communication rate that
- 3 provides for a CD quality listening experience.

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- 1 12. The system of claim 8, wherein the portable electronic device is operable 2 as a wireless telephone device and has (1) a display at least partially defining a front 3 surface of the device, (2) a housing component at least partially defining a back surface 4 of the device, (3) an enclosure located between the front surface and the back surface, (4) 5 a wide area wireless communication module operable to receive a collection of data 6 representing a media at a hybrid of wireless communication rates that includes at least a 7 first rate and a second rate, and (5) a buffer memory, wherein a change in communication 8 rates is at least partially based upon an amount of data located in the buffer memory.
  - display at least partially defining a front surface of the device, (2) a housing component at least partially defining a back surface of the device, (3) an enclosure located between the front surface and the back surface, (4) a different wireless communication module located within the enclosure and operable to receive a collection of data representing a media, wherein the wireless communication module communicatively coupled to the processor is further operable to wirelessly communicate a signal representing the media to the recipient device while the different wireless communication module is receiving the collection of data representing the media.
  - 14. The system of claim 8, further comprising an internal battery and means for recharging the internal battery.
  - 15. A system for communicating advanced media content, comprising:

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2	an audio system naving a memory system, a speaker assembly, and a wireless
3	communication module configured to receive a streaming signal representing a piece of
4	musical content from a different electronic device;
5	the wireless communication module operable to receive at least a portion of the
6	streaming signal via an asynchronous channel of a localized communications signaling
7	network;
8	the memory system comprising a buffer operable to buffer at least some of the
9	streaming signal received by the wireless communication module; and
10	the speaker assembly operable to output a sound representing the piece of musical
11	content.
1	16. The system of claim 15, wherein the audio system further comprises an
2	in-band on-channel radio receiver.
1	17. The system of claim 15, further comprising instructions stored in the
2	memory system and operable when executed to communicatively couple with a wireless
3	telephone and to work with the wireless telephone while the wireless telephone is in a
4	hands-free mode.

- 1 18. The system of claim 15, further comprising a video presentation system 2 that comprises the audio system.
- 1 19. The system of claim 15, further comprising an automobile that comprises 2 the audio system.

Filed Via EFS 36 AFF.004C11US

1 20. The system of claim 15, further comprising instructions stored in the 2 memory system and operable when executed to utilize the speaker assembly to output a 3 call received at a wireless telephone that is communicatively coupled to the audio system 4 and in a hands-free mode.

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## SYSTEM AND METHOD TO COMMUNICATE TARGETED INFORMATION

## Abstract of the Disclosure

A method for targeted advertising is disclosed. The method includes accessing at least one piece of demographic information associated with a user of a portable device, selecting an advertisement to be delivered to the user based at least in part on the demographic information, and initiating communication of a version of the advertisement configured for presentation at the portable device.

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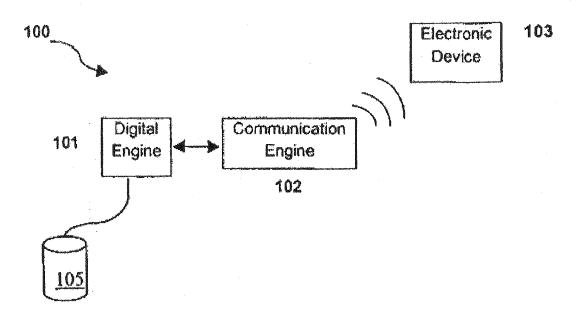


FIG. 1

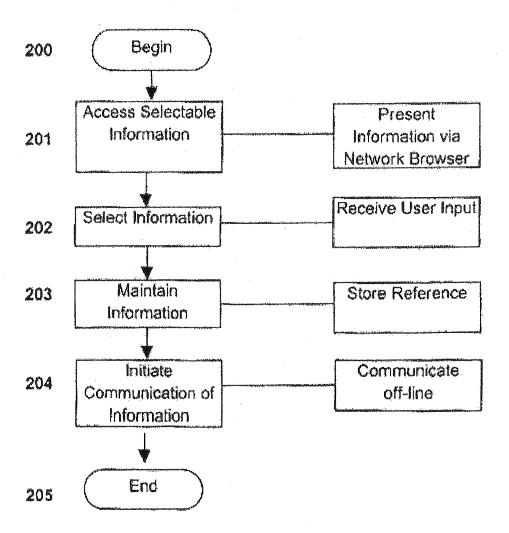


FIG. 2

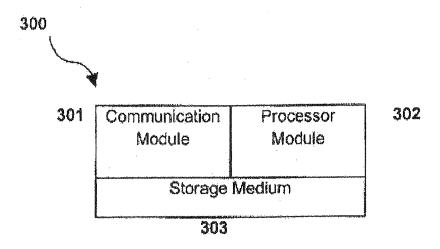
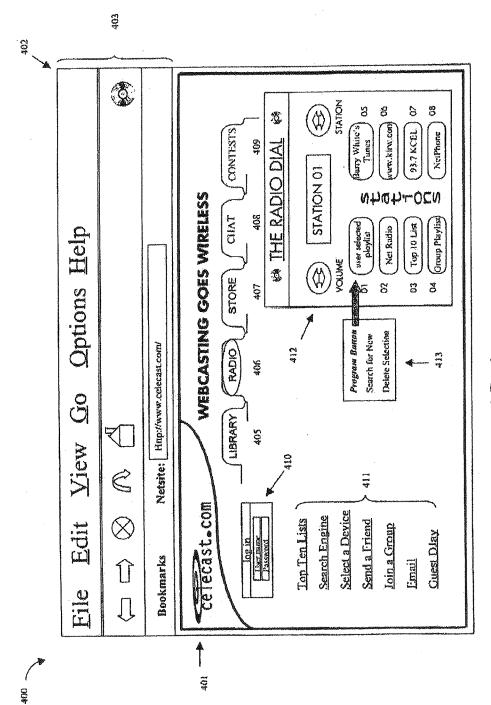


FIG. 3



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