

# PROTECTIVE ORDER MATERIAL

## Message

**From:** LKMChong@aol.com [LKMChong@aol.com]  
**Sent:** 6/30/2004 1:50:40 PM  
**To:** mdiaz@bbitv.com  
**Subject:** Re: Patent draft

Hi Milton,

Looks like you made a big push on the provisional application. While you are traveling, I will work on editing the whole thing so that it is integrated. So that I can set the right overall tone, please comment on the following:

We discussed previously your preference for the terminology "interactive TV" or "video content delivery system" over the term "video-on-demand (VOD) system". Shall I make this change throughout?

Re your questions:

in [0024] you reference a "User Interface" that is supported by the digital set top box. Which system is maintaining and delivering this UI? In the end, we intend to deliver all UIs that are part of our product presentation, so should the VOD Content Delivery System be responsible for this element? This issue also affects [0028], where a UI system is described that is not described earlier in the document. YOU'RE CORRECT. IT IS THE SYSTEM, NOT THE STB, THAT DELIVERS THE UI. WILL MAKE THE CHANGE.

in [0027] you described the "VOD content delivery system" but I think it is more appropriately the Video Content Delivery System; that is how the Figure 1A is drawn and I made an edit to the doc. YES, AS NOTED ABOVE.

We've discussed what might be some unique patentable areas described in this application. To be "fully supported", each potential patentable area should be explained with a specific implementation example, even if conceptual or speculative at this stage:

1. In the specification we talk about handling video ad content delivery by storing video content in a Content DB, creating ad templates and storing in a Template DB, then combining them in response to viewer request. I'm assuming that Navic provided the template/content infrastructure functions as existing technology, and therefore it is prior art. What may be unique and possibly patentable to BBiTV over prior art is the SPECIFIC PROCESS OF DELIVERY, starting with the viewer making a request and ending with a display of video content on the viewer's TV. Can you sketch out an example Logic Diagram for the PROCESS that might include some unique steps? For example, (1) the viewer clicks on an ad or video title on the nav menu, (2) the system recognizes the request and looks up the ad or video title = content #, (3) a template # is specified by or linked to the content data, and (4) the system converts the template and content into template-framed content for delivery?

2. The drill-down ad navigation method might be unique. Other parties have used drill down (hierarchical) list searching, but has anyone done drill-down template-based video ads before? If not, then we might be able to patent it if you can sketch out a Logic Diagram for a SPECIFIC UNIQUE PROCESS FOR THE DRILL DOWN ADS. For example, (1) the viewer clicks on a high level (National) ad category (Auto Make A) on the nav menu, (2) the system recognizes the request and converts the National ad content for delivery, (3) the system also conducts a search for available ad content at the next level down (Local Vendors) and overlays subcategory ad buttons for the found search items with the National content, and (4) the system re-sets an index pointer to the Local Vendors category in order to recognize a next viewer request within that category level?

3. Other parties have delivered classified ads in list form on websites before, but has anyone delivered video classified ads by template/content delivery before? If not, then the SPECIFIC PROCESS OF TEMPLATIZED CLASSIFIED AD DELIVERY might be patentable if you can sketch out an example Logic Diagram for the PROCESS that might include some unique steps. For example, (1) the user uploads classified ad content to a Content Mgmt DB via a system website identifying keywords for ad categories of interest and contracting to run the ad between specific dates, (2) the system Manager creates classified ad templates for the different ad categories and stores them in a template DB, (3) each day the system searches the Content Mgmt DB for classified ads to run that day, and updates the active category buttons to be displayed on the nav menu to the viewer (keywords, ad categories, #s of ads, or ad titles in each category contracted for that day), (4) the viewer clicks on a classified ad title on the nav menu, and (5) the system recognizes the request and loads the classified ad under that title framed in the template for that category?

BBiTV EX2118  
DISH v. BBiTV

Leighton