Apple Inc. v. BillJCo LLC

IPR2022-00129 (U.S. Pat. No. 8,566,839)
IPR2022-00131 (U.S. Pat. No. 8,639,267)

February 23, 2023

DLA PIPER

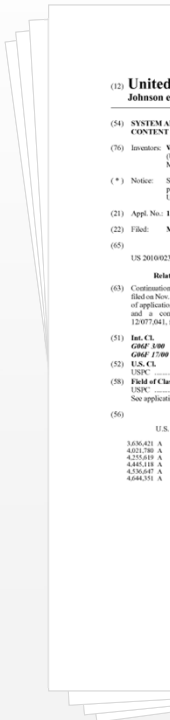DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Title: System and Method for Automated Content Presentation C

Instituted Grounds

- Ground 1: Claims 1-3, 8, 21, 23-27, 32, 45,47, 48 are obvious over Lutnick

- Ground 2: Claims 20 and 44 are obvious over Lutnick in view of Rankin

- Ground 3: Claims 23 and 47 are obvious over Lutnick in view of Evans

- Ground 4: Claims 24 and 48 are obvious over Lutnick in view of Bluetooth Core
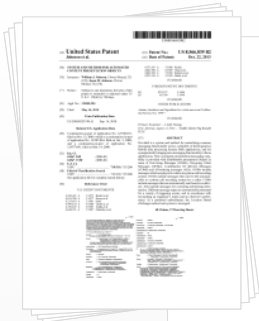
Summary of Technology:

A way to present information to a user through an object that includes information and instructions for presenting that information. The instructions include trigger information, such that when a trigger event is identified, the information can be presented.

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1. A method for information presentation by a receiving data processing system, said method comprising:

receiving, by said receiving data processing system, an object, **said object containing information and instructions for presenting said information**, said instructions including an event specification to be monitored by said receiving data processing system for triggering when to present said information, said event specification including a whereabouts condition and **a condition for detecting a particular user action by a user of said receiving data processing system**, said whereabouts condition determining if a location of said receiving data processing system is in a vicinity of another data processing system;

storing, by said receiving data processing system, said information in a memory of said receiving data processing system;

processing, by said rec[...]
system, said instructions upon[...]
receiving data processing syst[...]

configuring, by said rec[...]
system, a trigger event for sa[...]
response to said processing,[...]
processing system, said instru[...]

monitoring, by said rec[...]
system, said trigger event[...]
configuring, by said receiving[...]
said trigger event;

recognizing, by said rec[...]
system, said trigger event, a[...]
said receiving data processi[...]
event; and

presenting, by said receiving[...]
said information, based at[...]
whereabouts condition, upon[...]
receiving data processing syst[...]
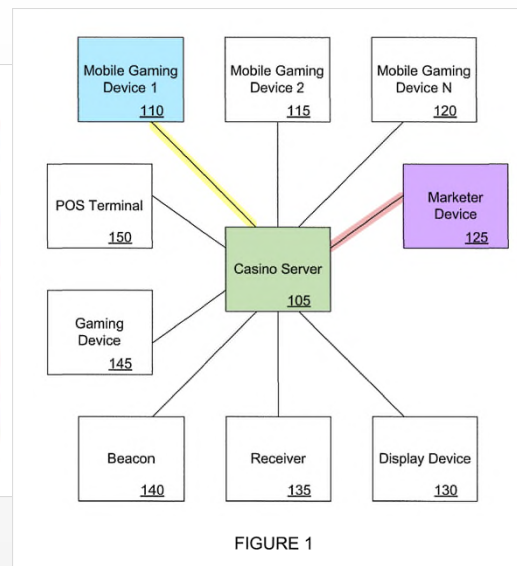
Prior Art – Lutnick

DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Lutnick Overview

the confines of a casino. A casino server 105 may be in communication with one or more mobile gaming devices, such as devices, 110, 115, and 120. The casino server may be in communication with one or more marketer devices, such as marketer device 125. Marketer devices may transmit information to the casino server include information describing promotions to run (e.g., graphics and audio associated with promotions), when to run the promotions, what players should view promotions, what price will be paid for running promotions, what media to use for running promotions (e.g., symbols; e.g., background areas of a displays screen) and so on. The casino server 105 may be in communication with one

(EX1005, [0183])

FIGURE 1

screen. As another exa
presenting a promotion
the promotion from a
casino server may trans
image and audio files to
tion. The downloading

[0119] In various em
transmit instructions to a

Lutnick's promotions = "information"

Lutnick's instructions for presenting promotions = "instruction

Lutnick's promotions and instructions together = "object"

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