


*Unified Patents, LP*  
v.  
*MemoryWeb, LLC*

IPR2021-01413  
U.S. Patent No. 10,621,220

**Patent Owner's Demonstrative**

# '228 Patent Overview – Methods of Organizing and Digital Files that Allow Present Memory Details

# '228 Patent Overview

  
 US010621228B2

**(12) United States Patent**  
**Desmond et al.**

**(10) Patent No.: US 10,621,228 B2**  
**(45) Date of Patent: \*Apr. 14, 2020**

**(54) METHOD AND APPARATUS FOR MANAGING DIGITAL FILES**

**(71) Applicant:** NCM IP Holdings, LLC, Glen Ellyn, IL (US)  
**(72) Inventors:** Christopher J. Desmond, Glen Ellyn, IL (US); Nancy L. Desmond, Glen Ellyn, IL (US); L. Michael Taylor, Chicago, IL (US)  
**(73) Assignee:** NCM IP Holdings, LLC, Glen Ellyn, IL (US)

(\* \*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days. This patent is subject to a terminal disclaimer.

**(21) Appl. No. 16/578,238**  
**(22) Filed: Sep. 20, 2019**

**(65) Prior Publication Data**  
 US 2020/0026727 A1 Jan. 23, 2020

**Related U.S. Application Data**  
**(68)** Continuation of application No. 16/536,300, filed on Aug. 8, 2019, which is a continuation of application (Continued)

**(51) Int. Cl.**  
**G06F 16/58** (2019.01); **G06F 16/90** (2019.01)  
 (Continued)

**(52) U.S. CL.**  
 CPC: **G06F 16/5866** (2019.01); **G06F 16/51** (2019.01); **G06F 16/90** (2019.01); **G06F 16/907** (2019.01); **G06F 3/0481** (2013.01)

**(58) Field of Classification Search**  
 CPC: **G06F 16/5866**; **G06F 16/907**; **G06F 16/90**  
 See application file for complete search history.

**19 Claims, 50 Drawing Sheets**


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**Primary Examiner** — Loc Tran  
**(74) Attorney, Agent, or Firm** — Nixon Peabody LLP

**(37) ABSTRACT**  
 A computer-implemented method of associating digital tags with digital files comprises storing a plurality of digital files having embedded therein content data and metadata including tags; receiving, via a user interface device of a client device, a first tag label containing alphanumeric text created and inputted by a user of the client device; modifying, using a controller device, a selected first one of the tags of the metadata in a first of the digital files to include the first tag label; receiving, via the user interface device or another user interface device, an instruction to search for all of the digital files having at least the first tag label; responsive to receiving the instruction, automatically searching for all of the digital files having at least the first tag label; and displaying, on a video display device associated with the client device, a first indication of the first tag label.



Facebook, Flickr, Shutterstock, social media and specialty digital file post and share images to a community ease that continues to feed the fire of However, they don't allow much organ dynamic viewing of digital files, and the digital files with new digital tags.

Ex. 1001, 1:50-56

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As described in detail below, the provide much-needed platforms that time, provide significant information space, and provide an appealing and that will enhance the user experience

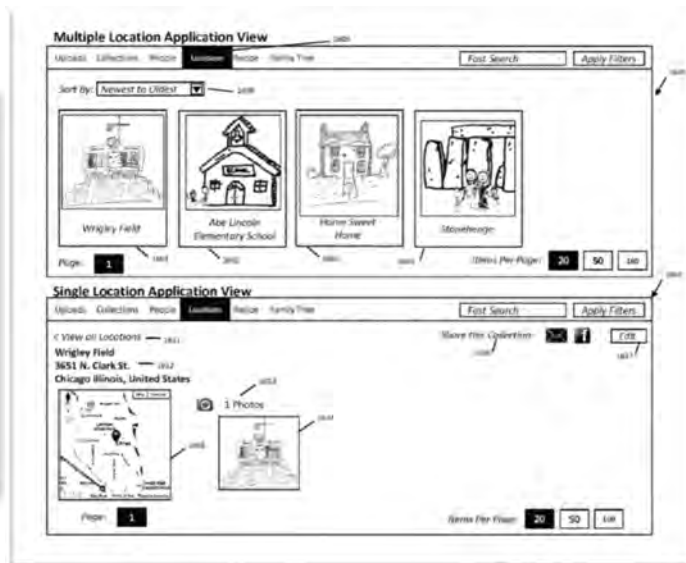
# '228 Patent Overview – “views”

Map View



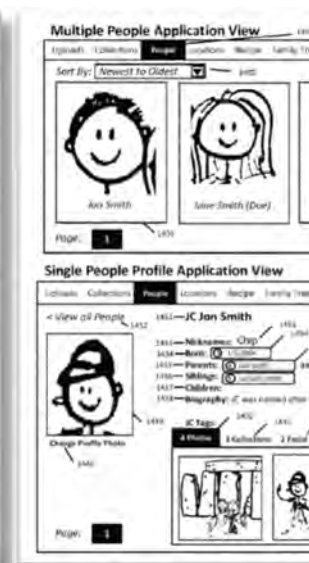
Ex. 1001, FIG. 41

Location View



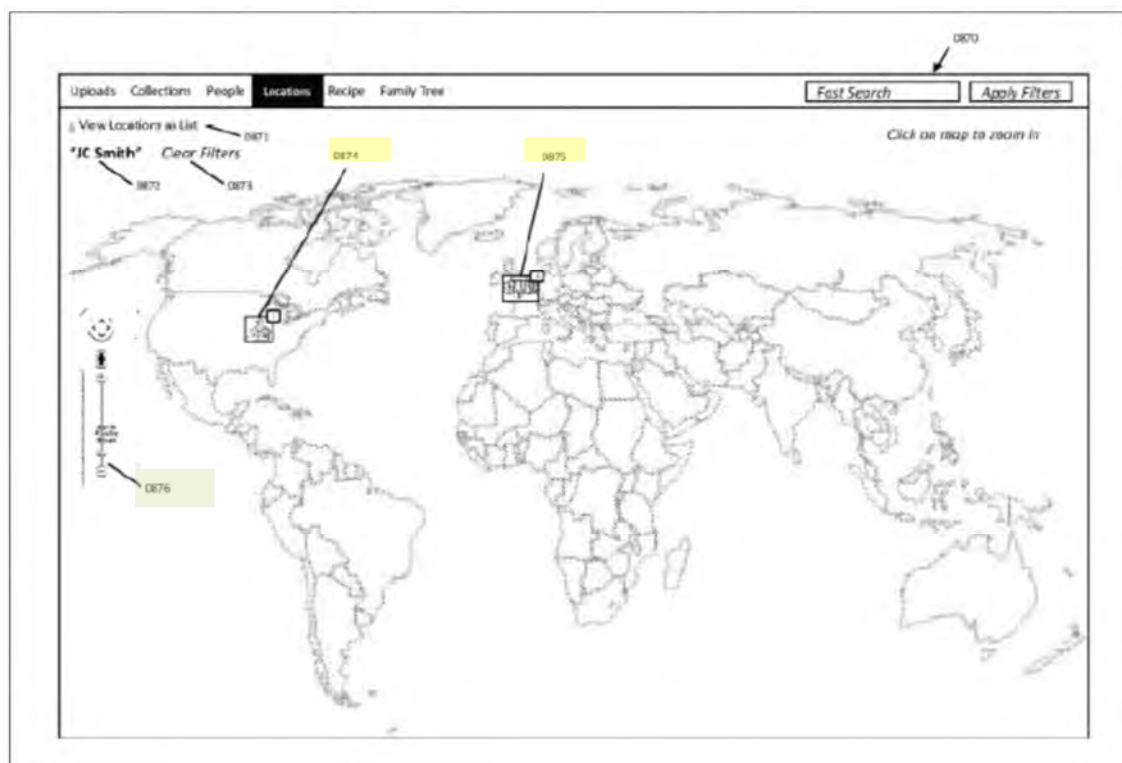
Ex. 1001, FIG. 34

People



Ex.

# '228 Patent Overview – the “map view” an “interactive map”



Digital Files are  
cators **0874** and  
the thumbnail to  
location (as seen  
use the interactive  
using the zoom in  
selecting the map

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