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Barger et al.

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(54) **AUTOMATED MEDIA DELIVERY SYSTEM**

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(73) Assignee: **Equilibrium**, Sausalito, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 534 days.

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(22) Filed: **Sep. 26, 2008**

(65) **Prior Publication Data**

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Related U.S. Application Data

(60) Division of application No. 12/173,747, filed on Jul. 15, 2008, which is a division of application No. 11/269,916, filed on Nov. 7, 2005, now abandoned, which is a continuation-in-part of application No. 09/929,904, filed on Aug. 14, 2001, now Pat. No. 6,964,009, which is a continuation of application No. 09/425,326, filed on Oct. 21, 1999, now Pat. No. 6,792,575.

(51) **Int. Cl.**
G06F 17/00 (2006.01)

(52) **U.S. Cl.** **715/736**; 715/201; 715/224; 715/238; 715/249; 715/273; 715/704; 715/733; 715/738; 715/748

(58) **Field of Classification Search** 709/219, 709/236, 224; 715/733, 738, 201, 224, 238, 715/249, 273, 704, 736, 748
See application file for complete search history.

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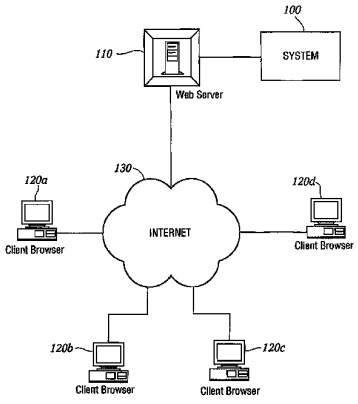
Primary Examiner — Cesar Paula
Assistant Examiner — David Faber
(74) *Attorney, Agent, or Firm* — Michael A. Glenn; Glenn Patent Group

(57) **ABSTRACT**

An automatic graphics delivery system that operates in parallel with an existing Web site infrastructure is provided. The system streamlines the post-production process by automating the production of media through content generation procedures controlled by proprietary tags placed by an author within URLs embedded within Web documents.

10 Claims, 23 Drawing Sheets



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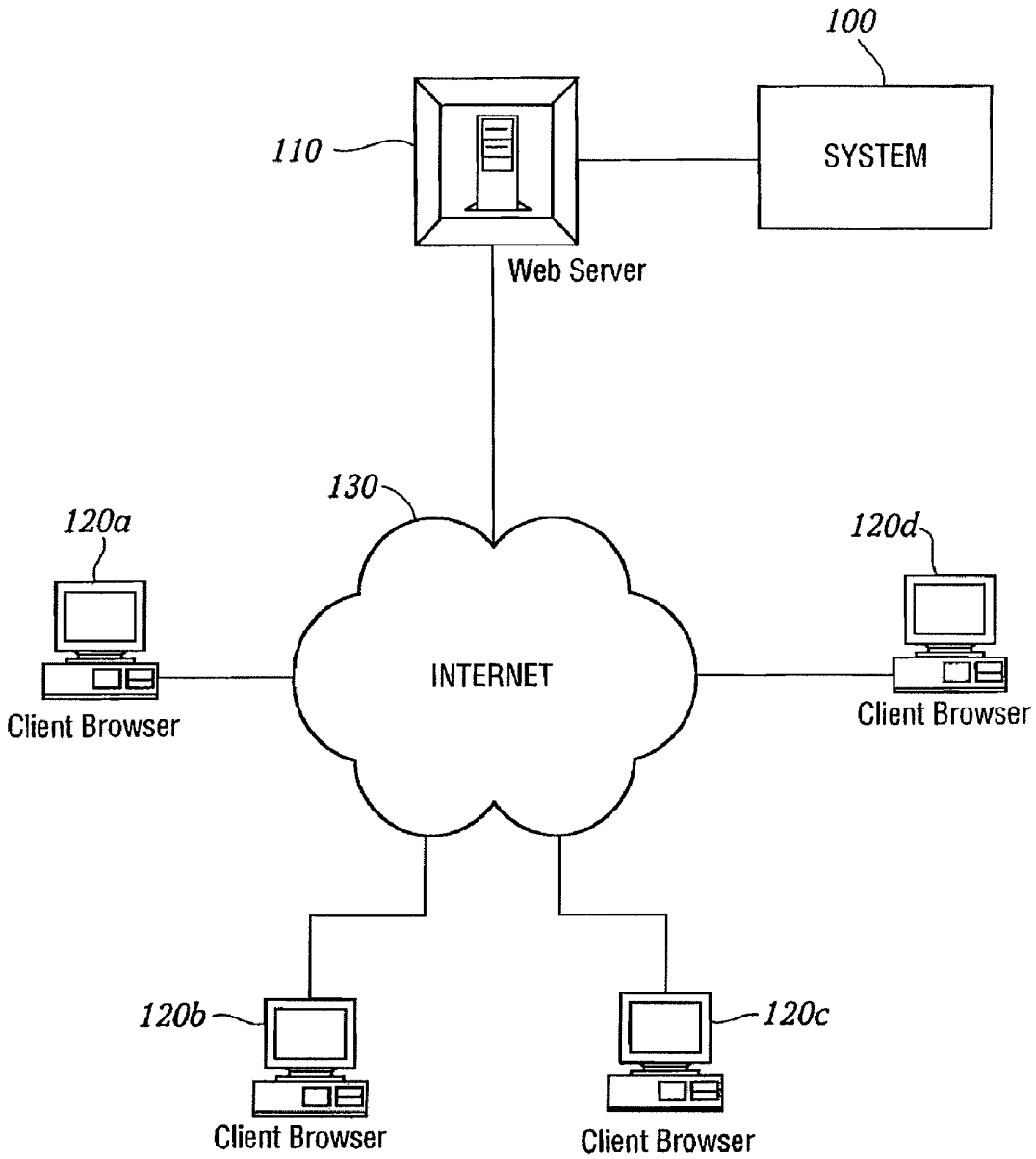

FIG. 1

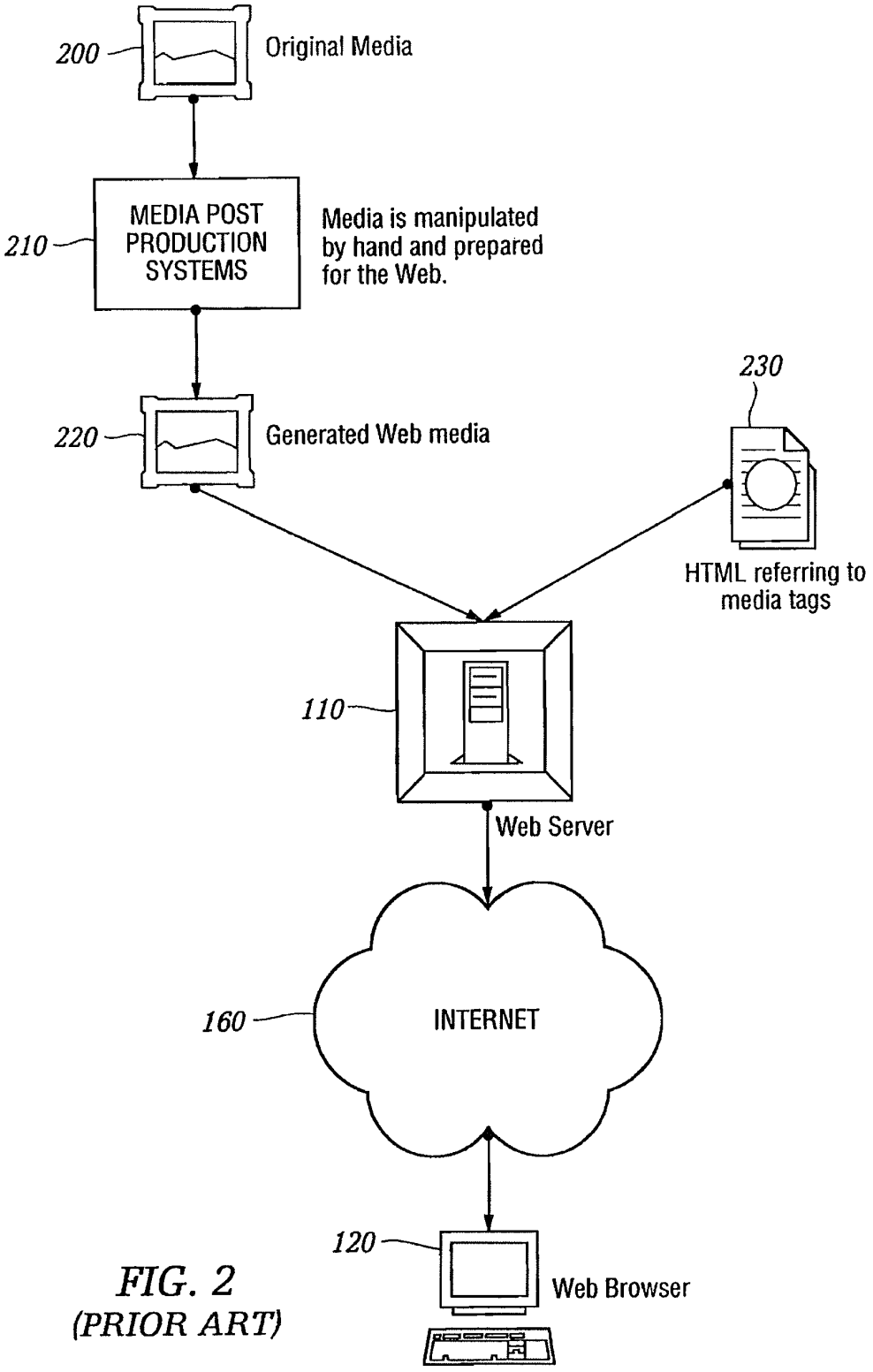

FIG. 2
(PRIOR ART)

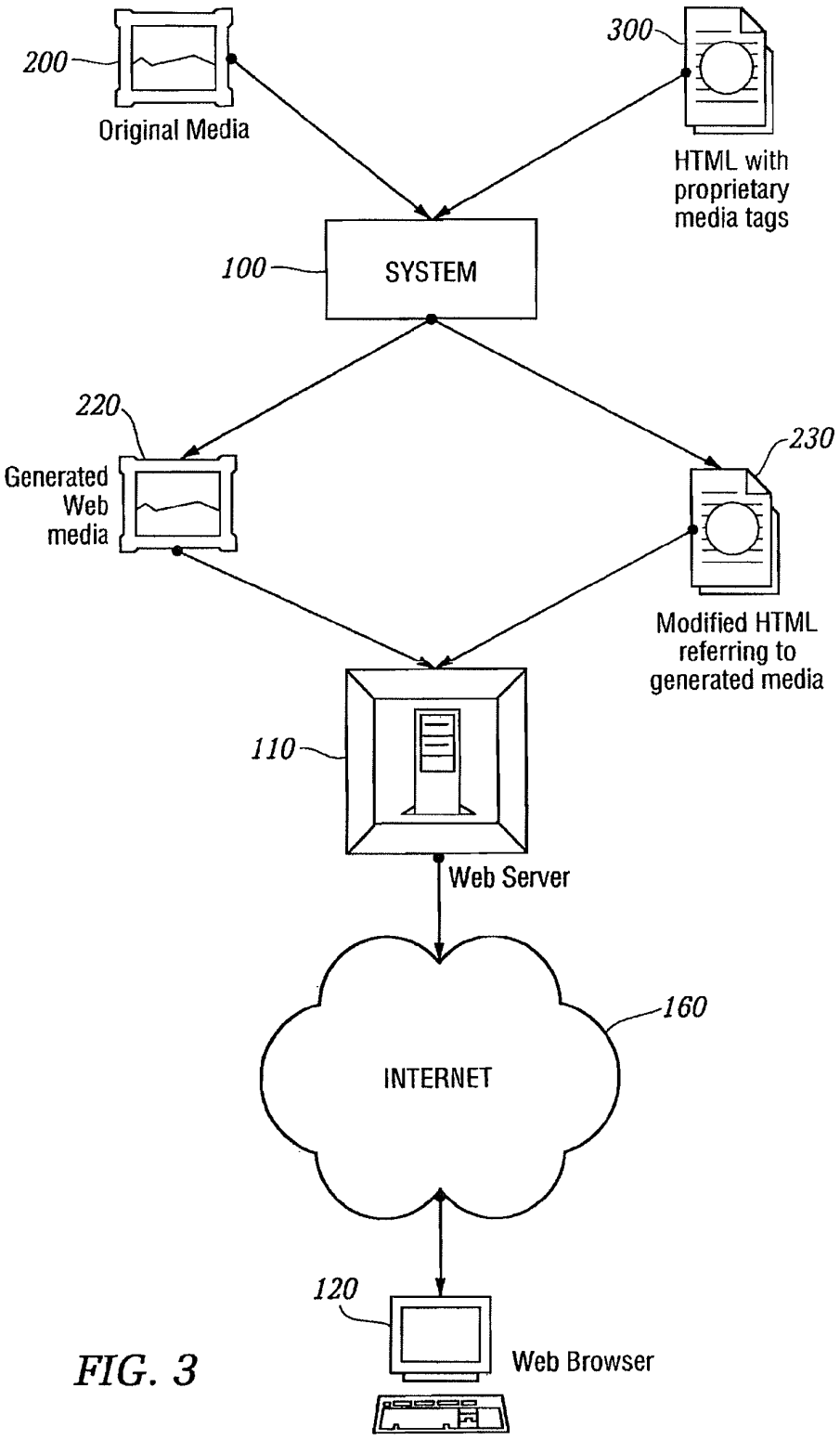

FIG. 3

DOCKET ALARM

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