



US 20080262910A1

(19) **United States**

(12) **Patent Application Publication**
ALTBERG et al.

(10) **Pub. No.: US 2008/0262910 A1**

(43) **Pub. Date: Oct. 23, 2008**

(54) **METHODS AND SYSTEMS TO CONNECT PEOPLE VIA VIRTUAL REALITY FOR REAL TIME COMMUNICATIONS**

(22) Filed: **Apr. 20, 2007**

Publication Classification

(75) Inventors: **Ebbe ALTBERG**, Mill Valley, CA (US); **Scott FABER**, San Francisco, CA (US); **Ron HIRSON**, San Francisco, CA (US); **Ben Harris LYON**, San Francisco, CA (US); **Paul G. MANCA**, Oakland, CA (US); **Sean VAN DER LINDEN**, Berkeley, CA (US); **Virginia Hong-Jia YANG**, Foster City, CA (US)

(51) **Int. Cl.**
G06Q 30/00 (2006.01)

(52) **U.S. Cl.** **705/14; 715/757**

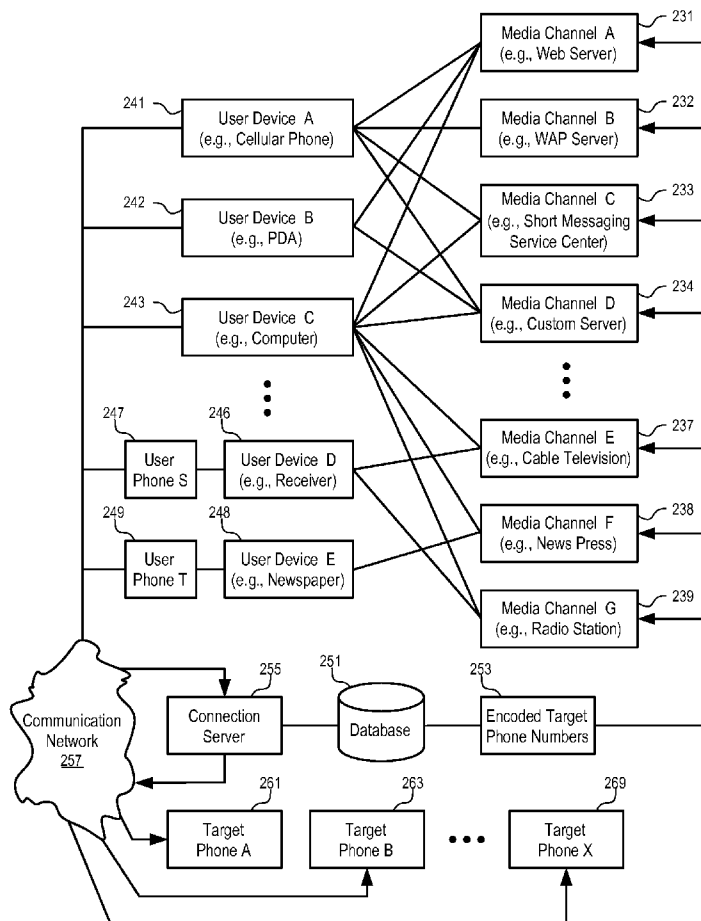
(57) **ABSTRACT**

Methods and systems for connecting people for real time communications via a virtual reality environment. One embodiment includes: a virtual reality server to host a virtual reality world and to present, to a customer in the virtual reality world, an advertisement including a reference assigned to the advertisement; a session border controller to interface with a packet switched network; and one or more telecommunication servers coupled to the session border controller to connect the customer to an advertiser of the advertisement for real time communications in response to a request received via the reference embedded in the advertisement and presented to the customer in the virtual reality world. In one embodiment, the advertiser is charged an advertisement fee based on connecting the customer and the advertiser for real time communications via the advertisement presented in the virtual reality world.

Correspondence Address:
GREENBERG TRAUERIG, LLP (SV)
IP DOCKETING
2450 COLORADO AVENUE, SUITE 400E
SANTA MONICA, CA 90404 (US)

(73) Assignee: **UTBK, INC.**, Dover, DE (US)

(21) Appl. No.: **11/737,975**



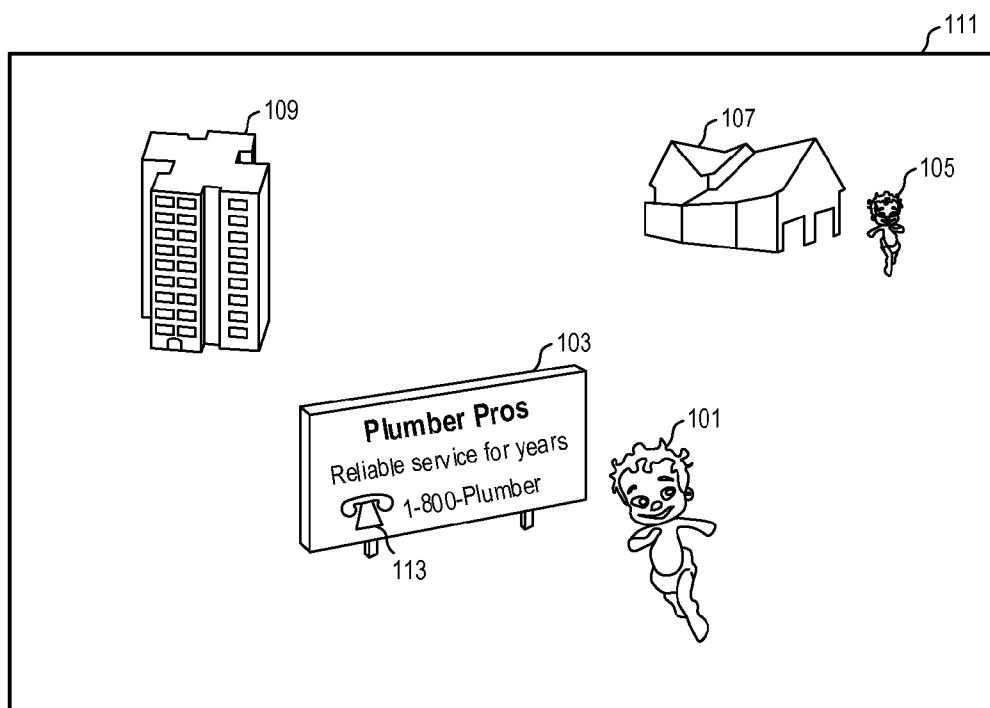


FIG. 1

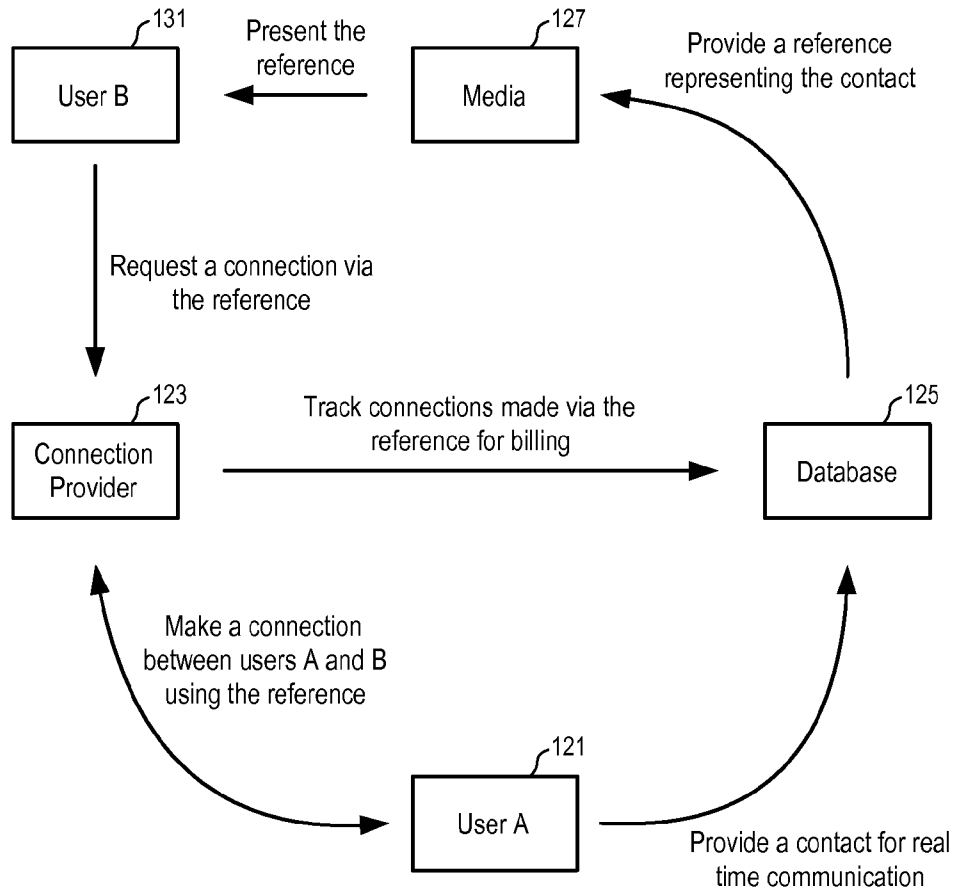


FIG. 2

141

Create Ad
? [Help](#)

Your ad is very important. Tell customers exactly what you're selling and why they should call you. Please review our [Pay Per Call Ad Guidelines](#) to ensure your ad is accepted and gets new customers calling your business today.

Ad Location Info

Business Name: (Sorry, no phone numbers)

Use my Account Information

Address 1:

Address 2: (Optional)

City:

State: ▾

Zip Code: -

Phone Number: () - Enter the number where you'd like to receive calls

Fax: () -

Ad Marketing Message

Millions of people online will see your ad. So, in line 1 write a strong headline explaining what you're selling. To get people calling your business, include a promotional offer in line 2. This encourages buyers to call you **now!** Please note: Line 1 and Line 2 must each a complete sentence. [Tips for success](#)

Examples of Promotional Offers:

- Call today and get \$5 off.
- Free consultation – limited time.
- Call now and save 10%.

You'll be able to include more information about your offer on the business profile page. [Learn more](#)

Marketing Message Line 1: (35 characters)

Marketing Message Line 2: (35 characters)

⋮

FIG. 3

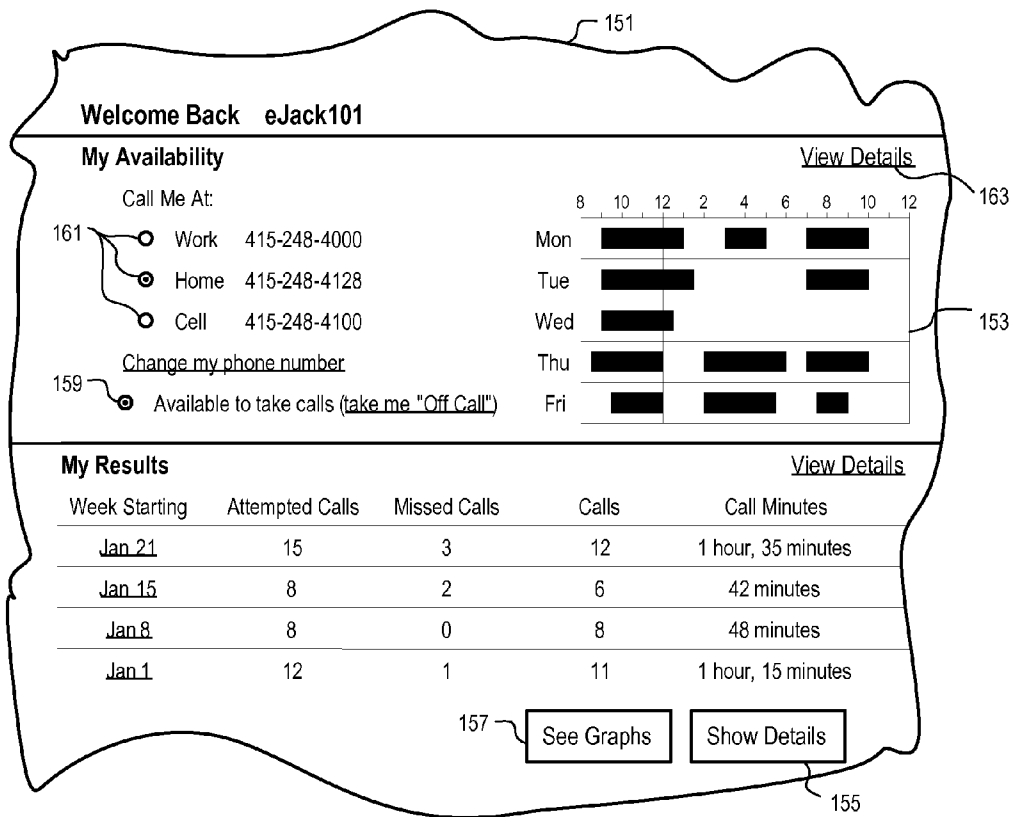


FIG. 4

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.