

(12) **United States Patent**
Lennon

(10) **Patent No.:** US 6,624,843 B2
(45) **Date of Patent:** Sep. 23, 2003

(54) **CUSTOMER IMAGE CAPTURE AND USE THEREOF IN A RETAILING SYSTEM**

(76) Inventor: **Jerry W. Lennon**, 7719 Butternut Ct., Woodridge, IL (US) 60517

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 384 days.

(21) Appl. No.: **09/733,197**

(22) Filed: **Dec. 8, 2000**

(65) **Prior Publication Data**

US 2002/0073077 A1 Jun. 13, 2002

Related U.S. Application Data

(60) Provisional application No. 60/170,057, filed on Dec. 10, 1999.

(51) **Int. Cl.⁷** **H04N 9/47; H04N 7/18**

(52) **U.S. Cl.** **348/61**

(58) **Field of Search** 348/61, 63, 64, 348/78, 86, 96; H04N 9/47, 7/18

(56) **References Cited**

U.S. PATENT DOCUMENTS

- 4,467,349 A 8/1984 Maloomian
- 4,539,585 A * 9/1985 Spackova et al. 382/100
- 4,991,005 A 2/1991 Smith
- 5,053,956 A 10/1991 Donald et al.
- 5,515,268 A 5/1996 Yoda
- 5,551,021 A 8/1996 Harada et al.
- 5,592,248 A 1/1997 Norton et al.
- 5,771,778 A * 6/1998 MacLean, IV 99/323.6

- 5,930,769 A 7/1999 Rose
- 5,983,201 A 11/1999 Fay
- 6,236,319 B1 * 5/2001 Pitzer et al. 340/573.4
- 6,298,218 B1 * 10/2001 Lowe et al. 455/66

OTHER PUBLICATIONS

PCT International Search Report, pp. 1-4.
 "Welcome to My Virtual Model" website located at <http://wwwservices1.landsend.com/landsend/menu.htm?sid=0975533902029>, printed on Nov. 29, 2000.
 Written Opinion for International Application No. PCT/US00/42703 dated Dec. 5, 2001.

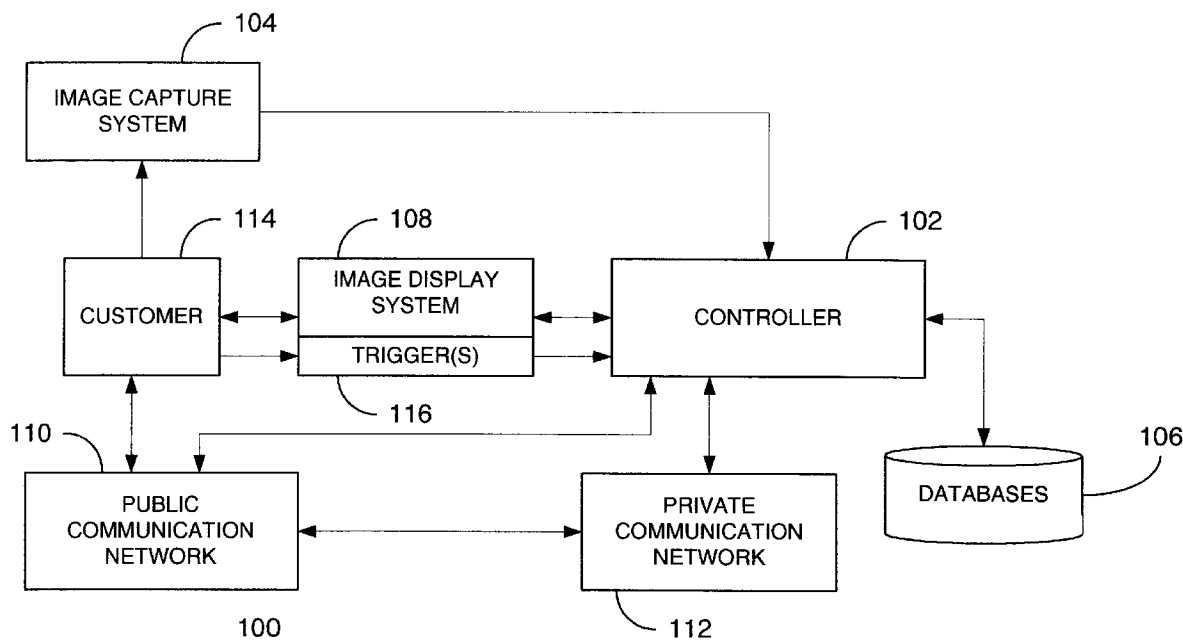
* cited by examiner

Primary Examiner—Nhon Diep
 (74) *Attorney, Agent, or Firm*—Banner & Witcoff, Ltd.

(57) **ABSTRACT**

In a retailing system, an image capture system is provided and used to capture reference images of models wearing apparel items. At a retailer's place of business, an image capture system substantially identical to that used to capture the reference images is also provided. A customer has his or her image captured by the image capture system at the retailer's place of business. Subsequently, when the customer is in close proximity to an image display area within the retailer's place of business, a composite image comprising the customer's captured image and one of the reference images may be provided. The composite image may comprise full motion video or still images. In this manner, the customer is given the opportunity to virtually assess the selected merchandise without actually having to try on the apparel.

20 Claims, 4 Drawing Sheets



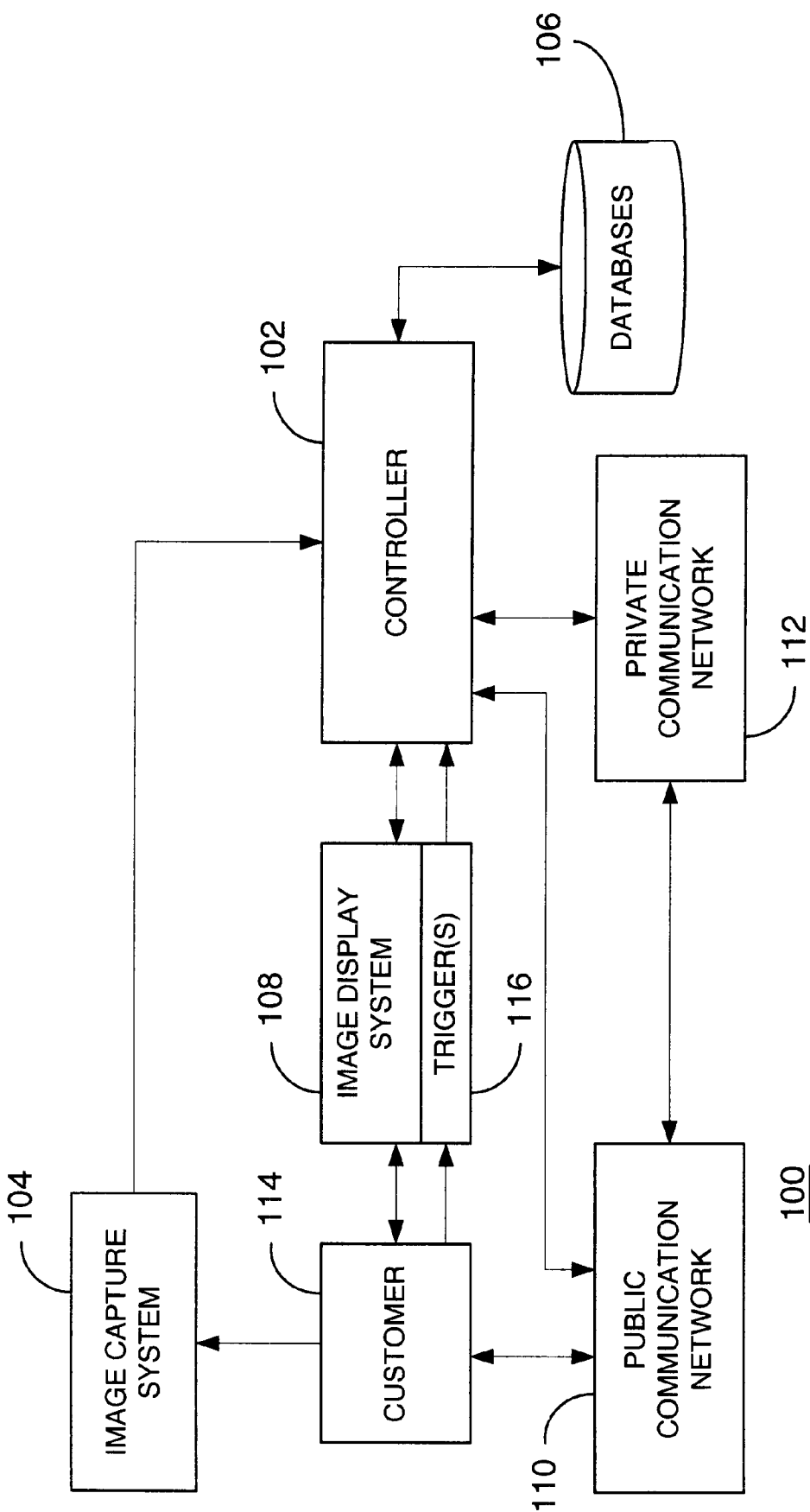


FIG. 1

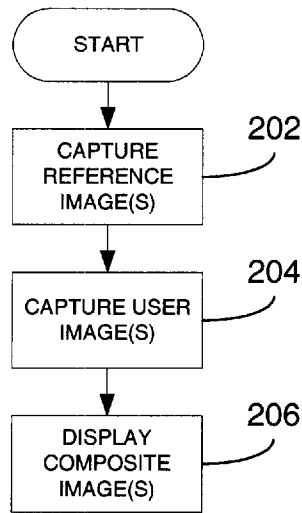


FIG. 2

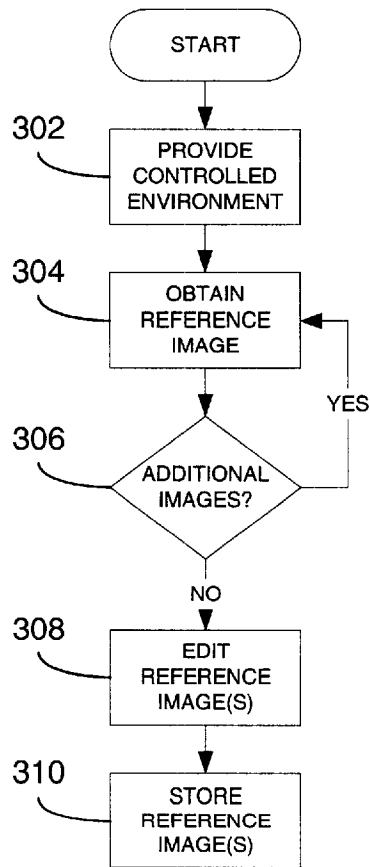


FIG. 3

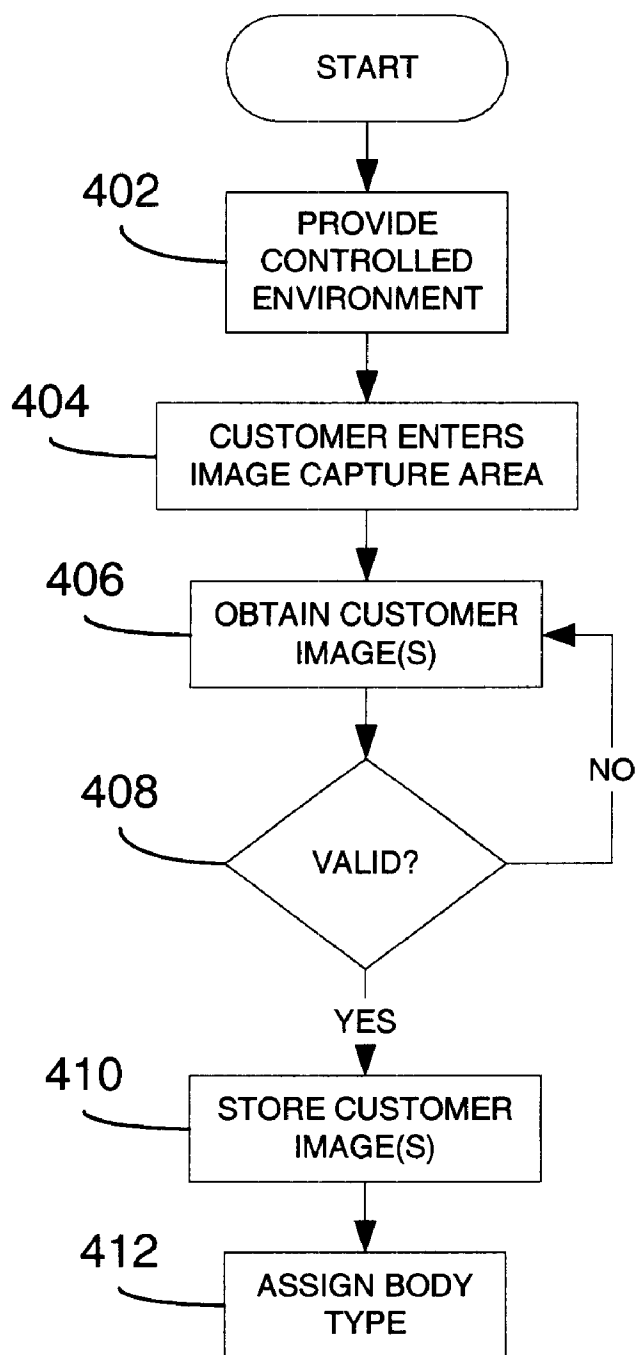


FIG. 4

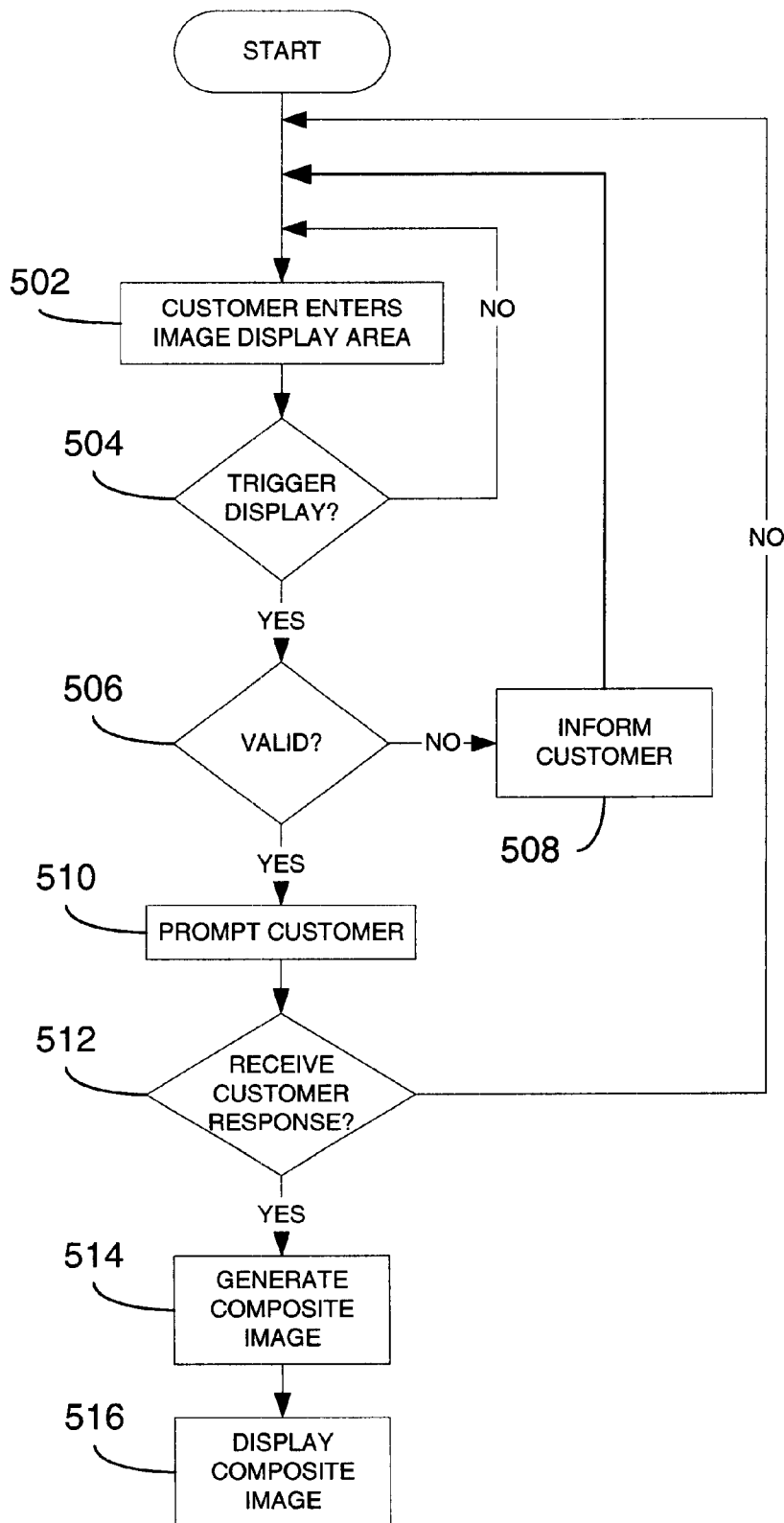


FIG. 5

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.