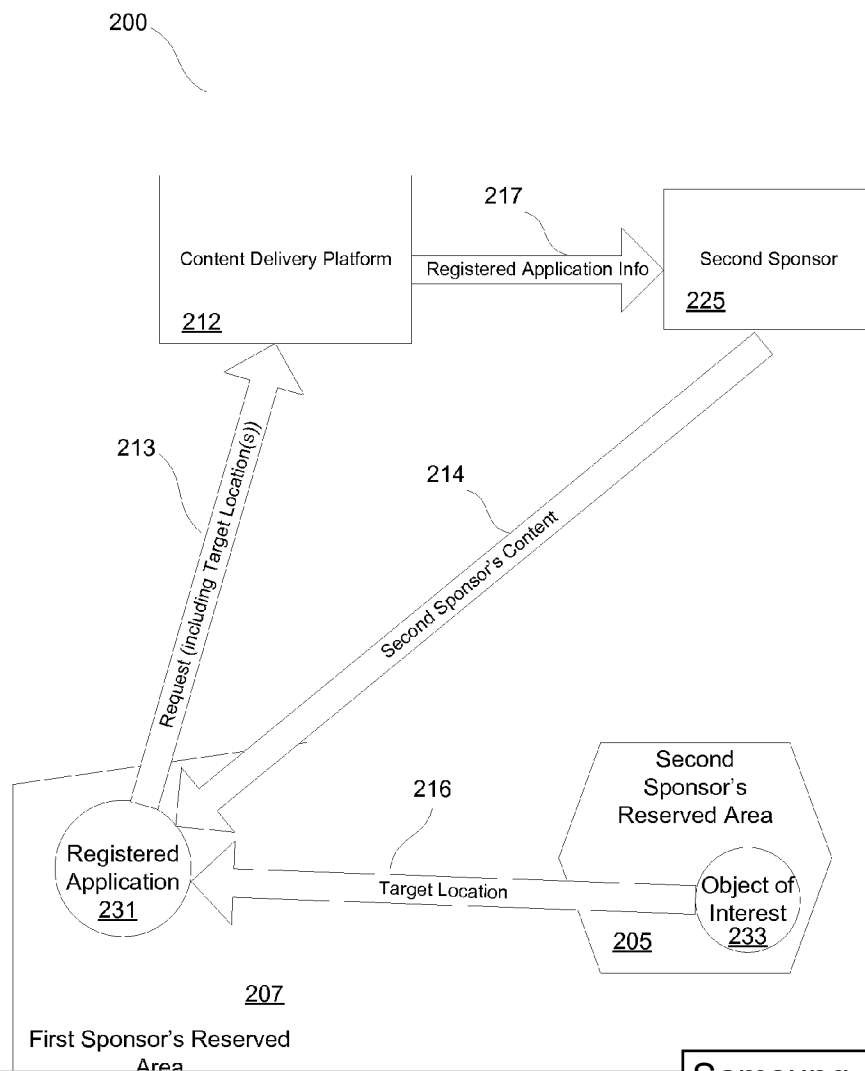




US 20100279665A1

(19) **United States**(12) **Patent Application Publication**
Hardin et al.(10) **Pub. No.: US 2010/0279665 A1**(43) **Pub. Date: Nov. 4, 2010**(54) **EXCLUSIVE DELIVERY OF CONTENT
WITHIN GEOGRAPHIC AREAS**(52) **U.S. Cl. 455/414.1; 455/456.3**(76) Inventors: **Ryan Hardin**, Henderson, TX
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Austin, TX 78757 (US)(21) Appl. No.: **12/434,094**(22) Filed: **May 1, 2009****Publication Classification**(51) **Int. Cl.**
H04M 3/42 (2006.01)
H04W 24/00 (2009.01)(57) **ABSTRACT**

Application developers can request to have their applications registered for use with a content delivery platform. The operator of the content delivery platform establishes perimeters defining geographic areas, and maintains records reserving particular areas for delivery of content associated with particular sponsors. Registered applications running on mobile devices can request content from the content delivery platform. Based at least in part on the request, the content delivery platform can identify a target location, which may be the location of the mobile device, or some other location indicated in the request. A mobile device can be provided content based on the relationship of the target location to the geographic areas, so that a registered application running on a mobile device with a target location contained within a geographic area assigned to a particular sponsor will receive content related to that sponsor.

**Samsung et al. v. Hardin et al.**
IPR2022-01331
Exhibit 1005

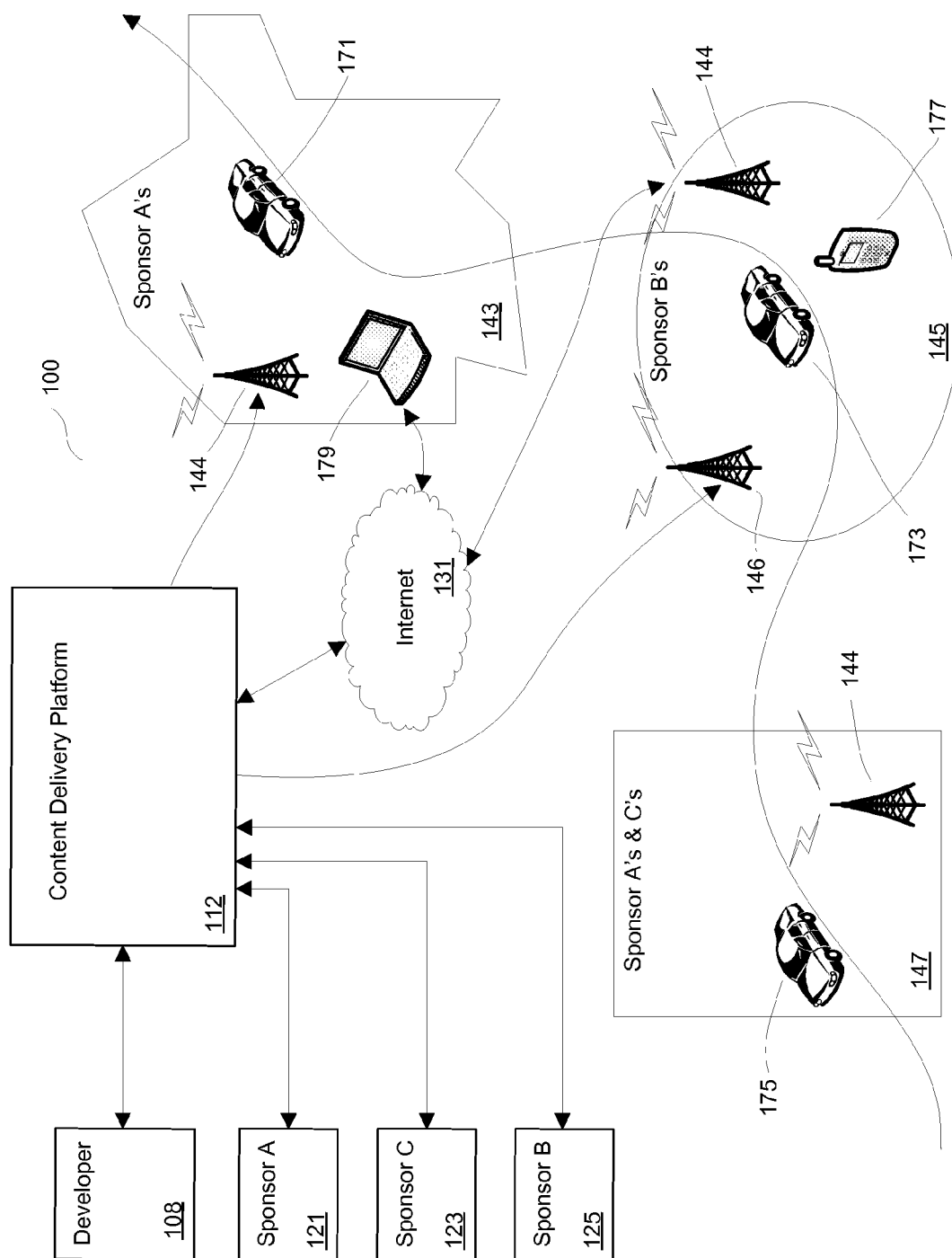


FIG. 1

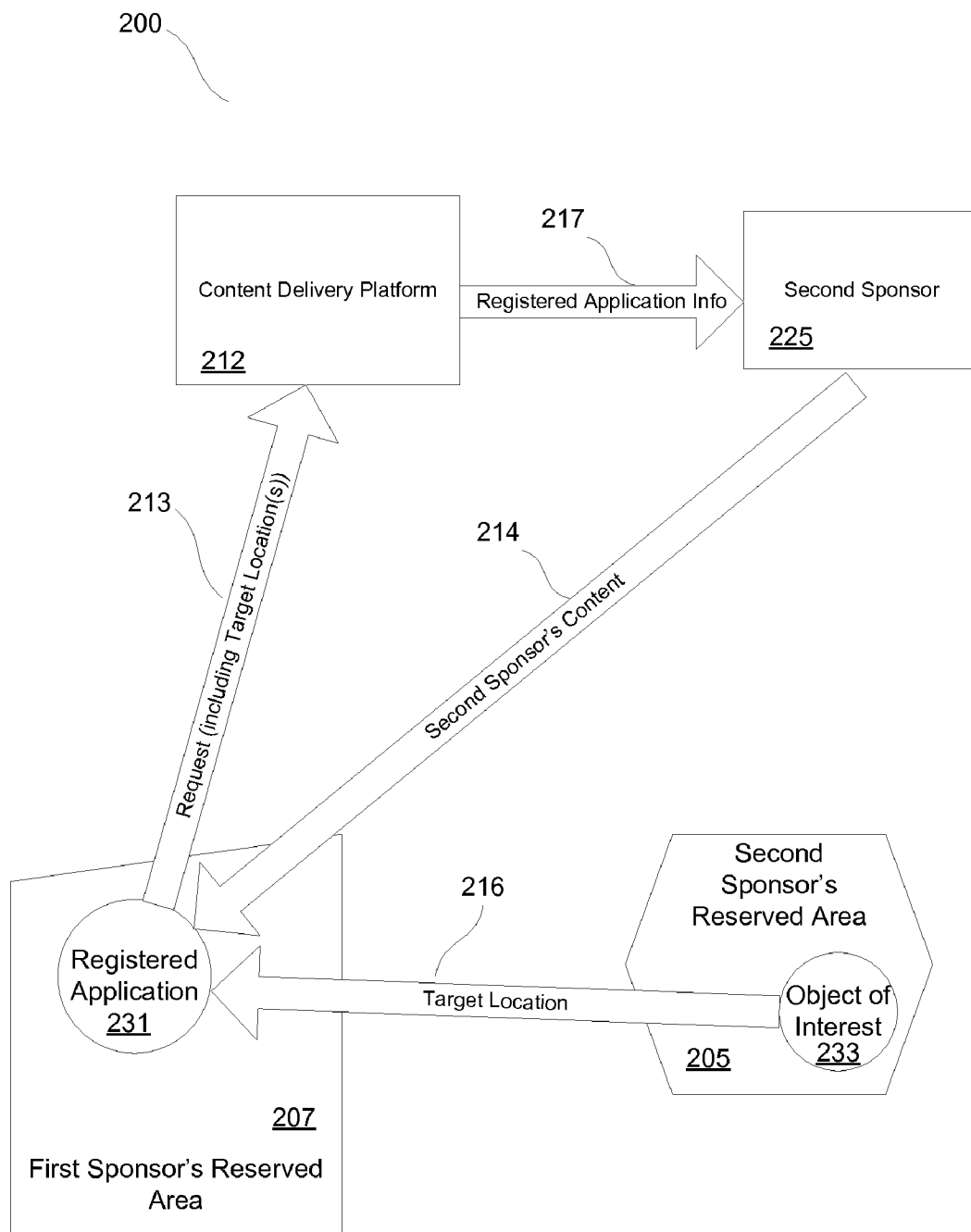


FIG. 2

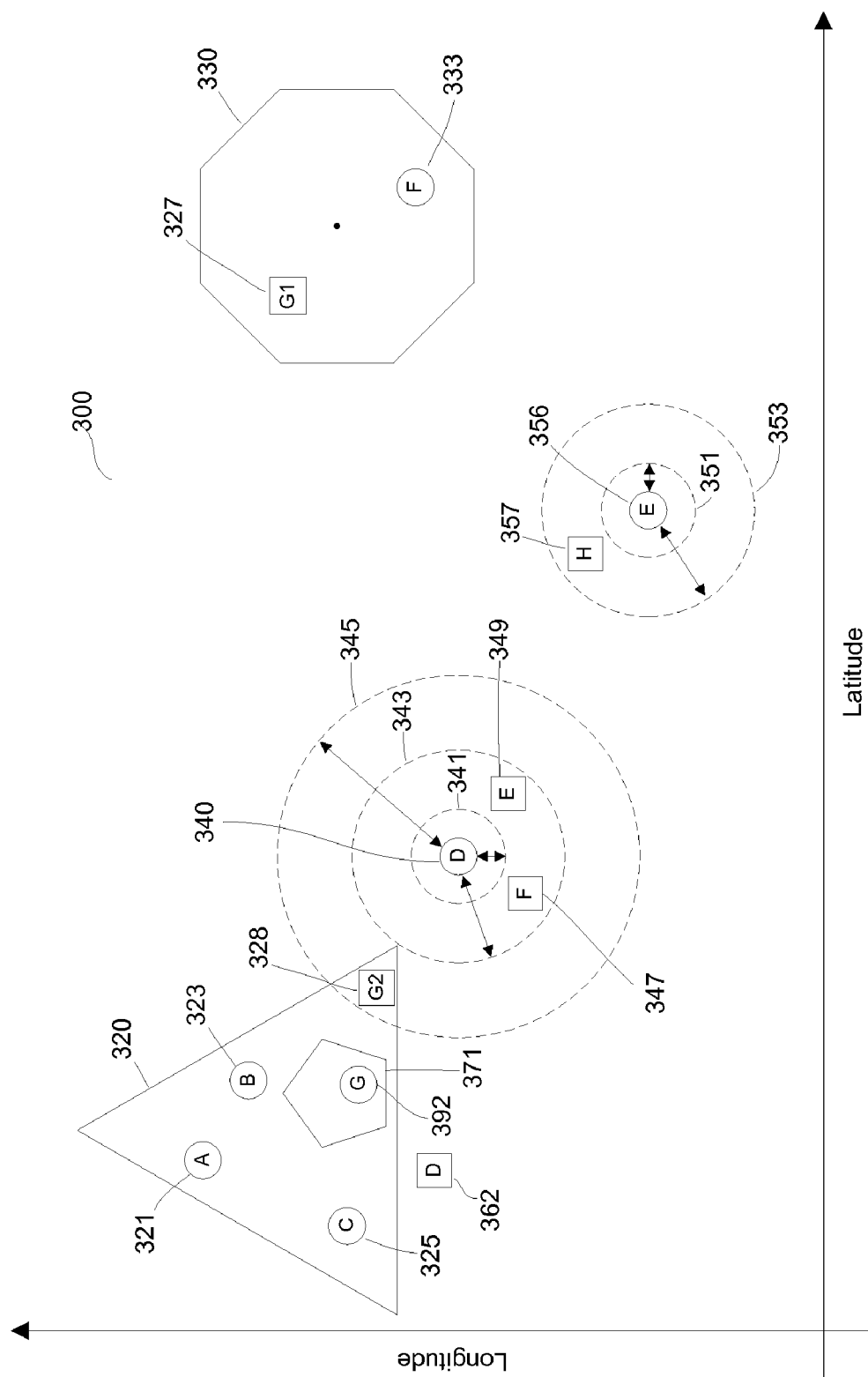


FIG. 3

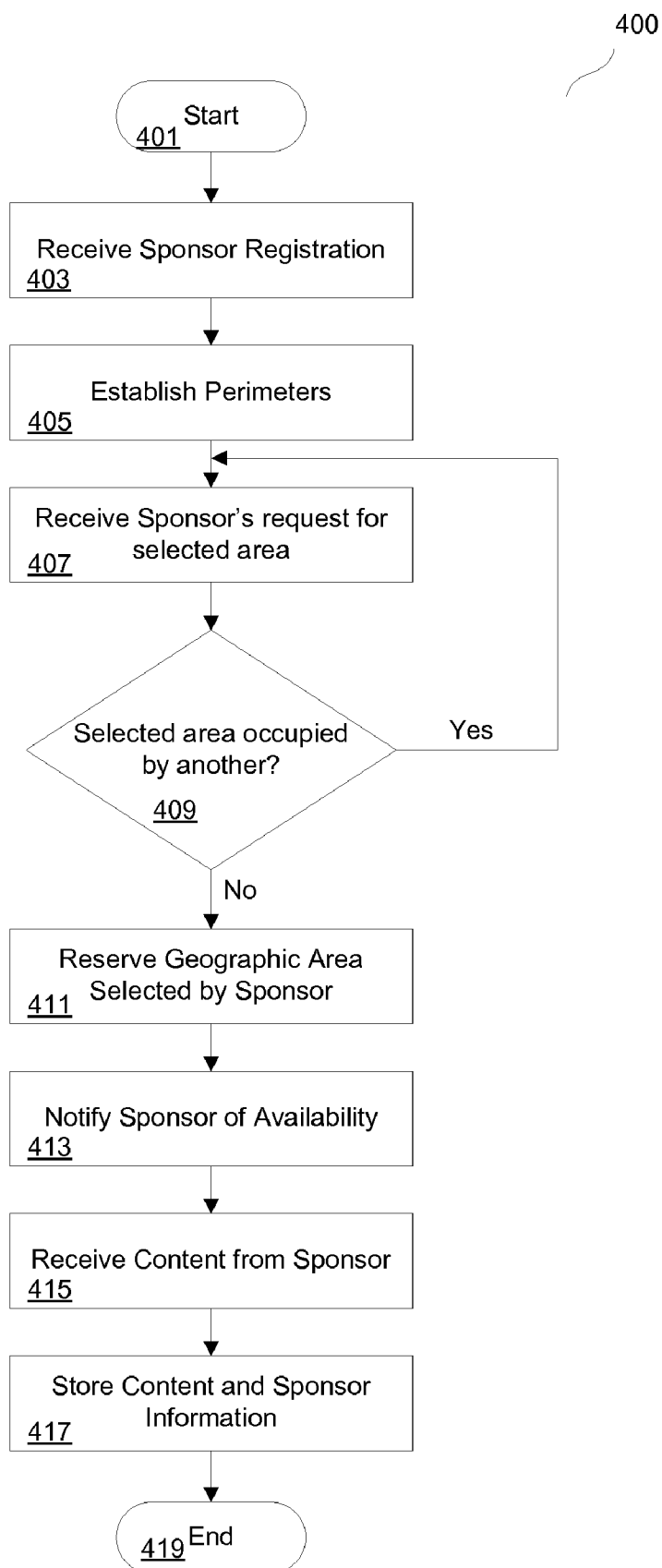


FIG. 4

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