

Volkswagen Group of America
v.
StratosAudio, Inc.

IPR2021-00721

U.S. Patent No. 8,166,081

VOLKSWAGEN

GROUP OF AMERICA

Agenda

- I. Overview of the '081 Patent
- II. Overview of the Challenged Claims
- III. Instituted Grounds
- IV. Undisputed Issues
- V. Disputed Issues

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Introduction to the '081 P

DETAILED DESCRIPTION

The disclosure herein provides systems and methods for a media enhancement system configured to associate a secondary media signal (for example, the secondary media signal can comprise an advertisement) to a primary media signal (for example, a radio broadcast). The disclosure herein addition-

'081 Patent, EX1001, 3:6-12.

For example, in one embodiment, a radio station transmits a song that is received by a user enabled-device, such as a cellular phone with a radio. The transmitted song is transmitted in a first media signal. The song is analyzed by a media association system to determine what prospective media elements can be associated with the song. The user enabled-device obtains and/or receives from the media association system a secondary media signal that is separate and/or discrete from the first media signal. For example, the secondary media signal could be an advertisement for a particular truck. As the user enabled-device is playing a song obtained from the first media signal, the user enabled-device displays the media content in the second media signal, wherein the media content can be a still or moving picture of the advertised truck.

Display → 450



Instituted Grounds

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	Claim(s)	References
Ground 1	9-11 and 23	Mackintosh (EX1004)
Ground 2	9-11 and 23	Mackintosh (EX1004)
Ground 3	9-11 and 23	DeWeese (EX1005) –
Ground 4	9-11 and 23	DeWeese (EX1005) –

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