

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Robert F. Gazdzinski )  
 App. No. : 12/711,857 )  
 Filed : February 24, 2010 )  
 For : **ADAPTIVE INFORMATION** )  
       **PRESENTATION APPARATUS** )  
       **AND METHODS** )  
 Examiner : Abebe, Daniel Demelash )  
 Group Art Unit: 2626 )



27299

PATENT TRADEMARK OFFICE

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Dated: July 11, 2011

By: [Signature]  
Robert F. Gazdzinski, Reg. No. 39,990

5

AMENDMENT AND RESPONSE TO OFFICE ACTION

10 Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

15 Dear Sir:

In response to the Office Action dated June 28, 2011 ("Office Action"), the following is provided:

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IN THE CLAIMS

Please cancel Claims 41-56 and 66-84 without prejudice, amend Claim 59, and add new Claims 85-113 as follows:

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1.- 56. (Cancelled)

57. (Previously presented) Computer readable apparatus comprising a storage medium, said storage medium comprising at least one computer program with a plurality of instructions, said at least one program being configured to:

10 receive input from a user via one of a plurality of different function keys associated with a touch-screen input and display device, each of the different function keys having a different context associated therewith;

determine a context associated with the one function key;

15 forward the determined context to a remote networked server for the selection of advertising content, the selection being based at least in part on the forwarded context; and present the selected content via the input and display device for viewing by the user.

58. (Previously presented) The apparatus of Claim 57, wherein the input relates to a location of a geographic area or point of interest.

20 59. (Currently amended) The apparatus of Claim ~~[[57]]~~ 58, wherein the input relating to a location comprises an input relating to a point of origin for, or a destination of, travel.

25 60. (Previously presented) The apparatus of Claim 57, wherein the plurality of different function keys associated with a touch-screen input and display device comprise a plurality of different “soft” function keys that are selected and generated on the input and display device display by the at least one computer program.

61. (Previously presented) The apparatus of Claim 60, wherein the selection of the soft function keys depends at least in part on a display context determined by a user selection received via the input and display device, the user selection relating to a topical area.

62. (Previously presented) The apparatus of Claim 61, wherein the topical area

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comprises either finance or weather, and the received input from a user via one of a plurality of different function keys associated with the touch-screen input and display device comprises a request for stock quotes or a weather forecast for a particular location, respectively.

5 63. (Previously presented) Computer readable apparatus comprising a storage medium, said storage medium comprising at least one computer program with a plurality of instructions, said at least one program being configured to:

receive input from a user via a first soft function key associated with a touch-screen input and display device;

10 based at least in part on the input, generate a plurality of different soft function keys on the input and display device, the different soft functions keys each having a different context associated therewith;

receive a second input via one of the generated plurality of soft function keys;

cause selection of advertising content based at least in part on the context associated with the one generated soft function key associated with the second input; and

15 present the selected advertising content via the input and display device for viewing by the user.

64. (Previously presented) The apparatus of Claim 63, wherein the one of the generated plurality of soft function keys via which the second input is received is associated with a geographic location, and the selected advertising content is related to one or more business entities at or proximate to that location.

20 65. (Previously presented) The apparatus of Claim 63, wherein the context associated with the one of the generated plurality of soft function keys via which the second input is received comprises a location having one or more business entities at or proximate to that location, and the selected advertising content is related to an attribute associated with at least one  
25 of the one or more business entities.

66.- 84. (Cancelled)

85. (New) Computer readable apparatus comprising a storage medium, said storage medium comprising at least one computer program with a plurality of instructions, the storage medium being part of a computerized information system disposed on or within a transport

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apparatus configured to transport at least one person from one location to another, said at least one program being configured to:

receive an input from a user of the transport apparatus, the input relating to a desired function;

5 cause access of a remote server via an associated wireless interface to access information relating to the desired function;

receive accessed information via the wireless interface; and

implement the desired function using at least a portion of the received information;

wherein said at least one program is further configured to:

10 establish an ad hoc communication link with a portable computerized device of a user of the transport apparatus; and

download at least a portion of the received information to the portable computerized device via the communication link.

86. (New) The apparatus of Claim 85, wherein said download of said at least a  
15 portion of the received information to the portable computerized device via the communication link is initiated by software resident on the portable device.

87. (New) The apparatus of Claim 85, wherein said input relating to a desired function comprises an input to obtain information relating to at least one of (i) financial news; (ii) weather; or (iii) sports.

20 88. (New) The apparatus of Claim 87, wherein said input relates to weather, and said received information comprises information regarding local weather for the locale in which said transport apparatus is situated.

89. (New) The apparatus of Claim 85, wherein said input relates to directions to a particular business entity, and said received information comprises a map graphic illustrating  
25 how to get to said business entity.

90. (New) The apparatus of Claim 85, wherein:  
said remote server is in communication with a database of business entities, said database being searchable at least by a name of a business entity; and

said input comprises a digitized representation of a speech input, the speech input being

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received via a microphone located within said transport apparatus, the speech comprising said name of said business entity.

91. (New) The apparatus of Claim 85, wherein the at least one computer program is further configured to cause evaluation of at least a portion of said input, and to cause presentation  
5 of advertising content that is contextually related to said input, said advertising content being presented via an output device in the transport apparatus.

92. (New) The apparatus of Claim 85, wherein the at least one computer program is further configured to cause evaluation of at least a portion of said input to determine a context, and to cause presentation of advertising content that is related to said context, said advertising  
10 content being presented via an audio output device in the transport apparatus.

93. (New) The apparatus of Claim 85, wherein the implementation of the desired function comprises synthesizing speech for playout over one or more speakers disposed within said transport apparatus, the speech being synthesized based at least in part on said received  
information.

94. (New) The apparatus of Claim 93, wherein said input relating to a desired  
15 function comprises an input to obtain information relating to at least one of (i) financial news; (ii) weather; or (iii) sports.

95. (New) The apparatus of Claim 85, wherein said received information is configured specifically for the user.

96. (New) The apparatus of Claim 95, wherein said configuration specifically for the  
20 user is based at least in part on data stored on a remote server, the data relating specifically to that user.

97. (New) The apparatus of Claim 96, wherein said data stored on a remote server relating specifically to that user is based at least in part on one or more previously supplied user-  
25 selected configuration parameters.

98. (New) The apparatus of Claim 85, wherein said input relating to a desired function comprises an input to obtain information relating to a particular destination or entity.

99. (New) The apparatus of Claim 98, wherein said at least one program is further configured to receive a second digitized representation of speech input relating to the particular

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