PTO/AIA/15 (07-12)

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(cover sheet & document(s)) See 37 CFR 1.27 3. Specification. [Total Pages 44 Name of Assignee Both the claims and abstract must start on a new page (Fur information on the preferred arrangement, see MPEP § 608.01(a))

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Drawing(s), (35 U.S.C. 113) [Total Sheets 23] 5. Inventor's Oath or Declaration. [Total Sheets Power of Attorney. 10. 37 CFR 3.73(c) Statement. (Including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(a)) (when there is an assignee) Newly executed (original or copy)
A copy from a prior application (3) 11. English Translation Document. A copy from a prior application (37 CFR 1.63(d)) b. (if applicable) 6. Application Data Sheet. 'See Note below. 12. Information Disclosure Statement. See 37 CFR 1.75 (PTO/AIA/14 or equivalent) (PTO/SB/68 or PTO-1449) Copies of citations attached CD-ROM or CD-R. 13. Preliminary Amendment. in duplicate, large table or Computer Program (Appendix) 14. Return Receipt Postcard. Landscape Table on CD (MPEP § 503) (Should be specifically itemized) Nucleotide and/or Amino Acid Sequence Submission. (if applicable, items a. – c. are required) 15. Certified Copy of Priority Document(s). (if foreign priority is claimed) Computer Readable Form (CRF) Specification Sequence Listing on: Nonpublication Request. Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or CD-ROM or CD-R (2 copies); or 17. Other c. Statements verifying identity of above copies \*Note: (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 must be included in an Application Data Sheet (ADS). (2) For applications filed under 35 U.S.C. 111, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.46(b). 18. CORRESPONDENCE ADDRESS 22862 The address associated with Customer Number \_\_\_\_ Correspondence address below Name Address City State Zip Code Email Country Telephone Signature Date January 28, 2013 Tulboroh

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# **AUTOMATED MEDIA DELIVERY SYSTEM**

### **BACKGROUND OF THE INVENTION**

### **CROSS REFERENCE TO RELATED APPLICATIONS**

This application is a Continuation of U.S. Serial No. 12/238,842, filed September 26, 2008, which is a Divisional of U.S. Serial No. 12/173,747, filed July 15, 2008, which is a Divisional of U.S. Serial No. 11/269,916, filed November 7, 2005, which is a Continuation-in-Part of U.S. Serial No. 09/929,904, filed August 14, 2001, now U.S. Patent No. 6,964,009 granted on November 8, 2005, which is a Continuation of U.S. Serial No., 09/425,326, filed October 21, 1999, now U.S. Patent No. 6,792,575, granted on September 14, 2004, each of which is hereby incorporated in its entirety by this reference thereto.

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#### **TECHNICAL FIELD**

The invention relates to software systems. More particularly, the invention relates to an Internet server-based software system that provides delivery of automated graphics and other media to Web sites for access by an end user or consumer.

### **DESCRIPTION OF THE PRIOR ART**

Most Web sites today are primarily handmade. From the guy publishing a simple online technology newsletter from his home, to the Fortune 1000 company's multitiered site with hundreds of pages of text, images, and animations, the Web developer and each of his HTML-coding and graphics-producing coworkers toil page by page and image by image. Thousands of established online companies employ hundreds of highly-skilled workers just to produce and maintain their Web sites. After all, the Web is now a major selling vehicle and marketing medium for many of these companies. The Web has even sprouted service industries such as, for

example, public companies with multi-billion dollar valuations created just to consult and produce Web sites for others.

Most Web developers who use established WYSIWYG tools in the industry still must produce each page on their Web site one by one. The same rate applies to preparing and placing images, animations, and other visual assets. Each page represents its own set of issues ranging from whether to use GIF, JPEG, or PNG file formats, to finding the optimum bit depth for each image to ensure the fastest downloading through the different browsers of the consumer. The bottlenecked state of the customer's workflow to produce graphics for Web pages can be described as follows:

# **Current Workflow for Creating Web Graphics**

- Original Artwork/Asset Creation
  - Use third-party point products
  - Asset Editing
    - Scale/reduce/slice
  - Asset Format Conversion
- 20 JPEG/GIF/PNG

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- Asset Staging
  - Place in Web file system
  - Edit HTML
- Create/Modify HTML for particular page
- Store HTML on Web server
  - View final pages
  - Repeat process for each version of each graphic on each page

### Estimated time

- Two hours per page times the number of pages

Also, from a user's perspective, the current state of the art is to offer the consumer zooming and panning capabilities so that by clicking on an image the consumer can

view more closely or from a different angle. On the horizon are pages with threedimensional imagery that enable a user to move around a page that can look more like a room than a brochure. While interesting, these features are merely incremental improvements to a consumer's surfing experience.

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D. C. A. Bulterman, *Models, Media, and Motion: Using the Web to Support Multimedia Documents*, Proceedings of 1997 International Conference on Multimedia Modeling, Singapore, 17-20 Nov. 1997 discloses "an effort underway by members of industry, research centers and user groups to define a standard document format that can be used in conjunction with time-based transport protocols over the Internet and intranets to support rich multimedia presentations. The paper outlines the goals of the W3C's Synchronized Multimedia working group and presents an initial description of the first version of the proposed multimedia document model and format."

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Text and Graphics on UMI's ProQuest Direct: The Best (yet) of both Worlds, Online, vol. 21, no. 2, pp. 73-7, March- April 1997 discloses an information system that offers "periodical and newspaper content covering a wide range of business, news, and professional topics... letting the user search both text and graphics and build the product to suit. Articles can be retrieved in varying levels of detail: citation, abstracts, full text, and text with graphics. Images come in two flavors: Page Image, a virtual photocopy, and Text+Graphics, in which graphics are stored separately from the text and are manipulable as discrete items. ...[The system] comes in two versions: Windows and Web."

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John Mills Dudley, Network-Based Classified Information Systems, AU-A-53031/98 (27/08/98) discloses a "system for automatically creating databases containing industry, service, product and subject classification data, contact data, geographic location data (CCG-data) and links to web pages from HTML, XML, or SGML encoded web pages posted on computer networks such as Internets or Intranets....The... databases may be searched for references (URLs) to web pages by use of enquiries which reference one or more of the items of the CCG-data. Alternatively, enquiries referencing the CCG-data in the databases may supply contact data without web page references. Data duplication and coordination is

reduced by including in the web page CCG-data display controls which are used by web browsers to format for display the same data that is used to automatically update the databases."

Cordell et al, Automatic Data Display Formatting with A Networking Application, U.S. Patent No. 5,845,084 (Dec. 1, 1998) discloses a placeholder image mechanism. "When a data request is made, the data transfer rate is monitored. When the receive data transfer rate is slow, and the data contains an embedded graphical image of unknown dimensions, a small placeholder image is automatically displayed for the user instead of the actual data. The small placeholder image holds a place on a display device for the data or the embedded graphical image until the data or embedded graphical image is received. When embedded graphical image is received, the placeholder image is removed, and the display device is reformatted to display the embedded graphical image."

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Jonathon R. T. Lewis, System For Substituting Tags For Non-Editable Data Sets In Hypertext Documents And Updating Web Files Containing Links Between Data Sets Corresponding To Changes Made To The Tags, U.S. Patent No. 5,355,472 (Oct. 11, 1994) discloses a "hypertext data processing system wherein data sets participating in the hypertext document may be edited, the data processing system inserting tags into the data sets at locations corresponding to the hypertext links to create a file which is editable by an editor and the data processing system removing the tags, generating a revised data set and updating the link information after the editing process. Its main purpose is to preserve the linking hierarchy that may get lost when the individual data sets get modified."

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Wistendahl et al, System for Mapping Hot Spots in Media Content Interactive Digital Media Program, U.S. Patent No. 5,708,845 (Jan. 13, 1998) discloses a "system for allowing media content to be used in an interactive digital media (IDM) program [that] has Frame Data for the media content and object mapping data (N Data) representing the frame addresses and display location coordinates for objects appearing in the media content. The N Data are maintained separately from the Frame Data for the media content, so that the media content can be kept intact without embedded codes and can be played back on any system. The IDM program

has established linkages connecting the objects mapped by the N Data to other functions to be performed in conjunction with display of the media content. Selection of an object appearing in the media content with a pointer results in initiation of the interactive function. A broad base of existing non-interactive media content, such as movies, videos, advertising, and television programming can be converted to interactive digital media use. An authoring system for creating IDM programs has an object outlining tool and an object motion tracking tool for facilitating the generation of N Data. In a data storage disk, the Frame Data and the N Data are stored on separate sectors. In a network system, the object mapping data and IDM program are downloaded to a subscriber terminal and used in conjunction with presentation of the media content."

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Rogers et al, Method for Fulfilling Requests of A Web Browser, U.S. Patent No. 5,701,451 (Dec. 23, 1997) and Lagarde et al, Method for Distributed Task Fulfillment of Web Browser Requests, U.S. Patent No. 5,710,918 (Jan. 20, 1998) disclose essentially "improvements which achieve a means for accepting Web client requests for information, obtaining data from one or more databases which may be located on multiple platforms at different physical locations on an Internet or on the Internet, processing that data into meaningful information, and presenting that information to the Web client in a text or graphics display at a location specified by the request."

Tyan et al, HTML Generator, European Patent Application No. EP 0843276 (May 20, 1998) discloses "generating an HTML file based on an input bitmap image, and is particularly directed to automatic generation of an HTML file, based on a scanned-in document image, with the HTML file in turn being used to generate a Web page that accurately reproduces the layout of the original input bitmap image."

TrueSpectra has a patent pending for the technology employed in its two products, IrisAccelerate and IrisTransactive. These products are designed for zooming and panning and simple image transformations and conversions, respectively. They support 10 file formats and allow developers to add new file formats via their SDK. They do not require the use of Flashpix for images. However, their documentation points out that performance is dependent on the Flashpix format. The system would be very slow if a non-Flashpix format was used.

TrueSpectra allows the image quality and compression to be set for JPEGs only. The compression setting is set on the server and all images are delivered at the same setting.

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TrueSpectra has a simple caching mechanism. Images in the cache can be cleared out automatically at certain times and it does not have any dependency features for image propagation. The Web server needs to be brought down in order to update any original assets.

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TrueSpectra does not require plug-ins to operate features such as zooming/panning or compositing. The alternative to plug-ins is using their Javascript or active server page technology. These technologies are used by many Web sites to provide interactivity, but not all Web browsers work correctly with these technologies.

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TrueSpectra relies on Flashpix as its native file format and does not support media types such as multi-GIFs and sound formats. Flashpix files are typically larger than most file formats. Access to files is faster for zooming and panning, but appears to be quite slow.

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The key to IrisTransactive is the compositing subsystem. It requires three things to build a shopping solution using image composition.

- 1) The original images must be created. It is suggested that the image be converted to Flashpix for better performance.
- 2) All of the individual images must be described in XML using the image composer program. The program allows the editor to specify anchor points, layer attributes, and layer names. The resulting file is between 5k and 50k.
  - 3) The Web designer must place HTML referring to the XML in the Web site. By specifying parameters to the XML, the Web designer can turn on or off layers.

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The herein above process for compositing images enables Web designers to create shopping sites. However, a lot of overhead is the result. The XML documents add 5k-50k to a Web site. The compositing commands that are embedded in the HTML are difficult to understand. And, because the compositing feature requires several

steps to implement, it is not suitable for every image on a Web site. The process seems to be designed for the specific purpose of shopping.

MediaBin(TM) is limited to activities behind the firewall automating only the "post-creative busywork." In addition, MediaBin requires the use of an application server to function through a web interface. Thus images may not be directly added to any existing web page.

Macromedia's Generator operates by embedding variables in their proprietary Flash format. Therefore the actual imaging operations are somewhat limited and cannot be controlled directly from a web page request.

MGI Software sells point solutions that require end-users to download a viewer to process a proprietary image format.

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PictureIQ offers a server-side image-processing appliance that provides a limited set of Photoshop functionalities. This appliance runs on the web-page server, processes information embedded in the web page, and rewrites the web page with image data.

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The disclosed prior art fail to provide systems and methodologies that result in a quantum leap in the *speed* with which they can modify and add images, video, and sound to sites, in the *volume* of data they can publish internally and externally, and in the *quality* of the output. The development of such an automated media delivery system would constitute a major technological advance.

25 system would constitute a major technological advance

It would be advantageous to empower an end user with flexibility and control by providing *interactive* page capabilities.

30 It would be advantageous from an end user's perspective to generate Web pages that contain active graphics. For example, clicking on a Corvette image will cause a simple menu to pop up suggesting alternative colors and sizes in which to see the car. Clicking on portions of the image, such as a fender, can call up a close-in view

of the fender.

It would be advantageous to provide an automated graphics delivery system that becomes part of the *Web site infrastructure* and operates as part of the *Web page transaction* and that thereby provides a less expensive and less time-consuming process.

It would be advantageous to provide a system for automated processing and delivery of media (images, video, and sound) to a Web server whereby it eliminates the laborious post-production and conversion work that must be done before a media asset can be delivered on a Web server.

It would be advantageous to create a dynamic Web site, wherein images are generated on demand from original assets, wherein only the original assets need to be updated, and wherein updated changes propagate throughout the site.

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It would be advantageous to provide a system that generates media based on current Web server traffic thereby optimizing throughput of the media through the Web server.

20 It would be advantageous to provide a system that generates media that is optimized for the Web client, wherein client connection speed determines optimum quality and file size.

It would be advantageous to provide a system that generates media, whereby the media is automatically uploaded.

It would be advantageous to provide a system that automatically caches generated media so identical requests can be handled without regeneration of images.

30 It would be advantageous to provide a system that resides behind the Web server, thereby eliminating security issues.

It would be advantageous to provide a system wherein the client browser does not require a plug-in.

It would be advantageous to provide a system wherein the system does not require any changes to a Web server.

5 It would be advantageous to provide a system wherein the system manages the Web server media cache.

It would be advantageous to provide a system wherein the Web media is generated only if requested by a client browser.

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It would be advantageous for a system to reduce the need for a Web author to create different versions of a Web site, the system automatically handling image content.

15 It would be advantageous to provide dynamic imaging capabilities, have a more complete set of image processing functionality, and be controlled directly through an image URL.

It would be advantageous to provide an end-to-end solution requiring only a standard browser that is completely controllable using the proprietary tags contained within a simple image link in the web page.

It would be advantageous to run an image application as a separate server controlled directly by single image requests to that server, such that any web server, even one that is only sending static HTML can access imaging features.

# SUMMARY OF THE INVENTION

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 within URLs embedded within Web documents. The author simply places the original media in the system, and adds proprietary tags

to the URLs for accessing that media. The system automatically processes the URL encoded tags and automatically produces derivative media for the web site from the original media.

The system takes as input the client connection, server traffic, content generation procedures, and proprietary tags placed within the URL to generate optimized media for the client. The need for the Web author to create different versions of a Web site is reduced because the image content of the site is automatically handled by the system. In addition, generated media is cached such that further requests for the same media require little overhead.

Because the invention takes the original media, content generation procedures, and proprietary URL tags as inputs for generating the Web media, it is possible to modify any of these inputs and have the system automatically update the media on the associated Web pages.

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# BRIEF DESCRIPTION OF THE DRAWINGS

- Fig. 1 is a schematic diagram showing the placement of the system within a current Web infrastructure according to the invention;
  - Fig. 2 is a schematic diagram showing how a typical Web site delivers an HTML document and its graphics to a Web browser according to the prior art;

Fig. 3 is a schematic diagram showing delivery of an HTML document and media to a Web browser according to the invention;

Fig. 4 is a schematic diagram showing the components involved in Web site 30 administration according to the prior art;

- Fig. 5 is a schematic diagram showing the components of the system involved in Web site administration according to the invention;
- Fig. 6 is a simple overview showing the components of the system according to the invention;
  - Fig. 7 is a schematic diagram showing the process flow of a proprietary enabled page delivered to a Web browser according to the invention;
- 10 Fig. 8 is a flow chart showing an authoring process according to the invention;

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- Fig. 9 is a flow chart showing an HTML parsing process according to the invention;
- Fig. 10 is a flow chart showing a media creation process according to the invention;
- Fig. 11 is a screen shot showing an administration tool according to the invention;
- Fig. 12 displays a structure of a database record used for the system according to the invention;
- Fig. 13 shows original media to be processed according to the invention;
- Fig. 14 shows a portion on an HTML document with a proprietary tag according to the invention;
- Fig. 15 shows an HTML document and an HTML document source according to the invention;
  - Fig. 16 shows a generated GIF image according to the invention;
- Fig. 17 is a schematic diagram of an image system within a typical Web infrastructure according to the invention;

Fig. 18 is a schematic diagram showing delivery of an HTML document and original media according to the invention;

Fig. 19 is a schematic diagram showing components of Web site administration according to a preferred embodiment of the invention;

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Fig. 20 is a simple overview showing components of the image system according to a preferred embodiment of the invention;

Fig. 21 is a schematic diagram showing process flow of a proprietary enabled page delivered to a Web browser according to a preferred embodiment of the invention;

Fig. 22 shows a flowchart of a content generation procedure according to a preferred embodiment of the invention; and

Fig. 23 is a flow chart showing an authoring process according to a preferred embodiment of the invention.

# **DETAILED DESCRIPTION OF THE INVENTION**

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 within URLs embedded within Web documents. The author simply places the original media in the system, and adds proprietary tags to the URLs for accessing that media. The system automatically processes the URL encoded tags and automatically produces derivative media for the web site from the original media.

The system takes as input the client connection, server traffic, content generation procedures, and proprietary tags placed within the URL to generate optimized media

for the client. The need for the Web author to create different versions of a Web site

is reduced because the image content of the site is automatically handled by the system. In addition, the generated media is cached so that further requests for the same media require little overhead.

Because the invention takes the original media, content generation procedures, and proprietary URL tags as inputs for generating the Web media, it is possible to modify any of these inputs and have the system automatically update the media on the associated Web pages.

A detailed description of such automatic media delivery system operating in parallel with existing Web site infrastructure is found below in the section under the heading as such.

Fig. 1 is a schematic diagram showing the placement of the system within a current Web infrastructure according to a preferred embodiment of the invention. The system 100 is attached to a Web server 110, which is connected to multiple client browsers 120(a-d) via the Internet 130.

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Fig. 2 is a schematic diagram showing how a typical Web site delivers an HTML document and its graphics to a Web browser according to the prior art. An original media 200 is passed to post-production systems 210, wherein the media 200 is manipulated by hand and prepared for the Web. The result is a Web media 220. The Web media 220 and an associated HTML document 230 referring to the media 220 by media tags are input to a Web server 110 for a Web browser 120 to view via the Internet 130.

Fig. 3 is a schematic diagram showing delivery of an HTML document and media to a Web browser according to a preferred embodiment of the invention. An original media 200 and an HTML document embedded with proprietary media tags 300 are input into the system 100. The system 100 generates a Web-safe media 220 and a modified HTML document 230 that refers to the Web media, and automatically loads them onto the Web server 110 for view by a Web browser 120 via the Internet 160.

Fig. 4 is a schematic diagram showing components involved in Web site administration according to the prior art. Original media assets 400 are original images, video, or sound that have not been prepared for the Web. Web sites usually need to manage the placement of media on the network for easy retrieval by Web designers. Post-production systems 410 vary from Web site to Web site. Post-production systems 410 are usually custom procedures that Web designers use to convert an original media, such as an image, to one that can be displayed on the Web. Post-production systems 410 also upload finished images to Web image systems. Web images 420 are Web versions of the original images. Web images 420 are ready for retrieval by the Web server 110 to be delivered to a Web browser 120. Any image to be modified or updated must pass through the herein above three components before it can be delivered to the Web browser 120. HTML pages 460 have references to Web images 420.

15 Fig. 5 is a schematic diagram showing the components involved in Web site administration according to a preferred embodiment of the invention. Web site administration is simplified using the claimed invention. Asset management, automatic image manipulation, automatic image conversion, automatic image upload, and automatic disk management 500 are provided by the claimed invention.

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Fig. 6 is a simple overview showing the components of the system according to a preferred embodiment of the invention. HTML with proprietary tags 300 is the original HTML document that is embedded with proprietary tags which describe how the images are to be manipulated for the Web. Java servlet engine 600 is a third-party product that allows the system 100 to interface with the Web server 110 and execute Java servlet code. The Web server 110 is third-party software that delivers Web pages to a Browser 120. The Browser 120 views Web pages that are sent from the Web server 110. Modified HTML with system created images 230 are a final result of the system. Modified HTML 230 is a standard HTML document without proprietary embedded tags and with standard Web graphics.

# The System.

A preferred embodiment of the system 100 is provided.

HTML parsing subsystem 610 parses through an HTML document and searches for proprietary tags. If it finds a proprietary tag it hands it to a media caching subsystem 620 for further processing. The media caching subsystem 620 returns a standard HTML tag. The HTML parsing subsystem 610 then replaces the proprietary tag it found with the returned tag. The parsing subsystem 610 then continues searching for a next proprietary tag, repeating the process herein above. The process is finished when no more proprietary tags can be found.

The media caching subsystem 620 determines if an image has been created for the requested proprietary tag. If the image has already been created and the files that built that image have not been modified, the media caching subsystem 620 returns an HTML tag that refers to a previously-generated image. If the image has not been created, the media caching subsystem 620 hands the HTML tag to a media creation subsystem 630. The media creation subsystem 630 returns an image to the media caching subsystem 620 adds the created image and the HTML tag to a media cache database 640.

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The media cache database 640 contains references to the created images 645. In a preferred embodiment, the references are the script used to create the image, the names of the images used to create the image, the dates of those files, and the HTML that represents the created image. The media caching subsystem 620 performs lookups in this database to determine if the image has been created. If the image has not been created the media caching subsystem 620 calls upon the media creation subsystem 630 to create the image and then store the results in the media cache database 640.

The media creation subsystem 630 takes a proprietary tag from the media caching subsystem 620 and generates an image. The image is generated by deciphering the tag and handing it to the media processing engine 650. After the image is created, the media creation subsystem returns the name of the newly created image

to the media caching subsystem 620.

The media processing engine 650 interprets the proprietary tag and generates the image. The media processing engine 650 looks up images in a media repository to obtain the location of the original file.

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The media repository 660 contains original images 665 used in the system 100.

Fig. 7 is a schematic diagram showing the process flow of a proprietary enabled page delivered to a Web browser according to a preferred embodiment of the invention. An original media 200 is created. The media 200 is placed into the system 100 in the media repository 660. Similarly, an HTML document with proprietary tags 300 is created and placed on a Web server 110. A user requests a Web page from a Web browser 120. The Web server 110 passes the requested page to an HTML parser 610. The HTML parser 610 parses HTML looking for media tags. The parser 610 looks up media tags in a media tags database 640. If the media tag is found, then the system 100 produces a modified HTML document 230. Otherwise, the media creation subsystem 630 uses the media tag to generate a Web media 220. The generated Web media 220 is placed in a media cache subsystem 620. The proprietary media tag is converted by a converter 700 to a standard HTML tag that refers to the generated media 220 in cache. The media tag and the HTML equivalent are stored in the media tags database 640. Media tags are replaced by standard HTML equivalent to provide a modified HTML document 230. The modified HTML document 230 is delivered to the Web server 110. The Web server 100 delivers the modified HTML document 230 to the browser 120 via the Internet for a user to view.

Fig. 8 is a flow chart showing an authoring process according to a preferred embodiment of the invention. The process starts (800) when a user adds an original graphic to the system (810). The user then creates an HTML document that contains proprietary media tags (820). The user then places the HTML document on a Web server (830) and ends the authoring process (840).

Fig. 9 is a flow chart showing an HTML parsing process according to a preferred embodiment of the invention. The process starts (900) when a consumer requests a

Web page (910). A Web server hands the request of the Web page to the system (920). The system parses the Web page (930). The system looks for a media tag (940). If found, the system retrieves the HTML equivalent of the media tag (950) and replaces the media tag with the HTML equivalent tag (960). The system continues parsing the Web page for tags (970) by returning to step (940). When no more tags are found, the system delivers the modified Web page to the Web server (980) and therein ends the process (990).

Fig. 10 is a flow chart showing a media creation process according to a preferred embodiment of the invention. The process starts (1000) when the system requests an HTML equivalent to a proprietary media tag (1010). The Media tag is combined with bandwidth information (1020). The subsystem checks if the media tag already exists in the media tag database (1030). If it does, the subsystem checks if any of the original assets used to create the media have been changed (1040). If not, then the subsystem retrieves the HTML equivalent tag from the database (1050) and returns the HTML equivalent tag to the requesting system (1060). If any of the original assets used to create the media have been changed (1040), then the subsystem removes the media tag entry from the media database (1070) and creates the media using the media tag (1080). The subsystem then stores the media in a media cache (1090). The subsystem generates the HTML referring to the generated media (1100) and places the media tag and the HTML equivalent in the media tag database (1110). The HTML equivalent is returned to the requesting system (1060) and the process stops (1120).

The differences between using HTML and the proprietary tags disclosed herein are noted. HTML allows Web designers to create Web page layouts. HTML offers some control of the images. HTML allows the Web designer to set the height and width of an image. However, all of the other image operations disclosed herein are supported by the claimed invention and are not supported by HTML.

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Table A herein below provides the claimed proprietary tags according to a preferred embodiment of the invention. The use of the term "freeride" refers to an internal code name for the invention.

5 Table A

### **Tags**

#### Generate image

<freerideimage> mediascript </freerideimage>

10 Generate a standard Web image.

Generate thumbnail image linked to full image

<freerideimagethumbnail> mediascript <xs=size ys=size /freerideimagethumbnail>

Generate a thumbnail of specified size and link it to the full size version.

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#### Generate zoom and pan image

<freerideimagezoom> mediascript </freerideimagezoom>

Generate a zoomable/panable image.

# 20 Security

<freerideimagesecure> </freerideimagesecure>

Specifies that all images found between these tags are secured images and the system will determine access before generating.

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Table B herein below provides the claimed script commands according to a preferred embodiment of the invention. Additional commands may be added as needed.

30 Table B

# Media processing script commands

### **Add Noise**

Noise\_AddNoise( [amount=<value 1..999>] [gaussian] [grayscale] )

This command adds noise to the image.

### **Adjust HSB**

AdjustHsb([hue @ <value ±255>] [saturation @ <value ±255>] [brightness @ <value ±255>])

This command allows the HSB of an image to be altered. This can be applied to images of all supported bit-depths.

# **Adjust RGB**

5 AdjustRgb( [brightness @ <value ±255>] [contrast @ <value ±255>] [red @ <value ±255>] [green @ <value ±255>] [blue @ <value ±255>] [noclip @ <true, false>] [invert @ <true, false>] )

This command allows the contrast, brightness, and color balance of an image to be altered.

### 10 Blur

Blur( radius @ <value 0..30>)

This command applies a simple blur filter on the image.

#### **Blur Convolve**

15 Blur\_Blur()

This command commands perform a simple 3x3 convolution for blurring.

#### **Blur Convolve More**

Blur\_MoreBlur()

This command commands perform a stronger 3x3 convolution for blurring.

#### **Blur Gaussian**

Blur GaussianBlur([radius=<value 0.1..250>])

This command applies a Gaussian blur to the image.

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### **Blur Motion**

Blur MotionBlur([distance=<value 1..250>] [angle=<degrees>])

This command applies motion blurring to the image using the specified distance and angle.

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### **Brush Composite**

Composite( source @ {<User-Defined Media Object name>} [x @ <pixel>] [y @ <pixel>] [onto] [opacity @ <value 0..255>] [color @ <color in hexadecimal>] [colorize @ <true, false>] [saturation @ <value 0..255>] )

This command composites the specified "brush" (foreground) image onto the current "target" (background) image.

### Colorize

Colorize( color @ <color in hexadecimal> [saturation @ <value 0..255>])

This command changes the hue of the pixels in the image to the specified color.

#### Convert

Convert( rtype @ <bit-depth> {dither @ <value 0..10>])

This command converts the image to the specified type/bit-depth.

#### Convolve

Convolve(Filter @ <filtername>)

This command applies a basic convolution filter to the image. In a user interface driven system, the filters could be stored in files and edited/created by the user.

### Crop/Resize Canvas

Crop( [xs @ {<pixels>, <percentage + "%">}] [ys @ {<pixels>, <percentage + "%">}] [xo @ <left pixel>]

[yo @ <top pixel>] [padcolor @ <color in hexadecimal>] [padindex @ <value 0..255>])

This command crops the media to a specified size.

#### **Discard**

15 Discard()

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This command removes the designated Media Object from memory.

### **Drop Shadow**

DropShadow( [dx @ <pixels>] [dy @ <pixels>] [color @ <color in hexadecimal>] [opacity @ <value 0..255>] [blur @ <value 0..30>] [enlarge @ <true, false>])

This command adds a drop shadow to the image based on its alpha channel.

### **Equal**

Equal( source @ {<User-Defined Media Object name>})

This command compares the current media with the one specified. If the media are different in any way, an error value is returned.

### **Equalize**

Equalize([brightness @ <-1, 0..20>] [saturation @ <-1, 0..20>])

This command equalizes the relevant components of the media. Equalization takes the used range of a component and expands it to fill the available range.

### **Export Channel**

ExportGun( Channel @ <channelname> )

This command exports a single channel of the source as a grayscale image.

### Find Edges

Stylize\_FindEdges( [threshold=<value 0..255>] [grayscale] [mono] [invert] )

This command finds the edges of the image based on the specified threshold value.

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### Fix Alpha

FixAlpha()

This command adjusts the RGB components of an image relative to its alpha channel.

#### Flip

Flip( <horizontal, vertical> @ <true, false> )

This command flips the media vertically or horizontally.

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#### Frame Add

FrameAdd( Source @ <filename> )

This command adds the given frame(s) to the specified Media Object.

#### 10 Glow/Halo

Glow( Size @ <value 0..30> [halo @ <value 0..size>] [color @ <color in hexadecimal>] [opacity @ <value 0..255>] [blur @ <value 0..30>] [enlarge @ <true, false>] )

This command produces a glow or halo around the image based on the image's alpha.

# 15 High Pass

Other\_HighPass([radius=<value 0.1..250>])

This command replaces each pixel with the difference between the original pixel and a Gaussian blurred version of the image.

# 20 Import Channel

ImportGun( channel @ <channel name> source @ {<User-Defined Media Object name>} [rtype @ <bit-depth>])

This command imports the specified source image (treated as a grayscale) and replaces the selected channel in the original.

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#### Load

Load( Name @ <filename> [type @ <typename>] [transform @ <true, false>] )

This command loads a media from the specified file.

### 30 Maximum

Other\_Maximum([radius=<value 1..10>])

This command scans the area specified by the radius surrounding each pixel, and then replaces the pixel with the brightest pixel found.

### 35 Minimum

Other\_Minimum([radius=<value 1..10>])

This command scans the area specified by the radius surrounding each pixel, and then replaces the pixel with the darkest pixel found.

### 40 Normalize

Normalize( [clip @ <value 0..20>])

This command expands the volume of the sample to the maximum possible.

### **Pixellate Mosaic**

45 Pixellate\_Mosaic( [size=<value 2..64>] )

This command converts the image to squares of the specified size, where each square contains the average color for that part of the image.

# **Pixellate Fragment**

5 Pixellate\_Fragment([radius=<value 1..16>])

This command produces four copies of the image displaced in each direction (up, down, left, right) by the specified radius distance and then averages them together.

### **Quad Warp**

QuadWarp( [tlx=<position>] [tly=<position>] [trx=<position>] [try=<position>] [bly=<position>] [bry=<position>] [smooth])

This command takes the corners of the source image and moves them to the specified locations, producing a warped effect on the image.

### 15 Reduce to Palette

Reduce( [colors @ <num colors>] [netscape @ <true, false>] [b&w @ <true, false>] [dither @ <value 0..10>] [dithertop @ <value 0..10>] [notbackcolor] [pad @ <true, false>] )

This command applies a specified or generated palette to the image.

### 20 Rotate

Rotate( Angle @ <value 0..359> [smooth @ <true, false>] [enlarge @ <true, false>] [xs @ <pixels>] [ys @ <pixels>] )

This command rotates the media by the specified angle in degrees.

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#### **Rotate 3D**

Rotate3d( [anglex @ <angle ±89>] [angley @ <angle ±89>] [distance @ <value>] )

This command rotates the image in 3D about either the x-axis or y-axis.

### 30 Save

Save([type @ <image-type>])

This command saves a media to the specified file.

#### Scale

Scale( [xs @ {<pixels>, <percentage + "%">}] [ys @ {<pixels>, <percentage + "%">}] [constrain @ <true, false>] [alg @ {"fast", "smooth", "outline"}] [x1 @ <pixels>] [y1 @ <pixels>] [x2 @ <pixels>] [y2 @ <pixels>] )

This command scales the image to the specified size.

### 40 Select

Selection( [source @ <User-Defined media Object>]] [remove @ <true, false>] [invert @ <true, false>] [backcolor] [color=<color>] [index=<value>] [opacity @ <value 0..255>])

This command manages the selected region for the current Media Object.

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### **Set Color**

SetColor( [backcolor @ <color in hexadecimal>] [forecolor @ <color in hexadecimal>] [backindex @ <value 0..255>] [foreindex @ <value 0..255>] [transparency @ ("on","off")])

This command allows the background color, foreground color, and transparency state of an image to be set.

#### **Set Resolution**

5 SetResolution( [dpi @ <value>] [xdpi @ <value>] [ydpi @ <value>] )

This command changes the DPI of the image in memory.

### Sharpen

Sharpen\_Sharpen()

This command sharpens the image by enhancing the high-frequency component of the image.

### **Sharpen More**

Sharpen\_SharpenMore()

This command sharpens the image by enhancing the high-frequency component of the image, but is stronger than the standard sharpening.

### **Stylize Diffuse**

Stylize Diffuse([radius=<value 0..>] [lighten] [darken])

This command diffuses the image by randomizing the pixels within a given pixel radius.

### Stylize Embose

Stylize\_Emboss( [height=<value 1..10>] [angle=<degrees>] [amount=<percentage 1..500>])

This command converts the image to an embossed version.

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# Text Drawing

DrawText( Text @ <string> Font @ <font file> [size @ <value>] [color @ <color in hexadecimal>] [smooth @ <true, false>] [<left, right, top, bottom> @ <true, false>]

30 [x @ <pixel>] [y @ <pixel>] [wrap @ <pixel-width>] [justify @ {left,center,right}] [angle @ <angle>])

This command composites the specified text string onto the image.

### **Text Making**

MakeText( text @ <string> font @ <font file> [path @ <path to font directory>] [size @ <value 1..4095>]

[color @ <color in hexadecimal>] [smooth @ <true, false>] [wrap @ <pixel-width>] [justify @ {left,center,right}] [angle @ <angle>] )

This command creates a new image that includes only the specified text.

#### 40 Trace Contour

Stylize\_TraceContour( [level=<value 0..255>] [upper] [invert] )

This command traces the contour of the image at the specified level (for each gun).

### Unsharpen Mask

Sharpen\_UnsharpMask( [amount=<percentage 1..500>] [radius=<value 0.1..250>] [threshold=<value 0..256>])

This command enhances the edges and detail of an image by exaggerating differences between the image and a gaussian blurred version of the same image.

#### Zoom

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Zoom( [xs @ <pixels>] [ys @ <pixels>] [scale @ <value>] [x @ <left pixel>] [y @ <top pixel>] )
This command zooms in on a specified portion of the media and fits it to the specified size. This constitutes a crop followed by a scale.

Table C herein below provides a list of features provided by a preferred embodiment of the invention. It is noted that the list of features included in Table C is by no means complete. In other embodiments, the list of features is expanded or reduced as needed.

# Table C -System Feature List

Reads and writes various file formats:

BMP, GIF, JPG, PNG, TIF, PICT, TGA, PSD, FPX;

- Supports many image processing operations;
- Dynamically creates Web images from original assets;
- Dynamically creates thumbnail images;
- Dynamically creates images that can be panned and zoomed without browser plug-ins or special file formats;
- Automatically propagates changes of original assets throughout a Web site;
- Uses an intelligent caching mechanism:
  - Clean up image cache on demand;
  - Eliminates orphaned image files; and
  - Optimizes Web server cache by providing most recent images;

- Renders TrueType fonts on the server instead of browser;
- Uses intelligent scaling of line drawings;
- Allows Web designers to manipulate images with proprietary tags;
- Preserves original image assets;
- Optimizes Web server traffic by adjusting the bandwidth of graphics;
- Optimizes images for client connection speed;
- Allows clients to specify the quality of images on a Web site; and
- Allows Web designers to dynamically create images by manipulating proprietary tags in their applications (server or client side).

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Fig. 11 is a screen shot showing an administration tool according to a preferred embodiment of the invention. Specifically, Fig. 11 shows an administration page that contains cached images of generated scripts. The use of the term "freeride" refers to an internal code name for the invention.

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Fig. 12 displays a structure of a database record used for the system according to a preferred embodiment of the invention. A Script Table 1200 has 5 columns, Media Script 1210, HTML Equivalent 1220, Bandwidth 1230, Generated File 1240, and Dependency List 1250. A Dependency Table 1260 has two columns, File Name 1270 and Modification Date 1280.

# **Snowboard Store Example.**

Background.

The snowboard store highlights several features of the claimed system. The snowboard store is an imaginary store that allows a user to configure his or her snowboard. The store consists of five logos, five board colors, and four boards. The consumer clicks on the buttons to change the snowboard represented in the middle of the screen. When the consumer has configured the snowboard they the snowboard can be purchased by selecting a buy button.

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Prior Art Method.

To create the snowboard site today, the Web designer must render all possible combinations of the board. The number of combinations is five logos x five board

colors x four boards = 100. The designer also must render all the buttons. The creation process is very tedious and involves a lot of production work. Typically, most Web sites do not even attempt such an endeavor. Also, other issues must be addressed, such as, for example, updating the Web site and scripting. For example, updating a single logo involves updating a minimum of 20 images.

The prior art method sustains a graphic intensive site that requires management of at least 100 images. Updates to the Web site are time-consuming and prone to human error.

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The Claimed Method.

A preferred embodiment of the method scripts the image creation process in HTML to create a dynamic Web site. There is no need to create over 100 images. The claimed system generates images on demand. The Web site only needs to create original assets. The scripting process involves writing the proprietary scripts. In the current example herein, scripting buttons is very simple. Once one button is created, simply copy and paste the HTML to create another button or many buttons. Only the name of the image to be overlaid on the button must be changed. The Webmaster then creates a simple program that reads what object a user has clicked on and generates a proprietary tag. The tag is then sent to the claimed system to generate a center image.

The claimed method allows the creation of all 100 combinations automatically. When the Web site receives an updated image, only the original image needs to be updated. Any change to the original image automatically propagates throughout the system. The Web site is easier to manage. Testing of the Web site is easier because there is no need to test all 100 combinations. A small subset of combinations will guarantee adequate coverage.

# 30 Processing of an Image Tag Example (Fig. 13-16).

Fig. 13 shows two original images 1300 and 1310 to be processed according to a preferred embodiment of the invention.

Fig. 14 shows a portion on an HTML document with a proprietary tag 1400, <freerideimage></freerideimage> according to a preferred embodiment of the invention. The use of the term "freeride" refers to an internal code name for the invention.

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Fig. 15 shows an HTML document 1500 as viewed in a browser and an HTML document source 1510, according to a preferred embodiment of the invention. The use of the term "freeride" refers to an internal code name for the invention.

Fig. 16 shows a generated GIF image 1600 according to a preferred embodiment of the invention.

Automatic media delivery system operating in parallel with existing Web site infrastructure.

15 It should be noted that the words, media, graphics, and images are used herein interchangeably.

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 within URLs embedded within Web documents. The author simply places the original media in the system, and adds proprietary tags to the URLs for accessing that media. The system automatically processes the URL encoded tags and automatically produces derivative media for the web site from the original media.

The system takes as input the client connection, server traffic, content generation procedures, and proprietary tags placed within the URL to generate optimized media for the client. The need for the Web author to create different versions of a Web site is reduced because the image content of the site is automatically handled by the system. In addition, the generated media is cached so that further requests for the same media require little overhead.

Because the invention takes the original media, content generation procedures, and proprietary URL tags as inputs for generating the Web media, it is possible to modify any of these inputs and have the system automatically update the media on the associated Web pages.

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A preferred embodiment of the invention is described with reference to Fig. 17. Fig. 17 is a schematic diagram of an image system within a typical Web infrastructure according to the invention. The image system 100 is placed in parallel to an existing Web server 110. The image system 100 may be on-site or off-site to the Web infrastructure. Multiple client browsers 120a-120d communicate with both the Web server 110 and the image server 100 via the Internet 130.

The delivery of an HTML document and media according to a preferred embodiment of the invention is described with reference to Fig. 18. Resource locators (URLs) are placed within HTML documents 301 accessible to the Web server 110. These URLs direct browsers to generate requests for media to the system 100. The system processes such URLs by interpreting the proprietary tags, executing the indicated image generation procedures on the original media 200, and returning derivative Web-safe media to client browsers 120a-120d via the Internet 130. Additionally, such generated media is cached on the image server 100 and, therefore need not be regenerated for subsequent requests.

Web site administration according to another preferred embodiment of the invention is described with reference to Fig. 19. Fig. 19 is a schematic diagram showing the components of Web site administration according to a preferred embodiment of the invention, whereby Web site administration is simplified. The preferred embodiment provides, but is not limited to the following services: asset management, automatic image manipulation, automatic image conversion, automatic image upload, automatic image customization based on browser characteristics, automatic disk management, automatic control of proxy caching, and image delivery 501.

Fig. 20 is a simple overview showing components of the system according to a preferred embodiment of the invention. HTML pages with proprietary URL tags 301 describe how referenced media therein is to be manipulated for Web. Browsers 120

send such tags to the image system 100 as media requests. A server 2000 within the image system 100 receives the media requests, decodes the URL tags, and retrieves any media that already exists in the media caching system 2010. Non-existent media is subsequently generated by a media creation system 2020 using original media 2050 stored in a media repository 2040 and using content generation procedures 2030.

The Image System.

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Following is a detailed description of the preferred embodiment of the invention with reference to Fig. 21 below.

The system receives a request for media through a URL containing proprietary tags for controlling image generation. The system parses this URL to determine the content generation procedure to execute, input to the content generation procedure, post-processing directives for, for example, zoom/pan/slice, browser properties, and any cache control directives. Such data is handed to a media caching subsystem that returns the requested image if found. If the image is not found, the information is handed to the media generation subsystem that executes the specified content generation procedure to produce a derivative image. The media generation subsystem returns one or more images to the media caching system for subsequent reuse.

The media caching subsystem is a mechanism for associating final or intermediate derivative media with the procedure, input, and user characteristics used to generate said media, specified through proprietary tags within the requested URL. This system may be implemented using a database, file system, or any other mechanism having capability to track such associations.

The media generation subsystem executes a primary content generation procedure to produce a derivative image whose identifier is provided to the media caching subsystem. This derivative image is composed of one or more original images acquired from the media repository. This media is then passed to the dynamic image content system, if necessary, to generate a subsequent derivative media suitably modified for the needs of zooming, panning, or slice. The resulting media is

passed to the user profile system where it is again modified to account for any specific user browser characteristics specified using the proprietary URL tags. This media is then returned to the browser, along with any cache control directives encoded within the URL, and its identifier is passed to the media caching system for subsequent retrieval.

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The dynamic content system operates on intermediate derivative images to generate image subsets or scalings used by Web site designers to implement zooming in on an image, panning across an image, slicing an image into parts, and the like for special Web page effects. The input to this system is cached by the media caching system such that the intermediate image need not be regenerated.

The user profile system operates on the final image about to be returned to the browser and may modify the image to account for individual needs of Web site users. The designer of a site is able to implement freely custom post-processing of images to meet the specific needs of their clients.

Fig. 21 is a schematic diagram showing the process flow of a proprietary enabled page delivered to a Web browser according to a preferred embodiment of the invention. Original media 200 is created and placed into the system 100 in a media repository 2040. A content generation procedure 2140 is created with instructions on how the media is to be transformed to create the desired Web page content. An HTML page 301 is created for the Web site comprising the system 100, the page containing one or more URLs directing a browser 120 to request the specified content generation procedure 2140 from the system 100 using input parameters specified with proprietary tags encoded within the URL. The browser 120 requests the Web page 301 from the Web site 110. Upon receipt of the page 301, the browser contacts the system 100 requesting media specified in the URL. The system parses the URL 2100 to determine the content generation procedure 2140 to execute, any corresponding input parameters to be used by such procedure, any dynamic content processing 2150 to be performed by dynamic media procedures, any user profile information 2160 to be used to modify the resulting image, and any cache control HTTP headers 2190 the site instructs to accompany the resulting image.

The parser generates a unique primary lookup key 2110 for the specified resulting media. If the key corresponds to an existing generated media 2180, such media is returned immediately to the browser 120 through a media cache 2120, and the transaction is complete. Otherwise, a media generation occurs. In the case of media generation requiring dynamic content processing, a unique secondary lookup key corresponding to intermediate media is generated 2130. If intermediate media 2170 corresponding to this key is found, such media is passed directly to the dynamic media content system 2150 having dynamic media procedures, wherein appropriate action is taken to generate the required derivative from the intermediate media data. A unique key is generated for the derivative 2130 and passed to the If the media caching system finds no such media caching system 2120. intermediate image, such intermediate image is generated according to instructions specified by the content generation procedure, cached by the media cache system 2120 as a secondary cached media 2170, and passed to the dynamic media system 2150. Again, appropriate action is taken to generate the required derivative from the intermediate image data.

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The resulting image after any dynamic media processing is complete, is checked to ensure that the image is in a valid Web image format. If not, the image is automatically converted into a valid format.

The final media is passed to a user profile system 2160 wherein browser characteristics specified through proprietary tags within the URL are inspected, and appropriate modification to the media is performed, based on such characteristics. The resulting image is handed to the media cache system 2120 for caching and returned to the browser 120.

Fig. 22 shows a flowchart of the content generation procedure according to a preferred embodiment of the invention. A URL containing proprietary tags (2200) is parsed (2210) to determine the content generation procedure to execute, any dynamic modifications to the media, user profile characteristics, and proxy-cache control. A unique final lookup key is generated for the media (2220) and the media cache is checked (2230). If the indicated media exists, control passes to proxy-

cache control (2290) and the media is delivered to the browser (2295). Otherwise, dynamic media system tags are separated from content generation control tags (2240) and a unique intermediate image lookup key is generated (2250). The cache is then checked for such intermediate media (2261). If such intermediate media is found, it is used directly for dynamic processing, if required. Otherwise, content is generated (2262) and cached (2263), and the result is evaluated for dynamic processing (2270). If dynamic processing is required, the media is operated upon by the dynamic content generator (2271), otherwise it is evaluated for valid content type (2272). If the content type is invalid, the media is automatically converted to a valid type (2273). The resulting image is then customized by the user profiling system (2280) for specified browser or client attributes. Finally, any cache-control directives specified are attached to the response (2290) and the media is delivered to the browser (2295).

Fig. 23 is a flow chart showing an authoring process according to a preferred embodiment of the invention. The process starts (2300) when a user adds an original graphic or other media (2310) to the system. The author then creates a content generation procedure (2320) containing instruction on how the original media should be processed to generate the desired Web page content. The user then creates an HTML document (2330) that refers to that image by using a URL pointing to a content generation procedure on the image server. The system ends (2340). The authoring subsystem assists the Web site designer with choosing parameters and with designing the content generation procedure such that the desired Web site graphic is obtained.

It should be appreciated that differences exist between specifying an image with a URL and requesting an image using a content creation process that interprets proprietary parameters encoded within a URL. That is, URLs allow Web site designers to load specific graphic images into a Web page. In contrast and according to the invention, URLs containing proprietary content creation tags initiate a process whereby graphic images for a site are automatically produced.

Table D below is a list of example proprietary URL tags used for content generation within the system according to the preferred embodiment of the invention. Additional tags may be added to the system as necessary.

5 Table D – Tags

### f=function

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Names the content creation procedure used to generate all or part of the desired graphic.

### args=arguments

Supplies page dependent parameters used to control the content creation procedure from within the Web page.

# cr=crop rectangle

Specifies that portion of the image generated by the content generation procedure to be returned to the browser.

### st=slice table

Specifies a rectangular grid to be placed over the image produced by the content generation procedure, each portion of which can be returned to the browser.

### sp= slice position

Specifies that portion of the slice table grid placed over the image generated by the content creation procedure to be returned to the browser.

# 20 is=image size parameter

Specifies scale factors to be applied to any portion of an image generated by any combination of a content generation procedure, arguments, crop rectangles, slice tables, and slice positions.

# p=user profile string

Specifies a user profile identifier used to modify the final image prior to returning the image to the browser, thus allowing clients to modify the image returned to the browser to account for individual browsing conditions.

### c=cache control

Specifies a proxy-cache control string to accompany the returned image within an HTTP header.

Table E below is a list of example supported content creation commands according to a preferred embodiment of the invention. Additional commands may be added as necessary.

5 Table E – Content Creation Commands

Adjust HSB

Allows the HSB of an image to be altered.

Adjust RGB

Allows the contrast, brightness, and color balance of an image to be altered.

10 Colorize

Alters the hue of the pixels in the image to that of the specified color.

**Brush Composite** 

Composites the specified brush image onto the current target image.

Convert

Converts the rasters to the specified type/bit-depth.

Crop

Crops the media to the specified size.

Dropshadow

Adds a drop shadow to the image, based on the alpha-channel.

20 Equalize

Performs an equalization on the relevant components of the media.

**FixAlpha** 

Adjusts the RGB components of an image relative to its alpha-channel.

Flip

Flips the media vertically or horizontally.

Glow

Produces a glow or halo around the image.

Load

Loads in a media from the specified file.

#### Normalize

Similar to equalize, but for audio.

#### Reduce

Reduces the image to a specified palette.

#### 5 Rotate

Rotates the media clockwise by the specified angle in degrees.

Save

Saves the media to the specified file.

Scale

Scales the media to the specified size.

#### SetColor

Allows the background color, foreground color, and transparency state of the media to be set.

#### **Text Drawing**

Composites the specified text onto the image.

## 15 Text Making

This command, instead of compositing text onto the target, creates a new image that just encloses the text.

#### Zoom

Zooms in on a specified portion of the media, and fits it to the specified size. Effectively this constitutes a crop followed by a scale.

Table F below lists comprises some, and is not limited to all major features of a preferred embodiment of the invention. Additional features may be added as necessary.

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## Table F - System Features

Reads and writes various file formats;

Supports many image processing operations;

30 Dynamically creates Web images from original assets;

Dynamically creates thumbnail images;

Dynamically and efficiently creates images that can be panned, zoomed, or sliced from original assets without Browser plugins;

Automatically propagates changes in original assets throughout the Web site;

Uses an intelligent caching mechanism for both final and intermediate graphics, comprising:

Clean up cache on demand;

Eliminates orphaned Web files; and

Optimizes Web server cache by providing most recent images;

5 Renders True-Type fonts on server instead of browser;

Uses intelligent scaling of line drawings;

Allows Web designers to manipulate images using a combination of content generation procedures and proprietary URL tags;

Preserves original image assets;

Optimizes Web server traffic by adjusting the bandwidth of graphics;

Optimizes images for client connection speed;

Allows clients to specify the quality of images on a Web site;

Allow site-specific customized image optimizations for a variety of purposes; and

Allows Web designers to dynamically create images by manipulating proprietary URL tags in

15 applications.

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Accordingly, although the invention has been described in detail with reference to a particular preferred embodiment, persons possessing ordinary skill in the art to which this invention pertains will appreciate that various modifications and enhancements may be made without departing from the spirit and scope of the claims that follow.

## **CLAIMS**

#### 5 **LISTING OF CLAIMS**

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1. A method in a host computer for developing transformation processing operations to optimize media content playback to a plurality of playback devices connected with the host computer in a network, the method comprising:

receiving a first request from a first playback device for media content;

wherein the first request contains information, the information indicating a first original media content, first content generation operations, and first transformation operations;

determining whether a previously-generated first intermediate media content is available for reuse, the previously-generated first intermediate media content having been created using the first original media content and the first set of content generation operations; and

responsive to determining that a previously-generated first intermediate media content is available, creating a first optimized media content for the first playback device by performing the first set of transformation operations on the previously-generated first intermediate media content; and

responsive to determining that a previously-generated first intermediate media content is not available, creating a first optimized media content for the first playback device by creating a first intermediate content using the first original media content and the first set of content generation operations, and performing the first set of transformation operations on the first intermediate media content; and sending the first optimized media content to the first playback device.

2. The method of Claim 1, further comprising:

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receiving a second request from a second playback device for media content;

wherein the second request contains information, the information indicating a second original media content, second set of content generation operations, and second set of transformation operations;

wherein the second request is received substantially concurrently with receiving the first request;

wherein the first original media content and the second original media content 10 are the same media content;

determining whether a second intermediate media content is available having been previously created using the second original media content and the second set of content generation operations; and

responsive to determining that the second intermediate media content is available, creating a second optimized media content for the first playback device by performing the second set of transformation operations on the second intermediate media content; and

responsive to determining that the second intermediate media content is not available, creating a second optimized media content for the first playback device by creating the second intermediate content using the second original media content and the second set of content generation operations, and performing the second set of transformation operations on the second intermediate media content; and sending the second optimized media content to the second playback device.

3. The method of Claim 2, wherein the first set of content generation operations and

the second set of content generation operations are the same, and the first set of transformation operations and the second set of transformation operations are different.

- 4. The method of Claim 2, wherein the first set of content generation operations and the second set of content generation operations are different, and the first set of transformation operations and the second set of transformation operations are different.
- 10 5. The method of Claim 1, further comprising:

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determining whether a previously-generated first optimized media content is available for reuse, wherein the previously-generated first optimized media content was created using the first original media content, the first content generation operations, and the first transformation operations;

responsive to determining that the previously-generated first optimized media content is available, sending the previously-generated first optimized media content to the first playback device.

- 6. The method of Claim 1, further comprising:
- determining whether the host computer has sufficient processing resources to create the first optimized media content for the first playback device;

responsive to determining that the host computer does not have sufficient processing resources to create the first optimized media content, determining an alternate first set of content generation operations or an alternate first set of transformation operations;

creating an alternate first optimized media content using the alternate first set of content generation operations or the alternate first set of transformation operations.

7. The method of Claim 6, wherein the first optimized media content is at a first level of quality and the alternate first optimized media content is at a second level of quality, wherein the first level of quality is higher than the second level of quality;

wherein a level of quality of a media content is measured based on a compression format, a bit rate, and an image resolution of a media content sent to a playback device.

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8. A non-transitory computer-readable storage medium storing instructions, the instructions which when executed by a processor, cause the processor to perform:

receiving a first request from a first playback device for media content;

wherein the first request contains information, the information indicating a first original media content, first content generation operations, and first transformation operations;

determining whether a previously-generated first intermediate media content is available for reuse, the previously-generated first intermediate media content having been created using the first original media content and the first set of content generation operations; and

responsive to determining that a previously-generated first intermediate media content is available, creating a first optimized media content for the first playback device by performing the first set of transformation operations on the previously-generated first intermediate media content; and

responsive to determining that a previously-generated first intermediate

media content is not available, creating a first optimized media content for the first playback device by creating a first intermediate content using the first original media content and the first set of content generation operations, and performing the first set of transformation operations on the first intermediate media content; and sending the first optimized media content to the first playback device.

9. The non-transitory computer-readable storage medium of Claim 8, further comprising:

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receiving a second request from a second playback device for media content;

wherein the second request contains information, the information indicating a second original media content, second set of content generation operations, and second set of transformation operations;

wherein the second request is received substantially concurrently with receiving the first request;

wherein the first original media content and the second original media content are the same media content;

determining whether a second intermediate media content is available having been previously created using the second original media content and the second set of content generation operations; and

responsive to determining that the second intermediate media content is available, creating a second optimized media content for the first playback device by performing the second set of transformation operations on the second intermediate media content; and

responsive to determining that the second intermediate media content is not available, creating a second optimized media content for the first playback device by

creating the second intermediate content using the second original media content and the second set of content generation operations, and performing the second set of transformation operations on the second intermediate media content; and sending the second optimized media content to the second playback device.

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 The non-transitory computer-readable storage medium of Claim 9, wherein the first set of content generation operations and the second set of content generation operations are the same, and the first set of transformation operations and the second set of transformation operations are different.

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11. The non-transitory computer-readable storage medium of Claim 9, wherein the first set of content generation operations and the second set of content generation operations are different, and the first set of transformation operations and the second set of transformation operations are different.

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12. The non-transitory computer-readable storage medium of Claim 8, further comprising:

determining whether a previously-generated first optimized media content is

available for reuse, wherein the previously-generated first optimized media content was created using the first original media content, the first content generation operations, and the first transformation operations;

responsive to determining that the previously-generated first optimized media content is available, sending the previously-generated first optimized media content to the first playback device.

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13. The non-transitory computer-readable storage medium of Claim 8, further comprising:

determining whether the host computer has sufficient processing resources to create the first optimized media content for the first playback device;

responsive to determining that the host computer does not have sufficient processing resources to create the first optimized media content, determining an alternate first set of content generation operations or an alternate first set of transformation operations;

creating an alternate first optimized media content using the alternate first set of content generation operations or the alternate first set of transformation operations.

- 14. The method of Claim 13, wherein the first optimized media content is at a first level of quality and the alternate first optimized media content is at a second level of quality, wherein the first level of quality is higher than the second level of quality;
- wherein a level of quality of a media content is measured based on a compression format, a bit rate, and an image resolution of a media content sent to a playback device.

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# **AUTOMATED MEDIA DELIVERY SYSTEM**

5 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.

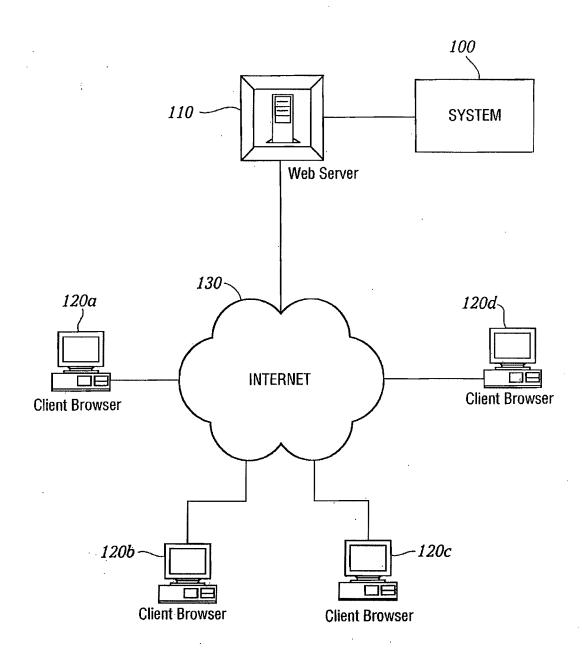
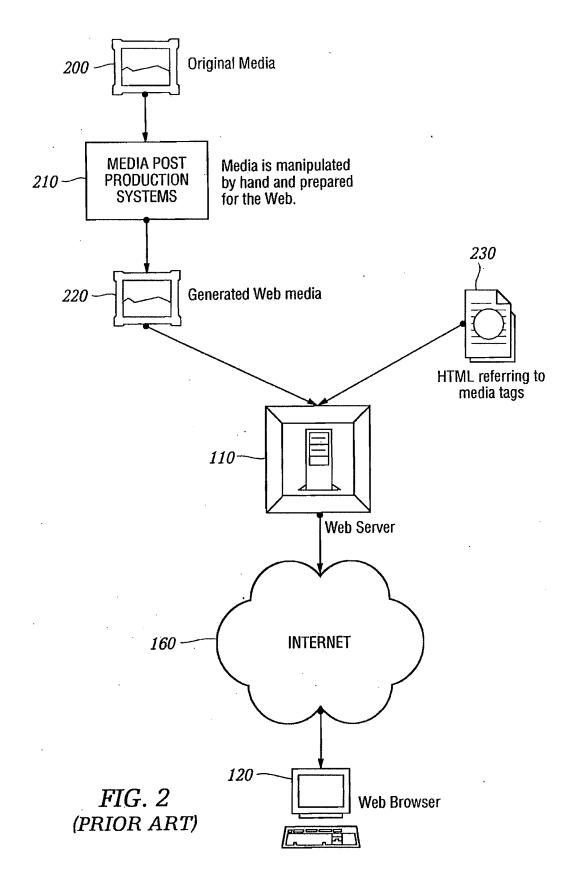
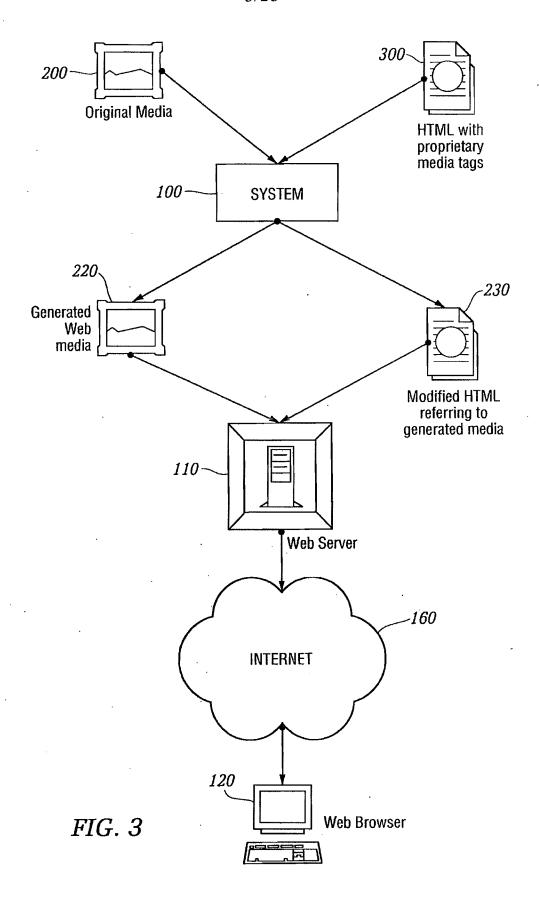


FIG. 1





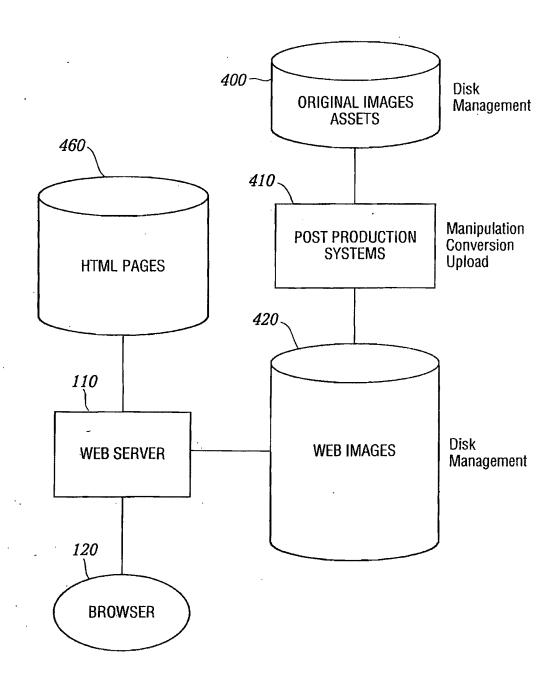


FIG. 4 (PRIOR ART)

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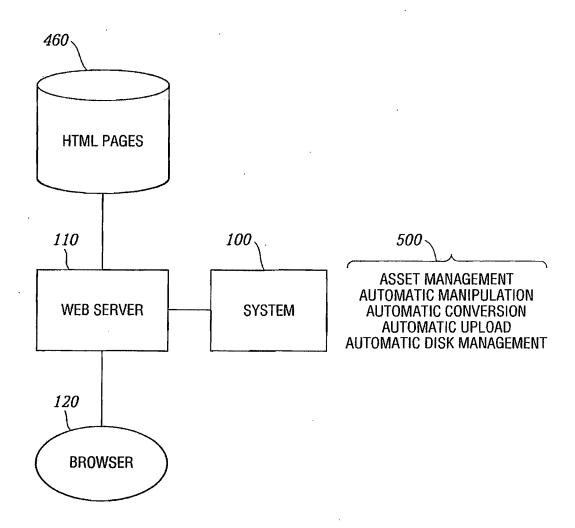
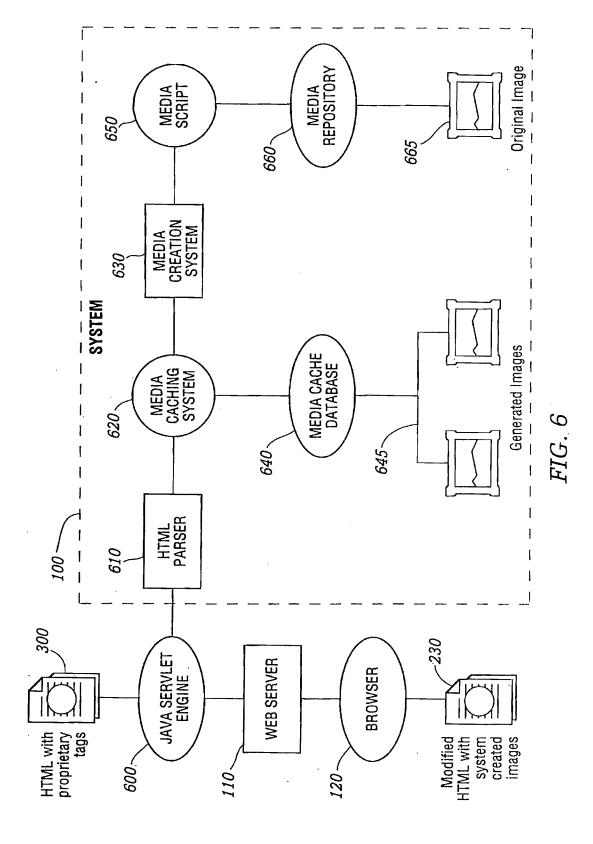
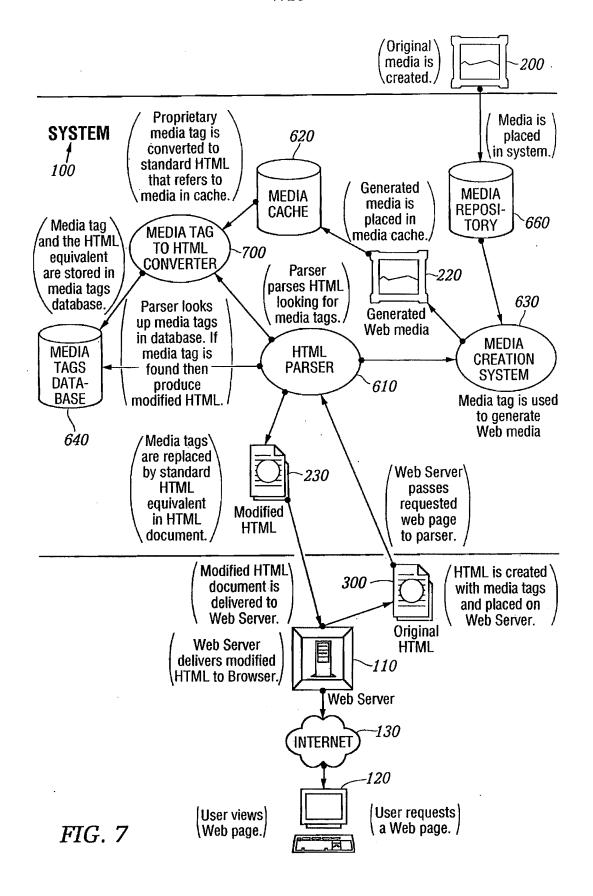


FIG. 5





## **AUTHORING FLOWCHART**

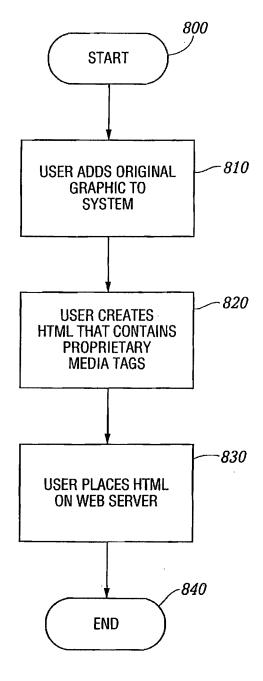
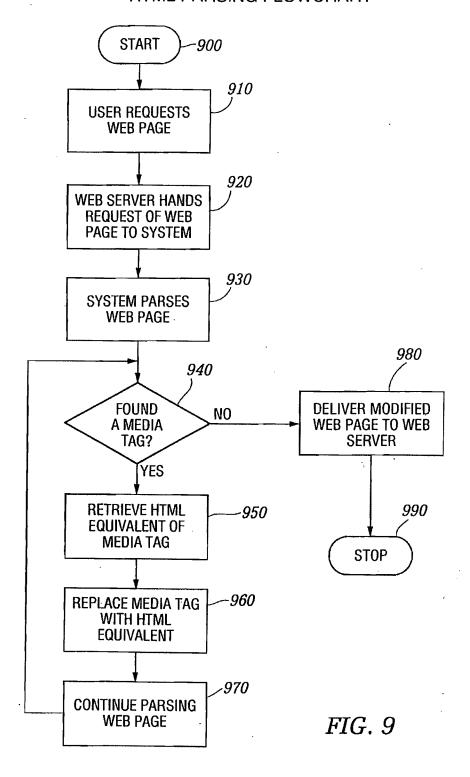
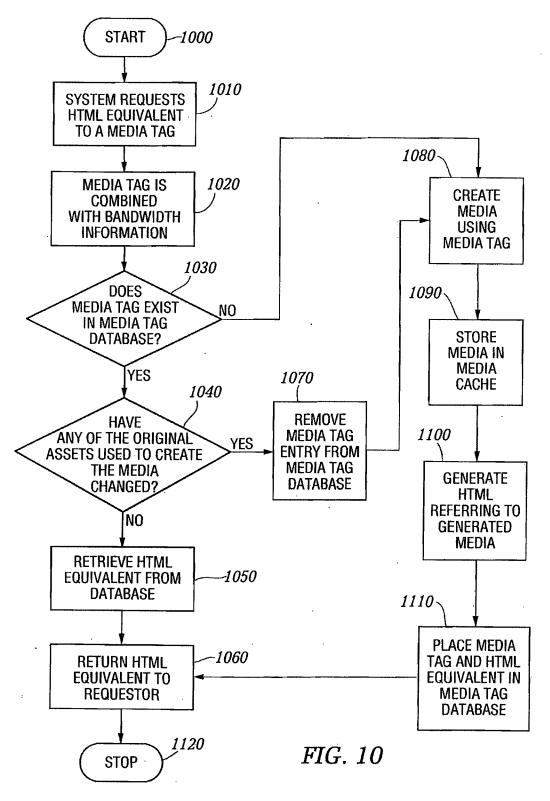


FIG. 8

## HTML PARSING FLOWCHART



#### MEDIA CREATION FLOWCHART



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	<b>\D</b>		Equi		ME	MediaScript	#	ייסיים יוזיסגים יוזיסיושייטיים אויטיומיוליולי	*a**=*o,* \.*au*a*i,* o,*a\;*a.;o *a *k.p_**ig**t,*a**i;*a**q,*s***;* vs @ 1.*0p,*i,*av*a(*o,**o,*);	ס יפרטלי ול יודים יסי אפי אסי וסי ו'רטו 'אריא

## DATABASE DESCRIPTION

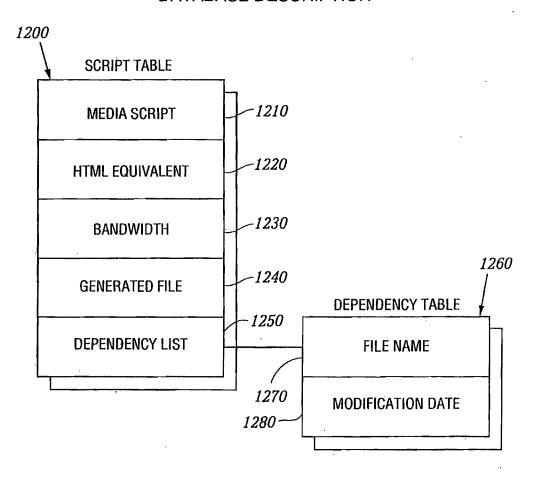


FIG. 12

# **ORIGINAL IMAGES**

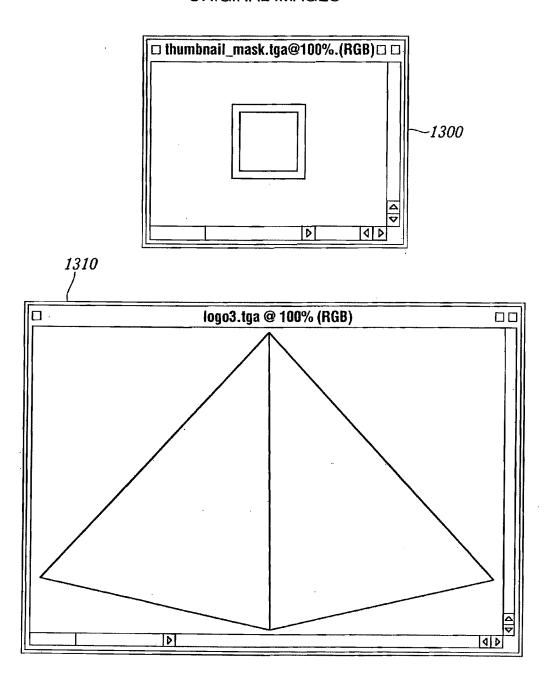
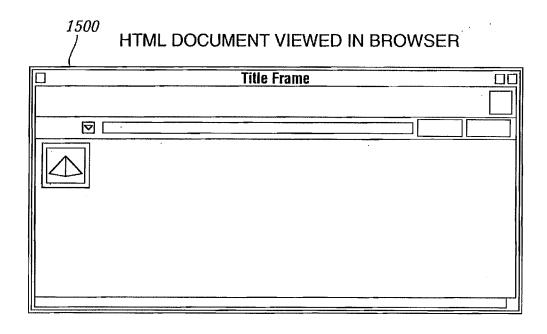


FIG.13

## HTML DOCUMENT WITH PROPRIETARY TAG

FIG.14



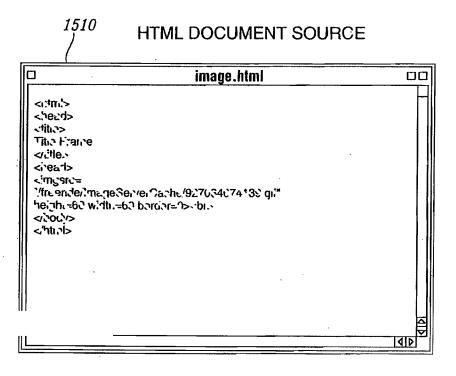


FIG.15

# GENERATED GIF IMAGE

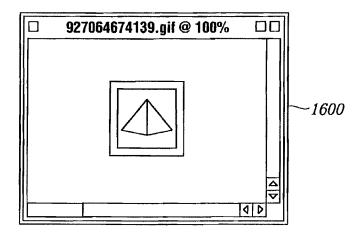


FIG.16

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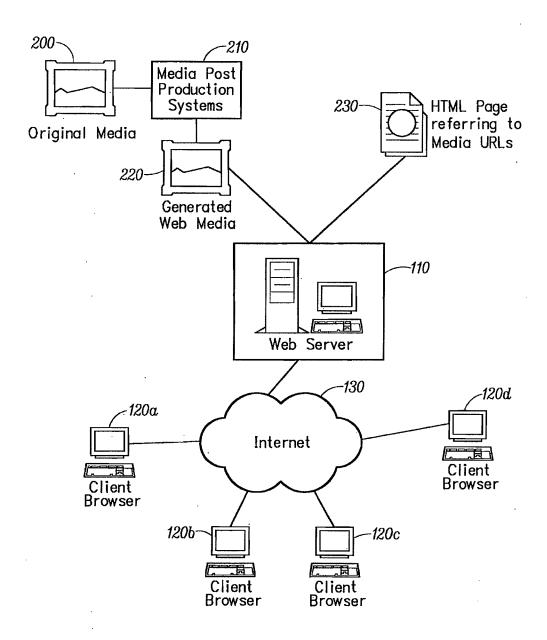


FIG. 17

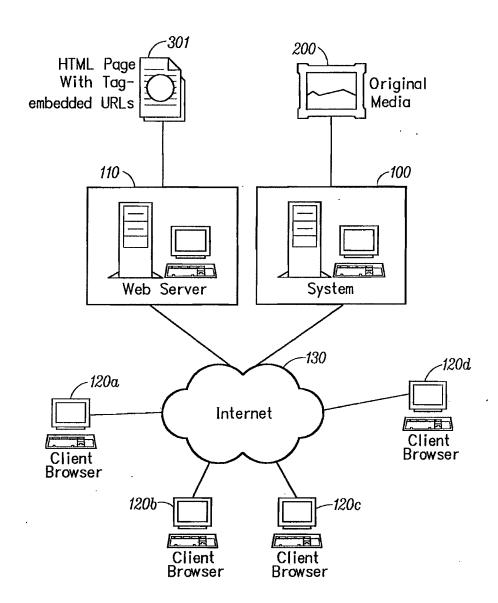


FIG. 18

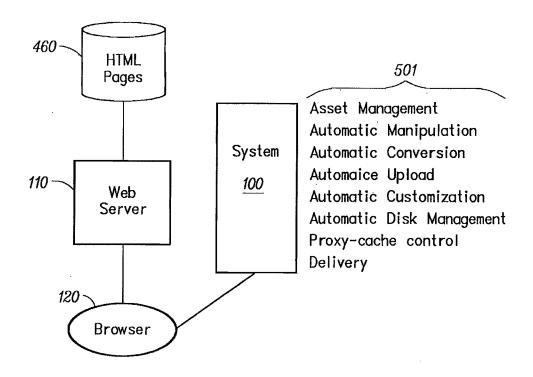


FIG. 19

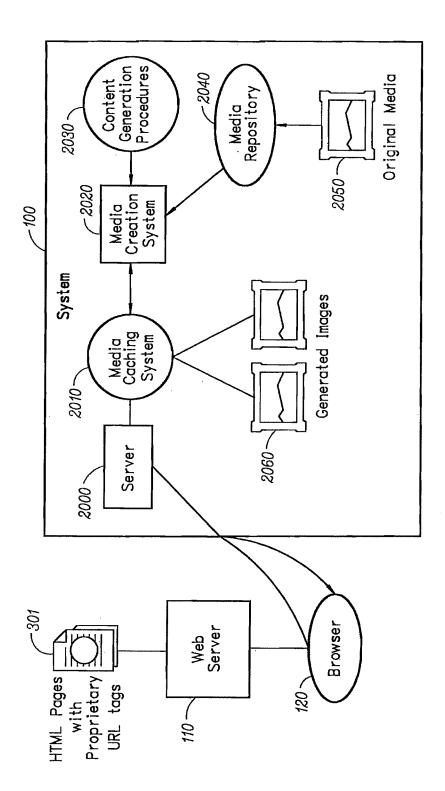


FIG. 20

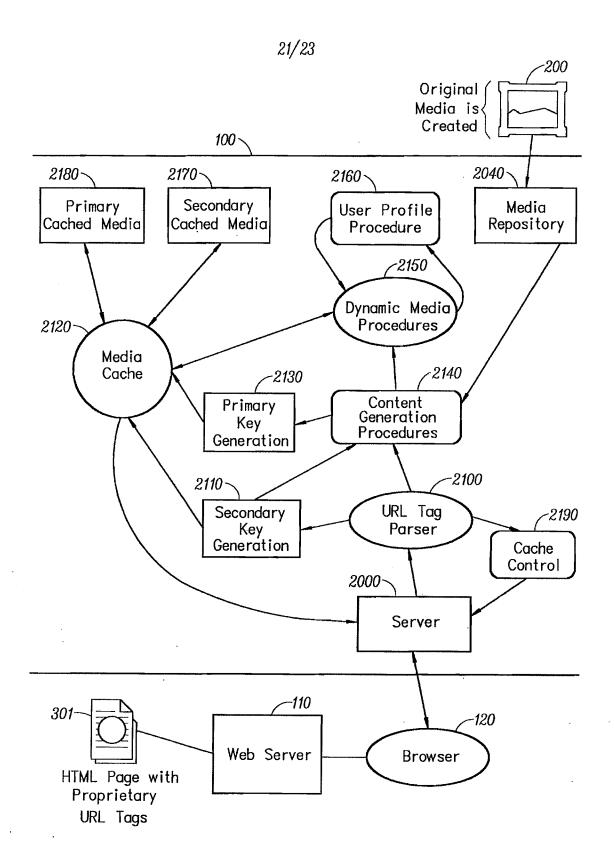


FIG. 21

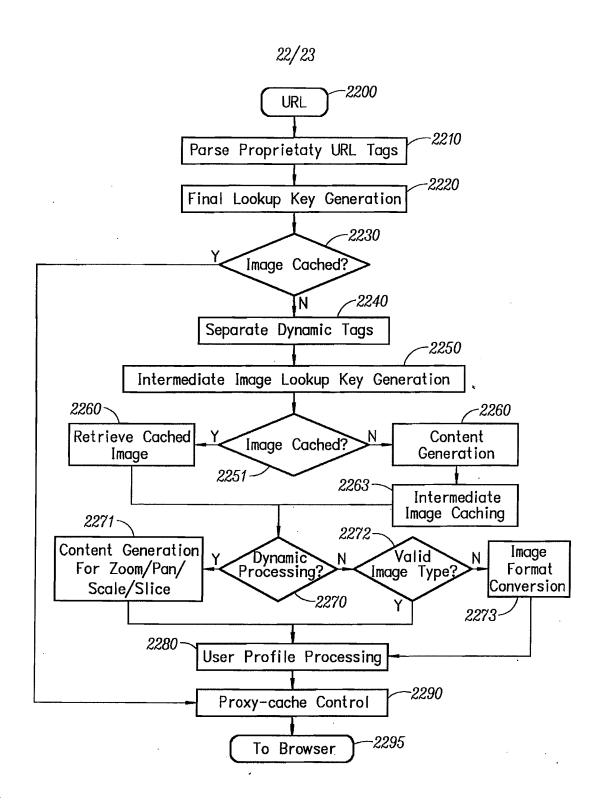


FIG. 22

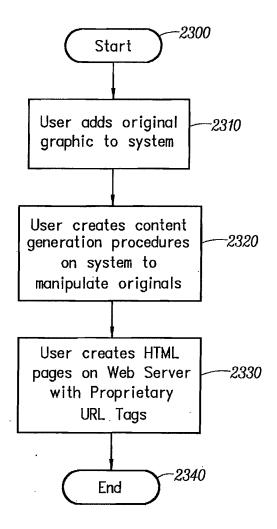


FIG. 23

	<b>Application Number</b>		Unknown	
INFORMATION DISCLOSURE	Filing Date		Even Date Herewith	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor Sea		an Barger	
•	Art Unit		Unknown	
	Examiner Name	Unassigned		
	Attorney Docket Numb	er	EQUI0016D-C	

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STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor Sea		n Barger	
	Art Unit		Unknown	
	Examiner Name	ame Unassigned		
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	Application Number		Unknown	
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STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor	Sean	Barger	
	Art Unit		Unknown	
	Examiner Name	Unas	signed	
	Attorney Docket Numb	er	EQUI0016D-C	

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INFORMATION DISCLOSURE	Filing Date	Date Even Date Herewith  lamed Inventor Sean Barger  lit Unknown  lner Name Unassigned		
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor	Sean B	arger	
(NOT TOT Submission under 37 CFR 1.39)	Art Unit	U	Jnknown	
	Examiner Name	Unassi	gned	
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	Art Unit		Unknown	
	Examiner Name Una		ssigned	
	Attorney Docket Numb	ег	EQUI0016D-C	

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		U.S. P	ATEN	T APPLICATION	PUBLICATIONS	
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INFORMATION DISCLOSURE	Filing Date		Even Date Herewith	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor Se		Sean Barger	
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	Examiner Name	Una	ssigned	
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Application Number		Unknown	
Filing Date		Even Date Herewith	
First Named Inventor	Sear	n Barger	
Art Unit	•	Unknown	
Examiner Name	Una	ssigned	
Attorney Docket Numb	er	EQUI0016D-C	

			<b>FOREIG</b>	N PAT	ENT DOCUME	NTS		
Examiner Initial*	Cite No	Foreign Document Number <sup>3</sup>	Country Code <sup>2</sup>	Kind Code 4	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Colu mns,Lines where Relevant Passages or Relevant Figures Appear	T 5
		EP-0747842A1			Dec 11, 1996	Rogers, M et al.		
		EP-0782085A1			Jul 2, 1997	Steel, A		
		WO-1997049252			Dec 24, 1997	Shah, A et al.		
		EP-0818907A2			Jan 14, 1998	Civanlar, M		
		EP-0843276			May 20, 1998	Canan Information Systems		
		AU-5303198			Aug 27, 1998	Mills, J		
		WO-98/40842			Sep 17, 1998	Computer Information and Science		
_		WO-1998043177			Oct 1, 1998	Willis, T et al.		
		EP-0876034			Nov 4, 1998	International Business Machines	1	
		EP-0883068A2			Dec 9, 1998	Ranger, D		
		EP-0886409A2			Dec 23, 1998	Muratani, H		
		EP-0895171A2			Feb 3, 1999	Mcvicker, W		
		EP-0926607A2			Jun 30, 1999	Motoyama, T		
		EP-0949571A2			Oct 13, 1999	Bickmore, T et al.		$\prod$
			-					$\downarrow$

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

Application Number		Unknown	
Filing Date		Even Date Herewith	
First Named Inventor	Sear	n Barger	
Art Unit		Unknown	
Examiner Name	Una	ssigned	
Attorney Docket Numb	er	EQUI0016D-C	

		NON-PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T⁵
		, "Tables of Contents service for Computers & Geosciences", Computers and GeoSciences, Volume 23, Issue 5; http://library. iem.ac. ru/comp&geol00983004/sz977014.html,, retrieved on 3/18/04 from website:, 1997, 2	
		BERINSTEIN, P , "The Big Picture; Text and Graphics on UMI's ProQuest Direct: The Best (Yet) of Both Words", http://www.infotoday.com/online/MarOL97/picture3.html, retrieved on 3/23/04 from website:, March 1997, 11	
		BULTERMAN, D , "Models. Media and Motion: Using the Web to Support Multimedia Documents", Proceedings of 1997 Infl.Conf. on Multimedia Modeling, SINGAPORE, November 1997, 17-20	
		DOBSON, R , "Animating Your Web Pages with Direct Animation", Web Techniques; vol. 3 no. 6,, June 1998, 49-52	
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		MOHLER, J , "Migrating Course Materials to the World Wide Web: A Case Study of the Department of Technical Graphics at Purdue University", Computer Networks and ISDN Systems; Vol. 30, Issues 20-21,, November 12, 1988, 1981-1990	
		SAKAGUCHI, et al., "A browsing tool for multi-lingual documents for users without multilingual fonts", ACM International Conference On Digital Libraries, 1996, 63-71	

	Application Number		Unknown	
INFORMATION DISCLOSURE	Filing Date		Even Date Herewith	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor	Sea	n Barger	
	Art Unit		Unknown	
	Examiner Name Una		assigned	
	Attorney Docket Numb	er	EQUI0016D-C	

	NE, et al., "Mining multimedia da nced Studies on Collaborative res		Center for
	EXAMINER SI	GNATURE	
Examiner Signature		Date Considered	
	erence considered, whether or no n conformance and not considered		
letter code (WIPO Standard S' the serial number of the patent Kind of document by the app	atent Documents at <a href="https://www.uspto.gov">www.uspto.gov</a> or Japanese patent documents, th document. Topriate symbols as indicated on the document translation is attached.	e indication of the year of the reign	of the Emperor must precede

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

Application Number		Unknown	
Filing Date		Even Date Herewith	
First Named Inventor	Sear	n Barger	
Art Unit		Unknown	
Examiner Name Una		ssigned	
Attorney Docket Numb	er	EQUI0016D-C	

	CERTIFICATION	ON STATEMENT					
Please see 37 CFR 1.9	7 and 1.98 to make the appropriate	selection(s):					
from a foreign paten	☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).						
OR							
foreign patent office after making reason to any individual des	☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).						
☐ See attached certific	ation statement.						
☐ Fee set forth in 37 C	FR 1.17 (p) has been submitted he	rewith.					
☑ No certification state	ment submitted herewith.						
11/269,916, 09/929,904	have been previously cited in priori <u>and 09/425,326</u> . Accordingly, Ap files of the priority application(s).	ty application Serial No.(s) <u>12.</u> plicant has not provided copies	238,842, 12/173,747, of these references as they				
SIGNATURE  A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.							
Signature	/Deborah L. Caswell/	Date (YYYY-MM-DD)	2013-01-28				
Name/Print	Deborah L. Caswell	Registration Number	61766				

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Data Sheet 37 CFR 1.			1 76	Attorney	Dock	et Nur	mber	EQUI001	6D-C				
			1.70	Application	n Nu	ımber							
Title of	le of Invention AUTOMATED MEDIA DELIVERY SYSTEM												
bibliogra This doc	phic data arra cument may b	nged in a e comple	rt of the provision format specified t ted electronically icluded in a paper	by the Unand sub	nited States Pa mitted to the	tent ar	nd Trad	emark Of	ffice as outlir	ned in 37 C	FR 1.76.		
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Invent	or 1									Rei	nove		
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	Sean								BARGER				
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Postal	Code		94941			Cou	untry	1	US				
Invent	or 2							!		Rei	nove		
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Annli	pplication Data Sheet 37 CFR 1.				1 76	Attorney Docket Number			EQUI001	6D-C		
Appli	Calic	ni Data	a 3110	eel 37 CFR	1.70	Application	n Num	ber				
Title of	<sup>:</sup> Inver	ition /	AUTO	MATED MEDIA	DELIV	ERY SYSTEI	М					
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Addre	ss 1			1514 Hillside	Road							
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Application Data Sheet 37 CFR 1.7		ot 27 CED 4 76	Attorney Do	Attorney Docket Number		EQUI001	EQUI0016D-C			
Application	n Dala	Sne	et 37 CFR 1.76	Application	Nui	mber				
Title of Inver	ntion A	NOTU	MATED MEDIA DELIV	ERY SYSTEM						
Mailing Addr	Mailing Address of Inventor:									
Address 1		T	4 Alpine Terrace							
Address 2										
City	San Ans	selmo				State/Pro	vince	CA		
Postal Code	2		94960	(	Cou	ntry	US			
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			ımber or complete ee 37 CFR 1.33(a).	the Correspo	ond	ence Infor	mation see	ction below.		
An Add	lress is b	being	provided for the o	orresponden	ce l	nformatio	n of this a <sub>l</sub>	pplication.		
Customer N	lumber		22862							
Email Addre	ess		ptomatters@glenn-l	aw.com				Add Email	Remove	e Email
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Application	Туре		Nonprovisional							
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Total Numb	Total Number of Drawing Sheets (if any) 23 Suggested Figure for Publication (if any)									
Publicat	Publication Information:									
Request Early Publication (Fee required at time of Request 37 CFR 1.219)										
Request Not to Publish. I hereby request that the attached application not be published under  35 U.S.C. 122(b) and certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.										

# **Representative Information:**

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for thr Representative Information during processing.

Application Da	to SI	2001 27 CED 4 76	Attorney Docket Number	EQUI0016D-C		
Application Da	ıla Si	neet 37 CFR 1.76	Application Number			
Title of Invention AUTOMATED MEDIA DELIVERY SYSTEM						
Please Select One	:	Customer Number	US Patent Practition	er		
Customer Number		22862				

# **Domestic Benefit/National Stage Information:**

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

specific reference required	by 55 0.5.C. 119(e) or 120, a	110 37 CFK 1.76.				
Prior Application Status			Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)			
	Continuation of	12238842	2008-09-26			
Prior Application Status			Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)			
12238842	Division of	12173747	2008-07-15			
Prior Application Status			Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)			
12173747	Division of	11269916	2005-11-07			
Prior Application Status			Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)			
11269916	Continuation in part of	09929904	2001-08-14			
Prior Application Status			Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)			
09929904	Continuation of	09425326	1999-10-21			
Additional Domestic Benefit/National Stage Data may be generated within this form						

by selecting the Add button.

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Add	

# **Foreign Priority Information:**

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b)

and 37 CFR 1.55(a).			
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Application Number	Country i	Filing Date (YYYY-MM-DD)	Priority Claimed
			Yes  No
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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Da	uta Sheet 37 CED 1	Sheet 37 CFR 1 76	Attorney Dock	Docket Number EQUI0016E		)-C	
Application Data Sheet 37 CFR 1		.70	Application Nu	umber			
Title of Invention	AUTOMATED MEDIA DI	ELIVE	ERY SYSTEM				
Authorization	to Permit Acce	ss:					
Authorization t	o Permit Access to the I	Insta	nt Application by	y the Participa	ating Offices		
the Japan Patent Office and any other intellect is filed access to the indoes not wish the EPC to the instant patent all In accordance with 37 to: 1) the instant pater	igned hereby grants the Use (JPO), the Korean Intelleual property offices in which instant patent application. So, JPO, KIPO, WIPO, or other polication is filed to have acceptated to the polication of the core of the polication as a core of the c	ectual ch a fo see 37 her in ccess ill be p	Property Office ( preign application CFR 1.14(c) and tellectual property to the instant pate provided to a cop- eign application to	KIPO), the Wo claiming priority (h). This box y office in which tent application y of the instant o which the inst	rld Intellectual ty to the instar should not be h a foreign app n. patent applica tant patent app	Property Office (WIPO), nt patent application checked if the applicant plication claiming priority ation with respect plication	
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Applicant Info	ormation:						
	nt information in this section ont recorded by the Office.	n doe:	s not substitute fo	or compliance v	vith any requir	ement of part 3 of Title 37 of CFR	
Applicant 1							
The information to be 1.43; or the name and who otherwise shows applicant under 37 CF	provided in this section is t address of the assignee, p sufficient proprietary intere R 1.46 (assignee, person t gether with one or more joi	he na persor est in t to who	ime and address in to whom the inv the matter who is om the inventor is	of the legal rep ventor is under the applicant us obligated to a	oresentative when an obligation to under 37 CFR ssign, or perso	section should not be completed. ho is the applicant under 37 CFR to assign the invention, or person 1.46. If the applicant is an on who otherwise shows sufficient to are also the applicant should be	
<ul><li>Assignee</li></ul>		0	Legal Represer	ntative under 3	35 U.S.C. 117	<del></del>	
O Person to wh	om the inventor is obligated	d to a	ıssign.	Person	who shows su	ufficient proprietary interest	
lf applicant is the leç	gal representative, indica	ate th	e authority to fil	e the patent a	application, tl	ne inventor is:	
Name of the Decea	sed or Legally Incapacit	ated	Inventor :				
If the Assignee is a	an Organization check h	ere.	×				
Organization Name AUTOMATED MEDIA PROCESSING SOLUTIONS INC. dba EQUILIBRIUM, "AMPS, Inc."							

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Applicatio	n Data Sh	oot 27 CE	D 1 76	Attorney Doo	cket Number	EQUI0	016D-C		
Applicatio	ii Dala Sii	eel 37 Cr	K 1.70	Application N	Number				
Title of Inven	tion AUTO	MATED MEI	DIA DELIVE	ERY SYSTEM					
Mailing Address Information:									
Address 1	Address 1 3 Harbor Drive, Suite 100								
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Signature	:						R	emove	
NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications									
Signature	/Deborah L.	Caswell/				Date	(YYYY-MM-DD)	2013-01-28	
First Name	Deborah L.	La	ast Name	Caswell		Regist	tration Number	61766	
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This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 

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The information provided by you in this form will be subject to the following routine uses:

- The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.
- 2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
- 3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
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- 5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
- 6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
- 7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
- A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.
- 9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Patent Application Fee Transmittal								
Application Number:								
Filing Date:								
Title of Invention:	AUTOMATED MEDIA I	DELIVERY SYSTEM	1					
First Named Inventor/Applicant Name:	Sean BARGER							
Filer:	Michael Glenn/Della F	Revecho						
Attorney Docket Number:	EQUI0016D-C							
Filed as Small Entity								
Utility under 35 USC 111(a) Filing Fees								
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)				
Basic Filing:								
Utility filing Fee (Electronic filing)	4011	1	98	98				
Utility Search Fee	2111	1	310	310				
Utility Examination Fee	2311	1	125	125				
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Miscellaneous-Filing:								
Petition:								
Patent-Appeals-and-Interference:								

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
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Electronic Acknowledgement Receipt						
EFS ID:	14812478					
Application Number:	13752110					
International Application Number:						
Confirmation Number:	1068					
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM					
First Named Inventor/Applicant Name:	Sean BARGER					
Customer Number:	22862					
Filer:	Michael Glenn/Della Revecho					
Filer Authorized By:	Michael Glenn					
Attorney Docket Number:	EQUI0016D-C					
Receipt Date:	28-JAN-2013					
Filing Date:						
Time Stamp:	18:39:03					
Application Type:	Utility under 35 USC 111(a)					

# **Payment information:**

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$533
RAM confirmation Number	8923
Deposit Account	071445
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.20 (Post Issuance fees) Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges) File Listing: Document File Size(Bytes)/ Multi **Pages Document Description File Name** Number **Message Digest** Part /.zip (if appl.) 14761934 2013\_01\_28\_PatentAppl-POA-1 80 yes IDS\_EQUI0016DC.pdf a9356dc85f0009dada6e540d77954816f67 Multipart Description/PDF files in .zip description **Document Description** Start End Transmittal of New Application 1 1 Power of Attorney 2 3 Specification 4 39 Claims 40 46 Abstract 47 47 Drawings-only black and white line drawings 48 70 Information Disclosure Statement (IDS) Form (SB08) 71 80 Warnings: Information: 1882826 2013-01-28\_ADS-EQUI0016DC. 2 **Application Data Sheet** no 7 pdf c0924f0eba198871cd2a464dae839006b86 ba15d Warnings: Information: 32891

fee-info.pdf

Total Files Size (in bytes):

3

Warnings: Information: Fee Worksheet (SB06)

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2

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

	PATE	NT APPLI		ON FEE DE titute for Form		TION RECO	RD		Applicate 13/75	tion or Docket Num 2,110	iber
	APPL	ICATION A			umn 2)	SMA	LL E	NTITY	OR	OTHEF SMALL	
	(Column 1)         (Column 2)         SMALL ENTITY           FOR         NUMBER FILED         NUMBER EXTRA         RATE(\$)         FEE(\$)									RATE(\$)	FEE(\$)
	IC FEE FR 1.16(a), (b), or (c))	N	/A	N	I/A	N/A	T	98	1	N/A	
	RCH FEE FR 1.16(k), (i), or (m))	N	/A	١	J/A	N/A	T	310	1	N/A	
	MINATION FEE FR 1.16(o), (p), or (q))	N	/A	١	I/A	N/A		125		N/A	
	AL CLAIMS FR 1.16(i))	14	minus	20= *		× 31	=	0.00	OR		
	PENDENT CLAIM: FR 1.16(h))	S 2	minus	3 = *		× 125	=	0.00			
FEE	PLICATION SIZE : : CFR 1.16(s))	sheets of p \$310 (\$159 50 sheets	paper, the for small for fraction	and drawings e e application si all entity) for ea on thereof. See CFR 1.16(s).	ze fee due is ch additional			0.00			
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* If th	ne difference in colu	ımn 1 is less th	an zero,	enter "0" in colur	nn 2.	TOTAL	$\top$	533	1	TOTAL	
ΤΑ		(Column 1)  CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMA RATE(\$)	LL E	ADDITIONAL FEE(\$)	OR	OTHEF SMALL RATE(\$)	
AMENDMENT	Total *	, , , , , , , , , , , , , , , , , , ,	Minus	**	=	х	=		OR	X =	
	Independent * (37 CFR 1.16(h))	,	Minus	***	=	х	=		OR	x =	
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	FIRST PRESENTAT	ION OF MULTIPL	E DEPEN	DENT CLAIM (37 C	CFR 1.16(j))				OR		
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		(Column 1)		(Column 2)	(Column 3)				,		
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ME	Total * (37 CFR 1.16(i))	,	Minus	**	=	х	=		OR	х =	
AMENDMENT	Independent * (37 CFR 1.16(h))	,	Minus	***	=	х	=		OR	х =	
Α	Application Size Fee	(37 CFR 1.16(s))	•						]		
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*1	' If the entry in colu ' If the "Highest Nu ' If the "Highest Nurr The "Highest Numbe	mber Previous ber Previously I	y Paid For"	or" IN THIS SPA IN THIS SPACE is	CE is less than s less than 3, ent	20, enter "20". er "3".	box in	column 1.			



## United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION	FILING or	GRP ART				
NUMBER	371(c) DATE	UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/752.110	01/28/2013	2447	533	EQUI0016D-C	14	2.

**CONFIRMATION NO. 1068** 

22862 GLENN PATENT GROUP 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025

\*OC00000059385714\*

FILING RECEIPT

Date Mailed: 02/22/2013

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections

#### Inventor(s)

Sean BARGER, Mill Valley, CA; Steve JOHNSON, Mill Valley, CA; Matt BUTLER, Beaverton, OR; Jerry DESTREMPS, Sausalito, CA; David POCHRON, Cambridge, MA; Trent BROWN, San Anselmo, CA;

### Applicant(s)

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

#### **Assignment For Published Patent Application**

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

Power of Attorney: The patent practitioners associated with Customer Number 22862

#### Domestic Priority data as claimed by applicant

This application is a CON of 12/238,842 09/26/2008 PAT 8381110 which is a DIV of 12/173,747 07/15/2008 which is a DIV of 11/269,916 11/07/2005 ABN which is a CIP of 09/929,904 08/14/2001 PAT 6964009 which is a CON of 09/425,326 10/21/1999 PAT 6792575

**Foreign Applications** for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <a href="http://www.uspto.gov">http://www.uspto.gov</a> for more information.) - None. Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 02/16/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/752,110** 

**Projected Publication Date:** 05/30/2013

Non-Publication Request: No

Early Publication Request: No

\*\* SMALL ENTITY \*\*

Title

**AUTOMATED MEDIA DELIVERY SYSTEM** 

**Preliminary Class** 

709

#### PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

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### Title 35, United States Code, Section 184

### Title 37, Code of Federal Regulations, 5.11 & 5.15

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The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

#### **NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

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The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <a href="http://www.SelectUSA.gov">http://www.SelectUSA.gov</a> or call +1-202-482-6800.



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS PO. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION NUMBER FILING OR 371(C) DATE FIRST NAMED APPLICANT ATTY. DOCKET NO./TITLE

13/752,110 01/28/2013 Sean BARGER

EQUI0016D-C CONFIRMATION NO. 1068

FORMALITIES LETTER

Date Mailed: 02/22/2013

22862 GLENN PATENT GROUP 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025

# NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

#### **Items Required To Avoid Abandonment:**

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing.

Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

• A surcharge (for late submission of the basic filing fee, search fee, examination fee or inventor's oath or declaration) as set forth in 37 CFR 1.16(f) of \$ 65 for a small entity in compliance with 37 CFR 1.27, must be submitted.

#### **SUMMARY OF FEES DUE:**

Total fee(s) required within **TWO MONTHS** from the date of this Notice is \$ **65** for a small entity • \$ **65** Surcharge.

#### **Items Required To Avoid Processing Delays:**

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

• A properly executed inventor's oath or declaration has not been received for the following inventor(s):

Applicant may submit the inventor's oath or declaration at any time before the Notice of Allowance and Fee(s) Due, PTOL-85, is mailed.

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

Mail Stop Missing Parts Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web. <a href="https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html">https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html</a>

For more information about EFS-Web please call the USPTO Electronic Business Center at **1-866-217-9197** or visit our website at <a href="http://www.uspto.gov/ebc.">http://www.uspto.gov/ebc.</a>

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

	/thaile/							
Office of Data N	Management.	Application Ass	sistance Unit (	571) 272-4000.	or (571) 272	-4200. or 1	-888-786	-0101



# United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE UNITED STATES DEPARTMENT OF COMMI United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Vriginia 22313-1450 www.uspto.gov

APPLICATION NUMBER FILING OR 371(C) DATE FIRST NAMED APPLICANT ATTY. DOCKET NO./TITLE 13/752,110 01/28/2013

Sean BARGER

22862 **GLENN PATENT GROUP** 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025

**CONFIRMATION NO. 1068 POA ACCEPTANCE LETTER** 



Date Mailed: 02/22/2013

EQUI0016D-C

### NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 01/28/2013.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

	/tqlam/				

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

oc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number	13/752,110
INFORMATION DISCLOSURE	Filing Date	Jan 28, 2013
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor	Sean Barger
	Art Unit	2447
	Examiner Name	
	Attorney Docket Numb	er EQUI0016D-C

				U.S. PATENTS	3	-
Examiner Initial*	Cite No	Patent Number	Kind Code	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		U.S. P/	ATEN	APPLICATION	PUBLICATIONS	
Examiner Initial*	Cite No	Publication Number	Kin d Cod e <sup>1</sup>	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US-20050091311		Apr 28, 2005	Lund, C et al.	
	2	US-20070234213		Oct 4, 2007	Krikorian et al.	
	3	US-20080186377		Aug 7, 2008	Eriksson et al.	
	4	US-20100046842		Feb 25, 2010	Conwell	
	5	US-20110221745		Sep 15, 2011	Goldman et al.	
	6	US-20110279638		Nov 17, 2011	Periyannan et al.	
	7	US-20120016858		Jan 19, 2012	Rathod	

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

oc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		13/752,110
	Filing Date		Jan 28, 2013
	First Named Inventor Sean		Barger
	Art Unit		2447
	Examiner Name		
	Attorney Docket Number	er	EQUI0016D-C

			FOREIG	N PAT	ENT DOCUME	ENTS	
Examiner Initial*	Cite No	Foreign Docum Number <sup>3</sup>	ent Country Code <sup>2</sup>	Kind Code 4	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Colu mns,Lines where Relevant Passages or Relevant Figures Appear
		L	NON-PATEN	T LITE	RATURE DOG	CUMENTS	
Examiner Initials*	Cite No	(book, maga		symposiu	m, catalog, etc.), dal	e article (when appropriate), title of te, page(s), volume-issue number(	
			EXA	MINE	R SIGNATURI	E	
Examine	r Signa	ature			Date Con	sidered	
	a citatio					in conformance with MPEP opy of this form with next co	
letter code	(WIPO :	Standard ST.3). <sup>3</sup> of the patent docu	For Japanese patent ment.	documer	nts, the indication of	4. <sup>2</sup> Enter office that issued the doc the year of the reign of the Emper IPO Standard ST.16 if possible. <sup>5</sup> A	or must precede

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number		13/752,110	
INFORMATION DISCLOSURE	Filing Date		Jan 28, 2013	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor Sean		Barger	
	Art Unit		2447	
	Examiner Name			
	Attorney Docket Numb	er	EQUI0016D-C	

	CERTIFICATIO	N STATEMENT					
Please see 37 CFR 1.97 and	Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):						
from a foreign patent office	☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).						
OR							
foreign patent office in a co after making reasonable in to any individual designate	☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).						
☐ See attached certification	statement.						
☐ Fee set forth in 37 CFR 1.	☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.						
Signature	M	Date (YYYY-MM-DD)	2013-04-18				
Name/Print	Michael A. Glenn	Registration Number	30176				

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Electronic Acl	Electronic Acknowledgement Receipt			
EFS ID:	15559023			
Application Number:	13752110			
International Application Number:				
Confirmation Number:	1068			
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM			
First Named Inventor/Applicant Name:	Sean BARGER			
Customer Number:	22862			
Filer:	Michael Glenn/Christine Ortt			
Filer Authorized By:	Michael Glenn			
Attorney Docket Number:	EQUI0016D-C			
Receipt Date:	18-APR-2013			
Filing Date:	28-JAN-2013			
Time Stamp:	18:36:31			
Application Type:	Utility under 35 USC 111(a)			

# **Payment information:**

Submitted with Payment	no
1	

# File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		EQUI0016D-C_IDS_2013-04-18.	252744	ves	n
'		pdf	e2a9be8e5b47b7c26d5860aca938b7ef438 6ca2e	, l	3

	Multipart Description/PDF files in .zip description				
	Document Description	Start	End		
	Information Disclosure Statement (IDS) Form (SB08)	1	2		
	Transmittal Letter	3	3		
rnings:					

Information:

Total Files Size (in bytes):	252744

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor

Sean BARGER

Serial No.

13/752,110

Filed

01-28-2013

Art Unit

2447

Confirmation Number

1068

Examiner

Unassigned

Title

AUTOMATED MEDIA DELIVERY SYSTEM

Attorney Docket No.

EQUI0016D-C

April 22, 2013

Commissioner of Patents and Trademarks

Mail Stop: MISSING PARTS

P.O. Box 1450

Alexandria, VA. 22313-1450

# RESPONSE TO NOTICE TO FILE MISSING PARTS

Sir:

In response to the Notice to File Missing Parts mailed on February 22, 2013, Applicant submit herewith a \$70 surcharge as set forth in 37 CFR 1.16(f).

The Commissioner is authorized to charge any additional fees that may be due and credit any overpayments to Deposit Account No. 07-1445 (Order No. EQUI0016D-C).

Respectfully submitted,

Deborah T. Caquell

Deborah L. Caswell

Reg. No. 61766

Customer No. 22862

Electronic Patent Application Fee Transmittal					
Application Number:	13752110				
Filing Date:	28-	Jan-2013			
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM				
First Named Inventor/Applicant Name:	Sean BARGER				
Filer:	Michael Glenn/Della Revecho				
Attorney Docket Number:	EQUI0016D-C				
Filed as Small Entity					
Utility under 35 USC 111(a) Filing Fees					
Description		Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:					
Pages:					
Claims:					
Miscellaneous-Filing:					
Late Filing Fee for Oath or Declaration		2051	1	70	70
Petition:					
Patent-Appeals-and-Interference:					
Post-Allowance-and-Post-Issuance:					
Extension-of-Time:					

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
	Tot	al in USD	(\$)	70

Electronic Acknowledgement Receipt			
EFS ID:	15583887		
Application Number:	13752110		
International Application Number:			
Confirmation Number:	1068		
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM		
First Named Inventor/Applicant Name:	Sean BARGER		
Customer Number:	22862		
Filer:	Michael Glenn/Della Revecho		
Filer Authorized By:	Michael Glenn		
Attorney Docket Number:	EQUI0016D-C		
Receipt Date:	22-APR-2013		
Filing Date:	28-JAN-2013		
Time Stamp:	19:50:56		
Application Type:	Utility under 35 USC 111(a)		

# **Payment information:**

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$70
RAM confirmation Number	6818
Deposit Account	071445
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.20 (Post Issuance fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

#### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam	2013_04_22_RespMP_EQUI001	359404	no	1
,	Formalities Notice	6DC.pdf	c0cf0b2407916e577a21f539fff07ef116bfed 2d	110	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	29991	no	2
	(,		0d8d300ecbc9a49a9d6aa9ff2640483128cf 051d		
Warnings:					
Information:					
		Total Files Size (in bytes):	38	39395	

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.



#### United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS PC. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION NUMBER FILING OR 371(C) DATE FIRST NAMED APPLICANT ATTY. DOCKET NO./TITLE

13/752,110 01/28/2013 Sean BARGER

EQUI0016D-C CONFIRMATION NO. 1068

22862 GLENN PATENT GROUP 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025 **NOTICE** 



Date Mailed: 05/01/2013

#### INFORMATIONAL NOTICE TO APPLICANT

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

The item(s) indicated below are also required and should be submitted with any reply to this notice to avoid further processing delays.

• A properly executed inventor's oath or declaration has not been received for the following inventor(s):

Applicant may submit the inventor's oath or declaration at any time before the Notice of Allowance and Fee(s) Due, PTOL-85, is mailed.



#### United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 WWW.18910.gov

APPLICATION	FILING or	GRP ART				
NUMBER	371(c) DATE	UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/752.110	01/28/2013	2447	603	EOUI0016D-C	14	2.

22862 GLENN PATENT GROUP 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025 CONFIRMATION NO. 1068
UPDATED FILING RECEIPT



Date Mailed: 05/01/2013

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections

#### Inventor(s)

Sean BARGER, Mill Valley, CA; Steve JOHNSON, Mill Valley, CA; Matt BUTLER, Beaverton, OR; Jerry DESTREMPS, Sausalito, CA; David POCHRON, Cambridge, MA; Trent BROWN, San Anselmo, CA;

#### Applicant(s)

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

#### **Assignment For Published Patent Application**

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

Power of Attorney: The patent practitioners associated with Customer Number 22862

#### Domestic Priority data as claimed by applicant

This application is a CON of 12/238,842 09/26/2008 PAT 8381110 which is a DIV of 12/173,747 07/15/2008 which is a DIV of 11/269,916 11/07/2005 ABN which is a CIP of 09/929,904 08/14/2001 PAT 6964009 which is a CON of 09/425,326 10/21/1999 PAT 6792575

**Foreign Applications** for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <a href="http://www.uspto.gov">http://www.uspto.gov</a> for more information.) - None. Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 02/16/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention,

is **US 13/752,110** 

**Projected Publication Date:** 05/30/2013

Non-Publication Request: No Early Publication Request: No

\*\* SMALL ENTITY \*\*

**Title** 

AUTOMATED MEDIA DELIVERY SYSTEM

**Preliminary Class** 

709

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications:

#### PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

#### LICENSE FOR FOREIGN FILING UNDER

#### Title 35, United States Code, Section 184

#### Title 37, Code of Federal Regulations, 5.11 & 5.15

#### **GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

#### **NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

#### SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <a href="http://www.SelectUSA.gov">http://www.SelectUSA.gov</a> or call +1-202-482-6800.

	PATE	NT APPLI		ON FEE DE titute for Form		TION RECO	RD	)	Applica 13/75	tion or Docket Num 2,110	ber
	APPLI	CATION AS			umn 2)	SMA	ALL E	ENTITY	OR	OTHEF SMALL	
	FOR	NUMBE	R FILEI	O NUMBE	R EXTRA	RATE(\$)		FEE(\$)		RATE(\$)	FEE(\$)
	IC FEE FR 1.16(a), (b), or (c))	N	/A	N	I/A	N/A		70	1	N/A	
	RCH FEE FR 1.16(k), (i), or (m))	N	/A	١	J/A	N/A		300	1	N/A	
	MINATION FEE FR 1.16(o), (p), or (q))	N	/ <b>A</b>	١	J/A	N/A		360		N/A	
	AL CLAIMS FR 1.16(i))	14	minus	20= *		× 40	=	0.00	OR		
	EPENDENT CLAIMS FR 1.16(h))	3 2	minus	3 = *		× 210	=	0.00	1		
FEE	PLICATION SIZE E CFR 1.16(s))	and drawings e e application si all entity) for ea on thereof. See CFR 1.16(s).	ze fee due is ch additional			0.00					
MUL	TIPLE DEPENDEN	T CLAIM PRE	SENT (3	7 CFR 1.16(j))				0.00	1		
* If th	ne difference in colu	ımn 1 is less th	an zero,	enter "0" in colur	nn 2.	TOTAL	1	730	1	TOTAL	
Δ		(Column 1)  CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMA	ALL E	ADDITIONAL FEE(\$)	OR	OTHEF SMALL RATE(\$)	
AMENDMENT	Total *	AMERICA	Minus	**	=	x	=		OR	x =	
	Independent * (37 CFR 1.16(h))		Minus	***	=	х	=		OR	x =	
AM	Application Size Fee	(37 CFR 1.16(s))									
	FIRST PRESENTATI	ON OF MULTIPL	E DEPEN	DENT CLAIM (37 C	CFR 1.16(j))				OR		
						TOTAL ADD'L FEE			OR	TOTAL ADD'L FEE	
		(Column 1)		(Column 2)	(Column 3)				,		
B F		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)		ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
ME	Total * (37 CFR 1.16(i))		Minus	**	=	х	=		OR	x =	
AMENDMENT	Independent * (37 CFR 1.16(h))		Minus	***	=	х	=		OR	х =	
₹	Application Size Fee	(37 CFR 1.16(s))			-				]		
	FIRST PRESENTATI	ON OF MULTIPL	E DEPEN	DENT CLAIM (37 C	CFR 1.16(j))				OR		
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*1	<ul> <li>If the entry in colu</li> <li>If the "Highest Nun</li> <li>If the "Highest Num</li> <li>The "Highest Numbe</li> </ul>	mber Previousl ber Previously f	y Paid For"	or" IN THIS SPA IN THIS SPACE is	CE is less than s less than 3, ent	20, enter "20". er "3".	box ir	n column 1.			

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER

Serial No. : 13/752,110

Filed : 01-28-2013

Art Unit : 2447

Confirmation Number : 1068

Examiner : Unassigned

Title : AUTOMATED MEDIA DELIVERY SYSTEM

Attorney Docket No. : EQUI0016D-C

May 2, 2013

Mail Stop: AMENDMENT Commissioner for Patents

P.O. Box 1450

Alexandria, VA. 22313-1450

#### PRELIMINARY AMENDMENT

Applicant submits herewith a Preliminary Amendment to correct the priority data for the above-mentioned Application. No new matter is added by way of this amendment. Amendments to the Specification begin on page two.

Applicant believes no fees are due with this submission. However, the Commissioner is authorized to charge any additional fees that may be due and credit any overpayments to Deposit Account No. 07-1445 (Order No. EQUI0016D-C).

Respectfully submitted,

Feborah L. Caswell

Deborah L. Caswell

Reg. No. 61766

Customer No. 22862

#### AMENDMENTS TO THE SPECIFICATION

Please replace paragraph one, page one of the Application with the below paragraph.

This application is a Continuation of U.S. Serial No. 12/238,842, filed September 26, 2008, which is a Divisional of U.S. Serial No. 12/173,747, filed July 15, 2008, which is a Divisional of U.S. Serial No. 11/269,916, filed November 7, 2005, which is a Continuation-in-Part of U.S. Serial No. 09/929,904, filed August 14, 2001, now U.S. Patent No. 6,964,009 granted on November 8, 2005, which is a Continuation-in-Part of U.S. Serial No., 09/425,326, filed October 21, 1999, now U.S. Patent No. 6,792,575, granted on September 14, 2004, each of which is hereby incorporated in its entirety by this reference thereto.

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER

Serial No. : 13/752,110 Filed : 01-28-2013

Art Unit : 2447

Confirmation Number : 1068

Examiner : Unassigned

Title : AUTOMATED MEDIA DELIVERY SYSTEM

Attorney Docket No. : EQUI0016D-C

May 2, 2013

Mail Stop: AMENDMENT Commissioner for Patents

P.O. Box 1450

Alexandria, VA. 22313-1450

# UPDATED APPLICATION DATA SHEET AND REQUEST FOR CORRECTED FILING RECEIPT

Applicant submits herewith revisions to page four of the Application Data Sheet to correct the priority data in the "Domestic Benefit/National Stage Information" section for the above-mentioned Application.

Applicant requests a Corrected Filing Receipt indicating U.S. Patent Application No. 09/929,904 is a Continuation-in-Part of U.S. Patent Application No. 09/425,326. The requested correction is shown on the attached, marked-up copy of page one of the Filing Receipt.

Applicant believes no fees are due with this submission. However, the Commissioner is authorized to charge any additional fees that may be due and credit any overpayments to Deposit Account No. 07-1445 (Order No. EQUI0016D-C).

Respectfully submitted, Peborah L. Caswell

Deborah L. Caswell Reg. No. 61766

Customer No. 22862

REVISED Application Data Sheet 37 CFR 1.76		Attorr	ney Do	cket Number	EQUI0016D-C		
		Appli	ication l	Number	13/752,110		
Title of Invention	AUTON	MATED MEDIA DELIVE	ERY SY	/STEM			
Please Select One:	1	Customer Number		) US F	Patent Practition	er 🔘 Li	mited Recognition (37 CFR 11.9)
Customer Number	:	22862	•			•	
This section allows National Stage entr	for the	a PCT application. P	aim ber Providin	nefit un	der 35 U.S.C. nformation in th	119(e), 120, ne applicatio	121, or 365(c) or indicate on data sheet constitutes the
Prior Application		by 35 U.S.C. 119(e)	or 120	U, and 3	37 CFR 1.78.		Remove
Application Num		Continuity	 Туре		Prior Applicat	on Number	Filing Date (YYYY-MM-DD
		Continuation of			12238842		2008-09-26
Prior Application Status					1		Remove
Application Number		Continuity <sup>-</sup>	Type Prior A		Prior Applicat	on Number	Filing Date (YYYY-MM-DD
12238842		Division of			12173747		2008-07-15
Prior Application	Status						Remove
Application Num	nber	Continuity Type			Prior Application Number		Filing Date (YYYY-MM-DD
12173747		Division of	-		11269916		2005-11-07
Prior Application	Status						Remove
Application Num	ber	Continuity <sup>-</sup>	Гуре		Prior Application Number		Filing Date (YYYY-MM-DD
11269916	·	Continuation in part of	of		09929904		2001-08-14
Prior Application	Status						Remove
Application Number Continuity		Continuity <sup>-</sup>	Гуре		Prior Application Number		Filing Date (YYYY-MM-DD
09929904 Continuation in part of		of_		09425326		1999-10-21	
Additional Domestic by selecting the <b>Ad</b>		it/National Stage Dat n.	ta may	be ger	nerated within t	his form	
oreign Priori	ty Inf	ormation:					
This section allows for not claimed. Providing and 37 CFR 1.55(a).	r the app g this inf	olicant to claim benefit ormation in the applica	of foreig tion data	gn priori ta sheet	ty and to identify constitutes the c	any prior fore laim for priori	eign application for which priority is ty as required by 35 U.S.C. 119(b

Country

Additional Foreign Priority Data may be generated within this form by selecting the

**Application Number** 

Add button.

# IPR2023-00332 Page 00119

Remove

Priority Claimed

● Yes ○ No

Filing Date (YYYY-MM-DD)

# COPY



#### United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS PO. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION	FILING or	GRP ART		T		
NUMBER	371(c) DATE	UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/752 110	01/28/2013	2447	533	EQUI0016D-C	14	2

**CONFIRMATION NO. 1068** 

22862 GLENN PATENT GROUP 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025

**FILING RECEIPT** 

Date Mailed: 02/22/2013

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections

#### Inventor(s)

Sean BARGER, Mill Valley, CA; Steve JOHNSON, Mill Valley, CA; Matt BUTLER, Beaverton, OR; Jerry DESTREMPS, Sausalito, CA; David POCHRON, Cambridge, MA; Trent BROWN, San Anselmo, CA;

#### Applicant(s)

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

#### **Assignment For Published Patent Application**

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

Power of Attorney: The patent practitioners associated with Customer Number 22862

#### Domestic Priority data as claimed by applicant

This application is a CON of 12/238,842 09/26/2008 PAT 8381110 which is a DIV of 12/173,747 07/15/2008 which is a DIV of 11/269,916 11/07/2005 ABN which is a CIP of 09/929,904 08/14/2001 PAT 6964009 which is a CPN of 09/425,326 10/21/1999 PAT 6792575

Foreign Applications for which priority is claimed (You may be eligible to benefit from the Patent Prosecution Highway program at the USPTO. Please see <a href="http://www.uspto.gov">http://www.uspto.gov</a> for more information.) - None. Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

page 1 of 3

Electronic Acl	knowledgement Receipt
EFS ID:	15679117
Application Number:	13752110
International Application Number:	
Confirmation Number:	1068
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM
First Named Inventor/Applicant Name:	Sean BARGER
Customer Number:	22862
Filer:	Michael Glenn/Christine Ortt
Filer Authorized By:	Michael Glenn
Attorney Docket Number:	EQUI0016D-C
Receipt Date:	02-MAY-2013
Filing Date:	28-JAN-2013
Time Stamp:	18:01:16
Application Type:	Utility under 35 USC 111(a)

## **Payment information:**

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		EQUI0016D- C_PrelimAmdt_RqstCorrFR_20 13-5-2.pdf	368855 b4acc8d882e584e7a1be21ed26222a1263 efbbe	yes	6

	Multipart Description/PDF files in .zip description						
	Document Description	Start	End				
	Preliminary Amendment	1	1				
	Specification	2	2				
	Request for Corrected Filing Receipt	3	4				
	Application Data Sheet	5	5				
	Request for Corrected Filing Receipt	6	6				
Warnings:							
Information:							
	Total Files Size (in bytes):	3	68855				

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.



#### United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 WWW.18910.gov

APPLICATION	FILING or	GRP ART				
NUMBER	371(c) DATE	UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/752.110	01/28/2013	2177	603	EOUI0016D-C	14	2.

22862 GLENN PATENT GROUP 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025 CONFIRMATION NO. 1068 CORRECTED FILING RECEIPT



Date Mailed: 05/13/2013

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections

#### Inventor(s)

Sean BARGER, Mill Valley, CA; Steve JOHNSON, Mill Valley, CA; Matt BUTLER, Beaverton, OR; Jerry DESTREMPS, Sausalito, CA; David POCHRON, Cambridge, MA; Trent BROWN, San Anselmo, CA;

#### Applicant(s)

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

#### **Assignment For Published Patent Application**

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

Power of Attorney: The patent practitioners associated with Customer Number 22862

#### Domestic Priority data as claimed by applicant

This application is a CON of 12/238,842 09/26/2008 PAT 8381110 which is a DIV of 12/173,747 07/15/2008 which is a DIV of 11/269,916 11/07/2005 ABN which is a CIP of 09/929,904 08/14/2001 PAT 6964009 which is a CIP of 09/425,326 10/21/1999 PAT 6792575

**Foreign Applications** for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <a href="http://www.uspto.gov">http://www.uspto.gov</a> for more information.) - None. Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 02/16/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention,

is **US 13/752,110** 

**Projected Publication Date:** 05/30/2013

Non-Publication Request: No Early Publication Request: No

\*\* SMALL ENTITY \*\*

**Title** 

**AUTOMATED MEDIA DELIVERY SYSTEM** 

**Preliminary Class** 

715

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications:

#### PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

#### LICENSE FOR FOREIGN FILING UNDER

#### Title 35, United States Code, Section 184

#### Title 37, Code of Federal Regulations, 5.11 & 5.15

#### **GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

#### **NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

#### SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <a href="http://www.SelectUSA.gov">http://www.SelectUSA.gov</a> or call +1-202-482-6800.



#### United States Patent and Trademark Office

INITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Sox 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION NUMBER

FILING OR 371(C) DATE

FIRST NAMED APPLICANT Sean BARGER

ATTY. DOCKET NO./TITLE EOUI0016D-C

13/752,110

01/28/2013

**CONFIRMATION NO. 1068** 

**PUBLICATION NOTICE** 

22862 **GLENN PATENT GROUP** 3475 EDISON WAY, SUITE L MENLO PARK, CA 94025

Title: AUTOMATED MEDIA DELIVERY SYSTEM

Publication No.US-2013-0138774-A1 Publication Date: 05/30/2013

#### NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seg. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently http://www.uspto.gov/patft/.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382. by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently http://pair.uspto.gov/. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Office of Data Managment, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor

: Sean BARGER

Serial No.

: 13/752,110

Filed

: 01-28-2013

Art Unit

: 2177

Confirmation Number

: 1068

Examiner

: Cesar B. Paula

Title

: AUTOMATED MEDIA DELIVERY SYSTEM

Attorney Docket No. : 110595-8016,US04 (formerly EQUI0016D-C)

August 28, 2013

Commissioner of Patents and Trademarks P.O. Box 1450 Alexandria, VA. 22313-1450

#### RESPONSE TO INFORMATION NOTICE

In response to the Informational Notice to Applicant mailed on May 1, 2013, enclosed herewith are the executed Declarations.

The Commissioner is authorized to charge any fees that may be due and credit any overpayments to Deposit Account No: 50-2207 (Order No. 110595-8016.US04).

Respectfully submitted,

Deborah L. Caswell

)eborah I. Caswell

Reg. No. 61766

Customer No. 22918

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor, I hereby declare that:
This declaration is directed to the attached application, or (if following box is checked):
[ ] United States application or PCT international application number 13/752,110 filed on filed
The above-identified application was made or authorized to be made by me.
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.
I have reviewed and understand the contents of the application, including the claims.
I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. Section 1.56.
Whereas, the undersigned inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided above in the header of this document:

Whereas, <u>AUTOMATED MEDIA PROCESSING SOLUTIONS</u>, INC. DBA EQUILIBRIUM, "AMPS, INC.", a corporation duly organized under and pursuant to the laws of Delaware having its principal place of business at <u>222 Marguerite Ave.</u>, Mill Valley, CA 94941, desires to acquire and each undersigned inventor desires to grant to <u>AUTOMATED MEDIA PROCESSING SOLUTIONS</u>, INC. <u>DBA EQUILIBRIUM</u>, "AMPS, INC.", the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR, hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", hereinafter referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignee, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title

to the Invention and all related patents and applications, in Assignee, its successors, legal representatives, and assigns, whenever requested by the Assignee, its successors, legal representatives, or assigns.

ASSIGNOR(S) grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Each undersigned inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to the Assignee and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned inventor also hereby grants the assignee, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent Application Number) which may be necessary or desirable for recordation of this Assignment.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

I hereby acknowledge that any willful false statement made in this declaration is punishable under

18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

1) Legal Name of Inventor: Sean BARGER	
Signature:	_ Date: 4/23/13
2) Legal Name of Inventor: Brian RICE	/ /
Signature:	Date:
3) Legal Name of Inventor: Matt BUTLER	
Signature:	Date:
4) Legal Name of Inventor: David POCHRON	
Signature:	Date:

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor. I hereby declare that:		
This declaration is directed to the attached application, or (if following box is o	thecked):	
United States application or PCT international application numberonJanuary 28, 2013	13/752,110	filed
The above-identified application was made or authorized to be made by me.		
I believe that I am the original inventor or an original joint inventor of application.	a claimed invent	rion in the
I have reviewed and understand the contents of the application	. including th	e claims.
I am aware of the duty to disclose to the United States Patent and Traden known to me to be material to patentability as defined in 37 C.F.R. Section 1.5	nark Office all i i6.	nformation
		a:

Whereas, the undersigned inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided above in the header of this document;

Whereas. AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", a corporation duly organized under and pursuant to the laws of Delaware having its principal place of business at 222 Marguerite Ave., Mill Valley, CA 94941, desires to acquire and each undersigned inventor desires to grant to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR. hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", hereinaster referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignee, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the Invention and all related patents and applications, in Assignee, its successors, legal representatives, and assigns, whenever requested by the Assignee, its successors, legal representatives, or assigns.

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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

IN Local Name of Inventor: Soon RADCED

1) Legal Name of inventor, sean DAROCK	
Signature:	Date:
2) Legal Name of Inventor: Brian RICE Signature:  3) Legal Name of Inventor: Matt BUTLER	Date: 6/24/2013
Signature:	Date:
4) Legal Name of Inventor: David POCHRON	
e:	Data

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor, I hereby declare that:		
This declaration is directed to the attached application, or (if following box is ch	iecked):	
[ ] United States application or PCT international application numberon	13/752,110	_ filed
The above-identified application was made or authorized to be made by me.		

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the application, including the claims.

I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. Section 1.56.

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Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR, hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", hereinafter referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignee, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title

Page 1 of 2

to the Invention and all related patents and applications, in Assignee, its successors, legal representatives, and assigns, whenever requested by the Assignee, its successors, legal representatives, or assigns.

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1) Legal Name of Inventor: Sean BARGER	
Signature:	Date:
2) Legal Name of Inventor: Brian RICE	
Signature:	Date:
3) Legal Name of Inventor: Matt BUTLER  Signature:	Date: <u>06/27/2</u> 013
4) Legal Name of Inventor: David POCHRON	
Signature:	Date:

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

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This declaration is directed to the attached application, or (if following box is o	:hecked):	
[ ] United States application or PCT international application numberon	13/752,110	_ filed
The above-identified application was made or authorized to be made by me.		

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the application, including the claims.

I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. Section 1.56.

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Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR, hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", hereinafter referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignee, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title

to the Invention and all related patents and applications, in Assignee, its successors, legal representatives, and assigns, whenever requested by the Assignee, its successors, legal representatives, or assigns.

ASSIGNOR(S) grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Each undersigned inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to the Assignee and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned inventor also hereby grants the assignee, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent Application Number) which may be necessary or desirable for recordation of this Assignment.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

1) Legal Name of Inventor: Sean BARGER	
Signature:	Date:
2) Legal Name of Inventor: Brian RICE	
Signature:	Date:
3) Legal Name of Inventor: Matt BUTLER	
Signature:	Date:
4) Legal Name of Inventor: <b>David POCHRON</b>	
Signature: David Poshion	Date: 6-27-2013

Electronic Acknowledgement Receipt		
EFS ID:	16715054	
Application Number:	13752110	
International Application Number:		
Confirmation Number:	1068	
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM	
First Named Inventor/Applicant Name:	Sean BARGER	
Customer Number:	22862	
Filer:	Michael Glenn/Della Revecho	
Filer Authorized By:	Michael Glenn	
Attorney Docket Number:	110595-8016.US04	
Receipt Date:	28-AUG-2013	
Filing Date:	28-JAN-2013	
Time Stamp:	19:08:46	
Application Type:	Utility under 35 USC 111(a)	

## **Payment information:**

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		2013_08_28_RespMP_Declarati	828500	ves	9
'		ons.pdf	0eaf500a73a1684b071917484fffc74a5b00 1d00	, l	

Multipart Description/PDF files in .	Multipart Description/PDF files in .zip description		
Document Description Start E		End	
Applicant Response to Pre-Exam Formalities Notice	1	1	
Oath or Declaration filed 2 9		9	

#### Warnings:

Information:

Total Files Size (in bytes):	828500

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/08a (01-10)
loc description: Information Disclosure Statement (IDS) Field
Approved for use through 07/31/2012. OMB 0851-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

	Application Number	13/752,110
INFORMATION DISCLOSURE	Filing Date	Jan 28, 2013
STATEMENT BY APPLICANT	First Named Inventor	Sean Barger
(Not for submission under 37 CFR 1.99)	Art Unit	2455   Confirmation No. 7377
	Examiner Name	Charles C. Murphy
	Attorney Docket Numb	er (formerly EQUI0016D-C)

				U.S. PATENT	S	
Examiner Initial*	Cite No	Patent Number	Kind Code	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US-5903277		May 11, 1999	Sutherland, Stephen B., et al.	
weight the state of the state o	2	US-6167442		Dec 26, 2000	Sutherland, Stephen B., et al.	
		U.S. F	'ATEN	T APPLICATION	PUBLICATIONS	4
Examiner Initial*	Cite No	Publication Number	Kind Code	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	3	US-20050190872		Sep 1, 2005	Seong, Yeong-kyeong et al.	
ga ya garangi di Mikin Bagatata ya ya garandi	4	US-20080307454		Dec 11, 2008	Ahanger, Gulrukh et al.	
	5	US-20090003432		Jan 1, 2009	Liu, Xiaomei et al.	
	6	US-20120215629		Aug 23, 2012	Girouard, David et al.	

PTO/SB/08a (01-10)
oc description: Information Disclosure Statement (IDS) Field
Approved for use through 07/31/2012. OMB 0851-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number	13/752,110
INFORMATION DISCLOSURE	Filing Date	Jan 28, 2013
STATEMENT BY APPLICANT	First Named Inventor	Sean Barger
(Not for submission under 37 CFR 1.99)	Art Unit	2455   Confirmation No. 7377
	Examiner Name	Charles C. Murphy
	Attorney Docket Numb	er (formerly EQUI0016D-C)

	-	<del>,</del>	F	OREIG	N PAT	ENT DOCUME	ENTS			
Examiner Initial*	Cite No	Foreign Docu Number <sup>3</sup>	ment	Country Code <sup>2</sup>	Kind Code	Publication Date	Name of Patentee of cited Document	or Applicant	Pages, Columns, Lines where Relevant Passages of Relevant Figures Appear	S
			NON-	PATEN	T LITE	RATURE DOC	UMENTS			
Examiner Initials*										
				EXA	MINE	R SIGNATURE	<b>.</b>			
Examine	Examiner Signature Date Considered									
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.										
letter code the serial r Kind of d	<sup>1</sup> See Kind Codes of USPTO Patent Documents at <a href="https://www.USPTO.GOV">www.USPTO.GOV</a> or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.									

Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

PTO/SB/08a (01-10)
oc description: Information Disclosure Statement (IDS) Field
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

	Application Number	13/752,110	0
INFORMATION DISCLOSURE	Filing Date	Jan 28, 20	13
STATEMENT BY APPLICANT	First Named Inventor	nventor Sean Barger	
(Not for submission under 37 CFR 1.99)	Art Unit	2455   Cor	nfirmation No. 7377
	Examiner Name	Charles C. Murj	phy
	Attorney Docket Numb		016. US04 QUIUUT6D-C)

CERTIFICATIO	N STATEMENT	
Please see 37 CFR 1.97 and 1.98 to make the appropriate se	election(s):	
☐ That each item of information contained in the information from a foreign patent office in a counterpart foreign application information disclosure statement. See 37 CFR 1.97(e) (1)	ation not more than three mont	
OR		
☐ That no item of information contained in the information di foreign patent office in a counterpart foreign application, a after making reasonable inquiry, no item of information co to any individual designated in 37 CFR 1.56(c) more than statement. See 37 CFR 1.97(e) (2).	ind, to the knowledge of the per intained in the information discl	rson signing the certification osure statement was known
See attached certification statement.		
☐ Fee set forth in 37 CFR 1.17 (p) has been submitted here	with.	
X No certification statement submitted herewith.		
SIGNA	TURE	
A signature of the applicant or representative is required in at the form of the signature.	ccordance with CFR 1.33, 10.1	8. Please see CFR 1.4(d) for
1 / 100	. 1	
Signature The borah I (aquet	(Date (YYYY-MM-DD)	2013-10-16
Name/Print Deborah L. Caswell	Registration Number	61766
This collection of information is required by 37 CFR 1.97 and by the public which is to file (and by the USPTO to process) a and 37 CFR 1.14. This collection is estimated to take 1 hour the completed application form to the USPTO. Time will vary amount of time you require to complete this form and/or sugg Information Officer, U.S. Patent and Trademark Office, U.S. 22313-1450. DO NOT SEND FEES OR COMPLETED FORM	an application. Confidentiality is to complete, including gathering depending upon the individual jestions for reducing this burde Department of Commerce, P.O.	governed by 35 U.S.C. 122 g, preparing and submitting case. Any comments on the n, should be sent to the Chief Box 1450, Alexandria, VA

Electronic Acknowledgement Receipt					
EFS ID:	17147772				
Application Number:	13752110				
International Application Number:					
Confirmation Number:	1068				
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM				
First Named Inventor/Applicant Name:	Sean BARGER				
Customer Number:	22862				
Filer:	Michael Glenn/Della Revecho				
Filer Authorized By:	Michael Glenn				
Attorney Docket Number:	110595-8016.US04				
Receipt Date:	16-OCT-2013				
Filing Date:	28-JAN-2013				
Time Stamp:	18:53:58				
Application Type:	Utility under 35 USC 111(a)				

## **Payment information:**

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS)	2013_10_16_IDSEQUI0016	202848	no	3
'	Form (SB08)	D-C.pdf	a8f5873f2efd6f259928fa5d69d522c2a0b39 8f4		J

#### Warnings:

Information:

This is not an USPTO supplied IDS fillable form		
	Total Files Size (in bytes):	202848

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

oc description: Information Disclosure Statement (IDS) Field
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number		13/752,110 (Conf # 1068)	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Filing Date		Jan 28, 2013	
(Not for submission under 37 CFR 1.99)	First Named Inventor Sear		n Barger	
	Art Unit		2177	
	Examiner Name Ces		sar B. Paula	
	Attorney Docket Number	er	110595-8016.US04	

				U.S. PATENTS	3	
Examiner Initial*	Cite No	Patent Number	Kind Code	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US-5903277		May 11, 1999	Sutherland, Stephen B., et al.	
	2	US-6167442		Dec 26, 2000	Sutherland, Stephen B., et al.	
		ue n	A TENI	F A DDI ICATION	DUDLICATIONS	
	ı	U.S. P	AIEN	T APPLICATION	PUBLICATIONS	I = ·
Examiner Initial*	Cite No	Publication Number	Kind Code	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	3	US-20050190872		Sep 1, 2005	Seong, Yeong-kyeong et al.	
	4	US-20080307454		Dec 11, 2008	Ahanger, Gulrukh et al.	
	5	US-20090003432		Jan 1, 2009	Liu, Xiaomei et al.	
	6	US-20120215629		Aug 23, 2012	Girouard, David et al.	

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Field

PTO/SB/08a (01-10)

Approved for use through 07/31/2012. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number		13/752,110 (Conf # 1068)
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Filing Date		Jan 28, 2013
(Not for submission under 37 CFR 1.99)	First Named Inventor Sean Barger		n Barger
	Art Unit		2177
	Examiner Name Cesar B. Paula		ar B. Paula
	Attorney Docket Number	er	110595-8016.US04

EXAMINER SIGNATURE			
Examiner Signature		Date Considered	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>&</sup>lt;sup>1</sup> See Kind Codes of USPTO Patent Documents at <a href="www.USPTO.GOV">www.USPTO.GOV</a> or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>&</sup>lt;sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.

PTO/SB/08a (01-10)

Approved for use through 07/31/2012. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Application Number		13/752,110 (Conf # 1068)	
	Filing Date		Jan 28, 2013	
(Not for submission under 37 CFR 1.99)	First Named Inventor Sean		n Barger	
	Art Unit		2177	
	Examiner Name	Cesa	ar B. Paula	
	Attorney Docket Number	er	110595-8016.US04	

	CERTIFICATIO	N STATEMENT			
Please see 37 CFR 1.97 and	1.98 to make the appropriate se	election(s):			
from a foreign patent office	ion contained in the information in a counterpart foreign applic ement. See 37 CFR 1.97(e) (1)	ation not more than three mont			
OR					
foreign patent office in a co after making reasonable in to any individual designate	☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).				
☐ See above certification sta	tement.				
☐ Fee set forth in 37 CFR 1.	17 (p) has been submitted here	with.			
X No certification statement	submitted herewith.				
	SIGNA	ATURE			
A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.					
Signature	/Deborah L. Caswell/	Date (YYYY-MM-DD)	2014-01-09		
Name/Print	Deborah L. Caswell	Registration Number	61766		

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 

Electronic Acknowledgement Receipt			
EFS ID:	17872657		
Application Number:	13752110		
International Application Number:			
Confirmation Number:	1068		
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM		
First Named Inventor/Applicant Name:	Sean BARGER		
Customer Number:	22862		
Filer:	Michael Glenn/Della Revecho		
Filer Authorized By:	Michael Glenn		
Attorney Docket Number:	110595-8016.US04		
Receipt Date:	09-JAN-2014		
Filing Date:	28-JAN-2013		
Time Stamp:	18:26:16		
Application Type:	Utility under 35 USC 111(a)		

# **Payment information:**

Submitted with Payment	no
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# File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS)	110595-8016-US04_IDS.pdf	110936	no	3
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147				'	

#### Warnings:

Information:

This is not an USPTO supplied IDS fillable form		
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

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#### New International Application Filed with the USPTO as a Receiving Office

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PLUS Search Results for S/N 13752110, Searched Tue Mar 24 14:37:59 EDT 2015 The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

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PLUS Search Results for S/N 13752110, Searched Tue Mar 24 14:38:19 EDT 2015 The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

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#### NOTICE OF ALLOWANCE AND FEE(S) DUE

22862 04/24/2015 **GLENN PATENT GROUP** c/o Perkins Coie LLP P.O. Box 1247 Seattle, WA 98111-1247

**EXAMINER** FABER, DAVID ART UNIT PAPER NUMBER 2177

DATE MAILED: 04/24/2015

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/752,110	01/28/2013	Sean BARGER	110595-8016.US04	1068

TITLE OF INVENTION: OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	07/24/2015

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. <u>PROSECUTION ON THE MERITS IS CLOSED</u>. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

#### HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

#### PART B - FEE(S) TRANSMITTAL

#### Complete and send this form, together with applicable fee(s), to: Mail Mail Stop ISSUE FEE

Mail Stop ISSUE FEE Commissioner for Patents P.O. Box 1450

Alexandria, Virginia 22313-1450 or <u>Fax</u> (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission. CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address) Certificate of Mailing or Transmission I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below. 22862 7590 04/24/2015 **GLENN PATENT GROUP** c/o Perkins Coie LLP P.O. Box 1247 (Depositor's name Seattle, WA 98111-1247 (Signature (Date APPLICATION NO. FILING DATE FIRST NAMED INVENTOR ATTORNEY DOCKET NO. CONFIRMATION NO. 13/752.110 01/28/2013 Sean BARGER 110595-8016.US04 1068 TITLE OF INVENTION: OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT PUBLICATION FEE DUE PREV. PAID ISSUE FEE APPLN. TYPE **ENTITY STATUS** ISSUE FEE DUE TOTAL FEE(S) DUE DATE DUE \$0 \$480 **SMALL** \$480 \$0 07/24/2015 nonprovisional **EXAMINER** ART UNIT CLASS-SUBCLASS FABER, DAVID 715-200000 2177 1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363). 2. For printing on the patent front page, list (1) The names of up to 3 registered patent attorneys ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached. or agents OR, alternatively, (2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required. 3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type) PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment. (A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

☐ Publication Fee (No small entity discount permitted) ☐ Advance Order - # of Copies	<ul> <li>Payment by credit card. Form PTO-2038 is attached.</li> <li>The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number (enclose an extra copy of this form).</li> </ul>
5. Change in Entity Status (from status indicated above)	
☐ Applicant certifying micro entity status. See 37 CFR 1.29	NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment
☐ Applicant asserting small entity status. See 37 CFR 1.27	NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
Applicant changing to regular undiscounted fee status.	<u>NOTE:</u> Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.
TOTE TILL C	1.22 G . 27 OFB 1.46

Please check the appropriate assignee category or categories (will not be printed on the patent): 🔲 Individual 📮 Corporation or other private group entity 🖵 Government

 ☐ A check is enclosed.

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature \_\_\_\_\_\_ Date \_\_\_\_\_\_

Typed or printed name \_\_\_\_\_\_ Registration No. \_\_\_\_\_\_\_

IPR2023-00332 Page 00151

4a. The following fee(s) are submitted:

☐ Issue Fee



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13/752,110	01/28/2013	Sean BARGER	110595-8016.US04	1068
22862 75	90 04/24/2015		EXAM	INER
GLENN PATEN		FABER,	DAVID	
c/o Perkins Coie Ll	LP			-
P.O. Box 1247			ART UNIT	PAPER NUMBER
Seattle, WA 98111	-1247		2177	_

#### **Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)**

(Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

#### OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

#### **Privacy Act Statement**

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

- 1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
- 2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
- 3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
- 4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
- 5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
- 6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
- 7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
- 8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
- 9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Examiner-Initiated Interview Summary	13/752,110	BARGER ET AL.			
Examiner-initiated interview Summary	Examiner	Art Unit			
	DAVID FABER	2177			
All participants (applicant, applicant's representative, PTO	personnel):				
(1) <u>DAVID FABER</u> .	(3)				
(2) <u>Donald Hendricks</u> .	(4)				
Date of Interview: <u>26 March 2015</u> .					
Type: X Telephonic Video Conference Personal [copy given to: Applicant	☐ applicant's representative]				
Exhibit shown or demonstration conducted: Yes If Yes, brief description:	□ No.				
Issues Discussed 101 112 1102 103 Oth (For each of the checked box(es) above, please describe below the issue and deta					
Claim(s) discussed: <u>8-14</u> .					
Identification of prior art discussed: None.					
Substance of Interview (For each issue discussed, provide a detailed description and indicate if agreement reference or a portion thereof, claim interpretation, proposed amendments, arguments.)		dentification or clarific	cation of a		
See Continuation Sheet.					
Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.					
<b>Examiner recordation instructions</b> : Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.					
Attachment					

Application No.

Applicant(s)

U.S. Patent and Trademark Office PTOL-413B (Rev. 8/11/2010)

Application No. 13/752,110

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: During 3/25-26/15, Examiner Faber and SPE Cesar Paula disclosed the patentability of the claims. After discussion, it was agreed that claims 1-14 would be allowable. However, a couple of issues remained that would prevent a notice of allowance from being mailed. First, Claims 8-13 disclosed a computer readable storage medium; however, the specification did not explicitly disclose a computer readable storage medium or any type of medium or memory at all. This would have resulted in a objection to the specification due an antecedent basis issue with computer readable storage medium. However, Applicant's specification disclosed a web server and at least FIG 1 disclosed the web server disclosed it being a computer. It was known that computers had a computer readable memory. It was agreed that amending the claims to state non-transitory computer readable memory. Second, Claim 14 stated "The method of Claim 13"; however, Claim 13 was a medium claim, not a method claim. Amending the claim to say The non-transitory computer readable memory of Claim 13 would overcome this issue. Finally, the FIGs 11, 14 and 15 of the drawings contain text that was distorted and/or missing ink that made it hard for the Examiner(s) to fully understand each of the figures overall. On 3/26, Examiner Faber contacted Mr. Hendricks to discuss the following issues. The Examiner stated an Examiner's Amendment could be perform to overcome these issues if Mr. Hendricks agreed to the proposed changes as disclosed above. Mr. Hendricks agreed to change Claims 8-14 to state A/The non-transitory computer readable memory.... This would overcome the pending objection to the specification and Claim 14. Furthermore, it was decided the best way to handle the drawing issue at that time was to have the drawings be objected within the Examiner's Amendment/Notice of Allowance so Mr. Hendricks can take care of the drawings issue at later time. Thus, Mr. Hendricks agreed to the Examiner's Amendment based on the agreed changes and the drawings agreement explained above...

	Application No. 13/752,110	Applicant(s BARGER E	
Notice of Allowability	Examiner DAVID FABER	<b>Art Unit</b> 2177	AIA (First Inventor to File) Status No
The MAILING DATE of this communication appear All claims being allowable, PROSECUTION ON THE MERITS IS (wherewith (or previously mailed), a Notice of Allowance (PTOL-85) of NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RICE of the Office or upon petition by the applicant. See 37 CFR 1.313	OR REMAINS) CLOSED in this ap or other appropriate communication GHTS. This application is subject to	plication. If not n will be mailed	t included I in due course. <b>THIS</b>
<ol> <li>This communication is responsive to <u>application filed on 1/28</u></li> <li>A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/</li> </ol>			
<ol> <li>An election was made by the applicant in response to a restr requirement and election have been incorporated into this ac</li> </ol>		:he interview or	n; the restriction
<ol> <li>The allowed claim(s) is/are 1-14. As a result of the allowed c         Highway program at a participating intellectual property office         http://www.uspto.gov/patents/init_events/pph/index.jsp or ser</li> </ol>	e for the corresponding application	. For more info	
4. $\square$ Acknowledgment is made of a claim for foreign priority under	r 35 U.S.C. § 119(a)-(d) or (f).		
Certified copies:			
a) All b) Some *c) None of the:	h		
1. Certified copies of the priority documents have			
2. Certified copies of the priority documents have	• • • • • • • • • • • • • • • • • • • •		application from the
<ol> <li>Copies of the certified copies of the priority doc International Bureau (PCT Rule 17.2(a)).</li> </ol>	uments have been received in this	national stage	application from the
* Certified copies not received:			
Certified copies flot received			
Applicant has THREE MONTHS FROM THE "MAILING DATE" on noted below. Failure to timely comply will result in ABANDONMETHIS THREE-MONTH PERIOD IS NOT EXTENDABLE.		complying with	n the requirements
5. X CORRECTED DRAWINGS ( as "replacement sheets") must	be submitted.		
including changes required by the attached Examiner's Paper No./Mail Date 20150325.	Amendment / Comment or in the C	Office action of	
Identifying indicia such as the application number (see 37 CFR 1.8 each sheet. Replacement sheet(s) should be labeled as such in the			(not the back) of
<ol> <li>DEPOSIT OF and/or INFORMATION about the deposit of BI attached Examiner's comment regarding REQUIREMENT FO</li> </ol>			the
Attachment(s)			
1. Notice of References Cited (PTO-892)	5. 🛛 Examiner's Amend		
<ol> <li>Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date See Continuation Sheet</li> </ol>	6. ☐ Examiner's Statem	ent of Reasons	s for Allowance
<ol> <li>Examiner's Comment Regarding Requirement for Deposit of Biological Material</li> <li>Minterview Summary (PTO-413),</li> </ol>	7.		
Paper No./Mail Date <u>20150326</u> .			
	/CESAR PAULA/		
	Supervisory Patent Ex	aminer, Art U	Jnit 2177

U.S. Patent and Trademark Office PTOL-37 (Rev. 08-13)

**Notice of Allowability** 

Part of Paper No./Mail Date 20150325

Continuation of Attachment(s) 2. Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date: 1/28/13, 4/18/13, 10/16/13, and 1/9/14...

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#### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Donald Hendricks on 26 March 2015.

The application has been amended as follows:

• The Title has been amended to better reflect the claimed invention:

Automated Media Delivery System Optimization of Media Content using

#### **Generated Intermediate Media Content**

Claims 8-14 have been amended as:

8. (Amended) A non-transitory computer-readable **memory** storage medium storing instructions, the instructions which when executed by a processor, cause the processor to perform:

receiving a first request from a first playback device for media content; wherein the first request contains information, the information indicating a first original media content, first content generation operations, and first transformation operations;

Art Unit: 2177

determining whether a previously-generated first intermediate media content is available for reuse, the previously-generated first intermediate media content having been created using the first original media content and the first set of content generation operations; and

responsive to determining that a previously-generated first intermediate media content is available, creating a first optimized media content for the first playback device by performing the first set of transformation operations on the previously-generated first intermediate media content; and

responsive to determining that a previously-generated first intermediate media content is not available, creating a first optimized media content for the first playback device by creating a first intermediate content using the first original media content and the first set of content generation operations, and performing the first set of transformation operations on the first intermediate media content; and sending the first optimized media content to the first playback device.

- 9. (Amended) The non-transitory computer-readable memory storage medium of Claim
- 8, further comprising:

receiving a second request from a second playback device for media content; wherein the second request contains information, the information indicating a second original media content, second set of content generation operations, and second set of transformation operations;

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wherein the second request is received substantially concurrently with receiving the first request;

wherein the first original media content and the second original media content are the same media content;

determining whether a second intermediate media content is available having been previously created using the second original media content and the second set of content generation operations; and

responsive to determining that the second intermediate media content is available, creating a second optimized media content for the first playback device by performing the second set of transformation operations on the second intermediate media content; and

responsive to determining that the second intermediate media content is not available, creating a second optimized media content for the first playback device by creating the second intermediate content using the second original media content and the second set of content generation operations, and performing the second set of transformation operations on the second intermediate media content; and sending the second optimized media content to the second playback device.

10 (Amended). The non-transitory computer-readable <u>memory</u> storage medium of Claim 9, wherein the first set of content generation operations and the second set of content generation operations are the same, and the first set of transformation operations and the second set of transformation operations are different.

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11. (Amended) The non-transitory computer-readable memory storage medium of

Claim 9, wherein the first set of content generation operations and the second set of

content generation operations are different, and the first set of transformation operations

and the second set of transformation operations are different.

12. (Amended) The non-transitory computer-readable memory storage medium of

Claim 8, further comprising:

determining whether a previously-generated first optimized media content is

available for reuse, wherein the previously-generated first optimized media content

was created using the first original media content, the first content generation

operations, and the first transformation operations;

responsive to determining that the previously-generated first optimized media

content is available, sending the previously-generated first optimized media content

to the first playback device.

13. (Amended) The non-transitory computer-readable memory storage medium of

Claim 8, further comprising:

determining whether the host computer has sufficient processing resources to

create the first optimized media content for the first playback device;

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responsive to determining that the host computer does not have sufficient processing resources to create the first optimized media content, determining an alternate first set of content generation operations or an alternate first set of transformation operations;

creating an alternate first optimized media content using the alternate first set of content generation operations or the alternate first set of transformation operations.

14. (Amended) The method non-transitory computer-readable memory of Claim 13, wherein the first optimized media content is at a first level of quality and the alternate first optimized media content is at a second level of quality, wherein the first level of quality is higher than the second level of quality;

wherein a level of quality of a media content is measured based on a compression format, a bit rate, and an image resolution of a media content sent to a playback device.

- 2. The following is an examiner's statement of reasons for allowance:
  - Regarding independent claim 1 and its parallel independent claims, none of the references, either singularly or in combination, teach or suggest to a person of ordinary skill in the art at the time of the invention the combination of limitations of the independent claim 1 and it parallel claim 6 including: " A method in a host computer for developing transformation processing operations to optimize media content playback to a plurality of playback

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devices connected with the host computer in a network, the method comprising: receiving a first request from a first playback device for media content; wherein the first request contains information, the information indicating a first original media content, first content generation operations, and first transformation operations; determining whether a previouslygenerated first intermediate media content is available for reuse, the previously-generated first intermediate media content having been created using the first original media content and the first set of content generation operations; and responsive to determining that a previouslygenerated first intermediate media content is available, creating a first optimized media content for the first playback device by performing the first set of transformation operations on the previously-generated first intermediate media content; and responsive to determining that a previously-generated first intermediate media content is not available, creating a first optimized media content for the first playback device by creating a first intermediate content using the first original media content and the first set of content generation operations, and performing the first set of transformation operations on the first intermediate media content; and sending the first optimized media content to the first playback device."

 Claims 8-14 have been amended to state a "non-transitory computerreadable memory" instead of a "non-transitory computer readable storage

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medium. While the term "computer-readable memory" is not specifically disclosed in the specification, Page 13, lines 14-17 of Applicant's specification discloses a system comprising a Web server. FIG 1 of the drawings show an image of computer tower (computer without a monitor) to represent a web server. A image of a computer tower indicates that the Web server is a physical computer (machine). It is implicitly known in the art at that a computer comprises non-transitory components such as a non-transitory computer-readable memory (e.g. RAM, ROM) Therefore, there is support for a non-transitory computer-readable memory within Applicant's specification and fulfills the requirements of 35 USC 101

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

#### Priority

3. Applicant's claim for the benefit of a prior-filed application under 35 U.S.C. 119(e) or under 35 U.S.C. 120, 121, or 365(c) is acknowledged. Applicant has not complied with one or more conditions for receiving the benefit of an earlier filing date under 35 U.S.C. 120 as follows:

Art Unit: 2177

The later-filed application must be an application for a patent for an invention which is also disclosed in the prior application (the parent or original nonprovisional application or provisional application). The disclosure of the invention in the parent application and in the later-filed application must be sufficient to comply with the requirements of 35 U.S.C. 112(a) or the first paragraph of pre-AIA 35 U.S.C. 112, except for the best mode requirement. See *Transco Products, Inc. v. Performance Contracting, Inc.*, 38 F.3d 551, 32 USPQ2d 1077 (Fed. Cir. 1994)

The disclosure of the prior-filed application, Application No. 09425326, fails to provide adequate support or enablement in the manner provided by 35 U.S.C. 112(a) or pre-AIA 35 U.S.C. 112, first paragraph for one or more claims of this application. The entire claimed subject matter of Claims 1-14 are not disclosed and/not supported in App. 0942326. If Applicant believes the claimed subject matter for Claims 1-14 are disclosed in App. 09425326, the Examiner requests for each of the limitations in Claims 1-14 that the Applicant provides support of wherein the claim language/subject matter is supported within Application 09425326.

Therefore, this application does not receive the prior date of App. 09425326 filed 21 October 1999 since it claims additional disclosure not presented in the prior application. Furthermore, support for the claimed subject matter has been found in 12238842, 12173747, 11269916 and 09929904. Thus, 13752110 receives the priority date of App. 09929904.

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#### Information Disclosure Statement

The information disclosure statements (IDS) submitted on 1/28/13, 4/18/13, 10/16/13, and 1/9/14 is in compliance with the provisions of 37 CFR 1.97. Note: the IDS filed on 1/28/13 contains duplicate listings of US 6938073 and US 20060015580 with incorrect publication dates. These duplicates were not considered by the Examiner. Accordingly, the information disclosure statement is being considered by the examiner.

#### Drawings

New corrected drawings in compliance with 37 CFR 1.121(d) are required in this application because FIGs 11, 14 and 15 contain text that is hard to read and/or understand due to missing ink and/or being distorted. Applicant is advised to employ the services of a competent patent draftsperson outside the Office, as the U.S. Patent and Trademark Office no longer prepares new drawings. The corrected drawings are required in reply to the Office action to avoid abandonment of the application. The requirement for corrected drawings will not be held in abeyance.

#### Allowable Subject Matter

Claims 1-14 are allowed.

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Conclusion

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to David Faber whose telephone number is 571-272-2751.

The examiner can normally be reached Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Cesar Paula, can be reached on 571-272-4128. The fax phone number for

the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

/D. F./

Examiner, Art Unit 2177

/CESAR PAULA/

Supervisory Patent Examiner, Art Unit 2177

Examiner-Initiated Interview Summary	13/752,110	BARGER ET AL.			
Examiner-initiated interview Summary	Examiner	Art Unit			
	DAVID FABER	2177			
All participants (applicant, applicant's representative, PTO	personnel):				
(1) <u>DAVID FABER</u> .	(3)				
(2) <u>Donald Hendricks</u> .	(4)				
Date of Interview: <u>26 March 2015</u> .					
Type: X Telephonic Video Conference Personal [copy given to: Applicant	☐ applicant's representative]				
Exhibit shown or demonstration conducted: Yes If Yes, brief description:	□ No.				
Issues Discussed 101 112 1102 103 Oth (For each of the checked box(es) above, please describe below the issue and deta					
Claim(s) discussed: <u>8-14</u> .					
Identification of prior art discussed: None.					
Substance of Interview (For each issue discussed, provide a detailed description and indicate if agreement reference or a portion thereof, claim interpretation, proposed amendments, arguments.)		dentification or clarific	cation of a		
See Continuation Sheet.					
Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.					
<b>Examiner recordation instructions</b> : Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.					
Attachment					

Application No.

Applicant(s)

U.S. Patent and Trademark Office PTOL-413B (Rev. 8/11/2010)

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: During 3/25-26/15, Examiner Faber and SPE Cesar Paula disclosed the patentability of the claims. After discussion, it was agreed that claims 1-14 would be allowable. However, a couple of issues remained that would prevent a notice of allowance from being mailed. First, Claims 8-13 disclosed a computer readable storage medium; however, the specification did not explicitly disclose a computer readable storage medium or any type of medium or memory at all. This would have resulted in a objection to the specification due an antecedent basis issue with computer readable storage medium. However, Applicant's specification disclosed a web server and at least FIG 1 disclosed the web server disclosed it being a computer. It was known that computers had a computer readable memory. It was agreed that amending the claims to state non-transitory computer readable memory. Second, Claim 14 stated "The method of Claim 13"; however, Claim 13 was a medium claim, not a method claim. Amending the claim to say The non-transitory computer readable memory of Claim 13 would overcome this issue. Finally, the FIGs 11, 14 and 15 of the drawings contain text that was distorted and/or missing ink that made it hard for the Examiner(s) to fully understand each of the figures overall. On 3/26, Examiner Faber contacted Mr. Hendricks to discuss the following issues. The Examiner stated an Examiner's Amendment could be perform to overcome these issues if Mr. Hendricks agreed to the proposed changes as disclosed above. Mr. Hendricks agreed to change Claims 8-14 to state A/The non-transitory computer readable memory.... This would overcome the pending objection to the specification and Claim 14. Furthermore, it was decided the best way to handle the drawing issue at that time was to have the drawings be objected within the Examiner's Amendment/Notice of Allowance so Mr. Hendricks can take care of the drawings issue at later time. Thus, Mr. Hendricks agreed to the Examiner's Amendment based on the agreed changes and the drawings agreement explained above...

# Notice of References Cited Application/Control No. 13/752,110 Examiner DAVID FABER Application/Control No. Applicant(s)/Patent Under Reexamination BARGER ET AL. Page 1 of 2

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	Α	US-5,740,430 A	04-1998	Rosenberg et al.	1/1
*	В	US-6,173,316 B1	01-2001	De Boor et al.	709/218
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#### **NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

U.S. Patent and Trademark Office PTO-892 (Rev. 01-2001)

**Notice of References Cited** 

#### Application/Control No. Applicant(s)/Patent Under Reexamination 13/752,110 BARGER ET AL. Notice of References Cited Art Unit Examiner Page 2 of 2 DAVID FABER 2177 **U.S. PATENT DOCUMENTS**

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*	Α	US-6,938,073 B1	08-2005	Mendhekar et al.	709/217
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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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#### **NON-PATENT DOCUMENTS**

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	*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

U.S. Patent and Trademark Office PTO-892 (Rev. 01-2001)

**Notice of References Cited** 

Part of Paper No. 20150325



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UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

### **BIB DATA SHEET**

#### **CONFIRMATION NO. 1068**

I							
SERIAL NUMBER   F	ILING or 371(c)	CLASS	GROUP ART	TUNIT ATT	ORNEY DOCKET		
13/752,110	01/28/2013	715	2177	11	0595-8016.US04		
	RULE						
APPLICANTS							
Automated Media Pr	ocessing Solutions	Inc. dba Equilibrium, ".	AMPS, Inc.", Sa	ausalito, CA			
INVENTORS Sean BARGER, Mill Valley, CA; Steve JOHNSON, Mill Valley, CA; Matt BUTLER, Beaverton, OR; Jerry DESTREMPS, Sausalito, CA; David POCHRON, Cambridge, MA; Trent BROWN, San Anselmo, CA;							
** CONTINUING DATA ***	*******	•					
which is a DIV which is a DIV which is a CIP which is a CIP ** FOREIGN APPLICATIO ** IF REQUIRED, FOREIG	This application is a CON of 12/238,842 09/26/2008 PAT 8381110						
02/16/2013					1		
Foreign Priority claimed Y  35 USC 119(a-d) conditions met Y	′es ☑ No ☐ Met aft	STATE OR COUNTRY	SHEETS	TOTAL CLAIMS	INDEPENDENT CLAIMS		
Verified and Acknowledged /DAVID FABER/ Examiner's Signation	/DF/	CA	23	14	2		
ADDRESS		•	•	•	•		
c/o Perkins Coie LLP P.O. Box 1247	GLENN PATENT GROUP c/o Perkins Coie LLP P.O. Box 1247 Seattle, WA 98111-1247						
TITLE							
Optimization of Media Content using Generated Intermediate Media Content							
			☐ All Fe	es			
			☐ 1.16 F	ees (Filing)			
FILING FEE RECEIVED  603  FEES: Authority has been given in Paper  No to charge/credit DEPOSIT ACCOUNT  No for following:  1.17 Fees (Processing Ext. of time)  1.18 Fees (Issue)					sing Ext. of time)		
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# Search Notes

Application/Control No.	Applicant(s)/Patent Under Reexamination
13752110	BARGER ET AL.
Examiner	Art Unit
DAVID FABER	2177

CPC- SEARCHED		
Symbol	Date	Examiner
G06F17/211,2264,27,2235,30017,30058,30038	4/16/2015	/DF/

CPC COMBINATION SETS - SEARCHED			
Symbol	Date	Examiner	

US CLASSIFICATION SEARCHED				
Class	Subclass	Date	Examiner	

SEARCH NOTES				
Search Notes	Date	Examiner		
EAST	4/16/2015	/DF/		
Consulted with SPE Paula on the allowability of the claims	3/25/2015	/DF/		

INTERFERENCE SEARCH				
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner	

13752110 - GAU: 2177 PTO/SB/08a (01-10)

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Application Number		13/752,110 (Conf # 1068)
	Filing Date		Jan 28, 2013
(Not for submission under 37 CFR 1.99)	First Named Inventor Sean Barger		n Barger
·	Art Unit		2177
	Examiner Name	ees	m <b>B:Paula</b> Faber
	Attorney Docket Number		110595-8016.US04

				U.S. PATENTS	3	
Examiner Initial*	Cite No	Patent Number	Kind Code	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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	2	US-6167442		Dec 26, 2000	Sutherland, Stephen B., et al.	
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Examiner Initial*	Cite No	Publication Number	Kind Code	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	3	US-20050190872		Sep 1, 2005	Seong, Yeong-kyeong et al.	
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Receipt date: 01/09/2014

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STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor Sean Barger		n Barger
Art Unit			2177
	Examiner Name	Cesa	ar B. Paula
	Attorney Docket Number	er	110595-8016.US04

EXAMINER SIGNATURE					
Examiner Signature	/David Faber/	Date Considered	04/09/2015		

<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>&</sup>lt;sup>1</sup> See Kind Codes of USPTO Patent Documents at <a href="www.USPTO.GOV">www.USPTO.GOV</a> or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>&</sup>lt;sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.

Receipt date: 01/09/2014

13752110 - GAU: 2177

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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	Art Unit		2177
	Examiner Name	Cesa	ar B. Paula
	Attorney Docket Number		110595-8016.US04

	CERTIFICATIO	N STATEMENT	
Please see 37 CFR 1.97 and	1.98 to make the appropriate s	election(s):	
from a foreign patent office	ion contained in the information in a counterpart foreign applic ement. See 37 CFR 1.97(e) (1)	ation not more than three mont	
OR			
foreign patent office in a co after making reasonable in	n contained in the information dounterpart foreign application, a equiry, no item of information co ed in 37 CFR 1.56(c) more than 97(e) (2).	and, to the knowledge of the per entained in the information discl	rson signing the certification osure statement was known
☐ See above certification sta	tement.		
☐ Fee set forth in 37 CFR 1.	17 (p) has been submitted here	with.	
X No certification statement	submitted herewith.		
	SIGNA	ATURE	
A signature of the applicant o the form of the signature.	r representative is required in a	ccordance with CFR 1.33, 10.1	8. Please see CFR 1.4(d) for
Signature	/Deborah L. Caswell/	Date (YYYY-MM-DD)	2014-01-09
Name/Print	Deborah L. Caswell	Registration Number	61766

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown	
	Filing Date		Even Date Herewith	
	First Named Inventor	irst Named Inventor Sean Barger		
	Art Unit		Unknown 2177	
	Examiner Name	Una	Faber Esigned	
	Attorney Docket Numb	er	EQUI0016D-C	

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Examiner Initial*	Cite No	Patent Number	Kind Code	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
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		US-5758110		May 26, 1998	Boss, D et al.		

INFORMATION DISCLOSURE	Application Number		Unknown	
	Filing Date		Even Date Herewith	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor Sear		n Barger	
	Art Unit		Unknown	
	Examiner Name	Unassigned		
	Attorney Docket Number		EQUI0016D-C	

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INFORMATION DISCLOSURE	Application Number	Unknown
	Filing Date	Even Date Herewith
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor	Sean Barger
	Art Unit	Unknown
	Examiner Name	Unassigned
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	Application Number		Unknown	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Filing Date		Even Date Herewith	
	First Named Inventor Sean		n Barger	
	Art Unit		Unknown	
	Examiner Name	Unassigned		
	Attorney Docket Number		EQUI0016D-C	

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	Filing Date		en Date Herewith
	First Named Inventor Sear		n Barger
	Art Unit	Un	ıknown
	Examiner Name Una		ned
	Attorney Docket Numb	er EQ	QUI0016D-C

		US-7477688B1		Jan 13, 2009	Zhang, J et al.	
		US-7673063B2		Mar 2, 2010	Xie, Q et al.	
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	-	U.S. P.	ATEN <sup>1</sup>	F APPLICATION	PUBLICATIONS	
Examiner Initial*	Cite No	Publication Number	Kind Code	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-20030225568		Dec 1, 2003	Salmonsen	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	-	Unknown
	Filing Date		Even Date Herewith
	First Named Inventor Sean		n Barger
	Art Unit		Unknown
	Examiner Name	Una	ssigned
	Attorney Docket Numb	er	EQUI0016D-C

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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Filing Date

Filing Date

First Named Inventor

Art Unit

Examiner Name

Unknown

Unknown

Examiner Name

Unassigned

Attorney Docket Number

EQUI0016D-C

			FOREIG	NIAI	LITT DOGGINE			<del>.</del>
Examiner Initial*	Cite No	Foreign Document Number <sup>3</sup>	Country Code <sup>2</sup>	Kind Code	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Colu mns,Lines where Relevant Passages or Relevant Figures Appear	
		EP-0747842A1			Dec 11, 1996	Rogers, M et al.		
		EP-0782085A1			Jul 2, 1997	Steel, A		
	:	WO- <del>19</del> 97049252			Dec 24, 1997	Shah, A et al.		
· ·		EP-0818907A2			Jan 14, 1998	Civanlar, M		
		EP-0843276			May 20, 1998	Canan Information Systems		
		AU-5303198			Aug 27, 1998	Mills, J		
		WO-98/40842			Sep 17, 1998	Computer Information and Science		
		WO <del>-19</del> 98043177			Oct 1, 1998	Willis, T et al.		
		EP-0876034			Nov 4, 1998	International Business Machines		
		EP-0883068A2			Dec 9, 1998	Ranger, D		
		EP-0886409A2			Dec 23, 1998	Muratani, H		
		EP-0895171A2			Feb 3, 1999	Mcvicker, W		
		EP-0926607A2			Jun 30, 1999	Motoyama, T		
		EP-0949571A2			Oct 13, 1999	Bickmore, T et al.		+
<u> </u>								+
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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

First Named Inventor Sean Barger

Art Unit Unknown

Examiner Name Unassigned

Attorney Docket Number EQUI0016D-C

		NON-PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T⁵
		, "Tables of Contents service for Computers & Geosciences", Computers and GeoSciences, Volume 23, Issue 5; http://library. iem.ac.ru/comp&geol00983004/sz977014.html,, retrieved on 3/18/04 from website:, 1997, 2 pp	
		BERINSTEIN, P , "The Big Picture; Text and Graphics on UMI's ProQuest Direct: The Best (Yet) of Both Words", http://www.infotoday.com/online/MarOL97/picture3.html, retrieved on 3/23/04 from website:, March 1997, 11 pp	
		BULTERMAN, D , "Models. Media and Motion: Using the Web to Support Multimedia Documents", Proceedings of 1997 Infl.Conf. on Multimedia Modeling, SINGAPORE, November 1997, 17-20 PP	
		DOBSON, R , "Animating Your Web Pages with Direct Animation", Web Techniques; vol. 3 no. 6,, June 1998, 49-52 5pp	
		MCNEIL, S , "Research Interests", httpl/www.coe.uh.edul'smcneil/research.htm, retrieved on March 18, 2004 from website, 3 PP	
		MOHLER, J , "Migrating Course Materials to the World Wide Web: A Case Study of the Department of Technical Graphics at Purdue University", Computer Networks and ISDN Systems; Vol. 30, Issues 20-21,, November 12, 1988, 4084	
-		SAKAGUCHI, et al., "A browsing tool for multi-lingual documents for users without multilingual fonts", ACM International Conference On Digital Libraries, 1996, 63-71 pp	

	Application Number		Unknown	
INFORMATION DISCLOSURE	Filing Date		Even Date Herewith	
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor	Sear	n Barger	
	Art Unit		Unknown	
	Examiner Name	Una	ssigned	
	Attorney Docket Numb	er	EQUI0016D-C	

ZAIANE Advance	, et al., "Mining multimedia o ed Studies on Collaborative r	data", ACM Conference of the esearch, Nov. 1998, 1-18 PF	Center for
	EXAMINER	SIGNATURE	
Examiner Signature	/David Faber/	Date Considered	04/09/2015
*EXAMINER: Initial if refere through a citation if not in co to applicant.	nce considered, whether or one considered and not c	not citation is in conformance red. Include copy of this form	with MPEP 609. Draw line with next communication
letter code (WIPO Standard ST.3). the serial number of the patent do	. <sup>3</sup> For Japanese patent documents, cument. iate symbols as indicated on the do	or MPEP 901.04. <sup>2</sup> Enter office that it the indication of the year of the reign cument under WIPO Standard ST.16	of the Emperor must precede

13752110 - GAU: 2177

Receipt data: 1050/16/2013

Doc description: Information Disclosure Statement (IDS) Field

PTO/SB/08a (01-10)
loc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Application Number	13/752,110
	Filing Date	Jan 28, 2013
	First Named Inventor	Sean Barger
(Not for submission under 37 CFR 1.99)	Art Unit 2177	2455   Confirmation No. 7377
	Examiner Name	Churles C. Murphy Faber
	Attorney Docket Number	110595-8016US04 (formerly EQUI0016D-C)

				U.S. PATENT	S	
Examiner Initial*	Cite No	Patent Number	Kind Code	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US-5903277		May 11, 1999	Sutherland, Stephen B., et al.	
anjana i kadisa di kapa	2	US-6167442		Dec 26, 2000	Sutherland, Stephen B., et al.	
		U.S. F	ATEN	T APPLICATION	I PUBLICATIONS	
Examiner Initial*	Cite No	Publication Number	Kind Code	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	3	US-20050190872		Sep 1, 2005	Seong, Yeong-kyeong et al.	
A 4 1/1/19	4	US-20080307454		Dec 11, 2008	Ahanger, Gulrukh et al.	
	5	US-20090003432		Jan 1, 2009	Liu, Xiaomei et al.	
***************************************	6	US-20120215629		Aug 23, 2012	Girouard, David et al.	

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Field

PTO/SB/08a (01-10)
pc description: Information Disclosure Statement (IDS) Field
Approved for use through 07/31/2012. OMB 0851-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Application Number	13/752,110
	Filing Date	Jan 28, 2013
	First Named Inventor	Sean Barger
(Not for submission under 37 CFR 1.99)	Art Unit	2455   Confirmation No. 7377
	Examiner Name	Charles C. Murphy
	Attorney Docket Numb	er 110595-8016.US04 (formerly EQUI0016D-C)

			PORLIG	NFAI	ENT DOCUME	-1110		
Examiner Initial*	Cite No	Foreign Document Number <sup>3</sup>	Country Code <sup>2</sup>	Kind Code	Publication Date	Name of Patentee or Applica of cited Document	Pages,Col mns,Lines where Relevant Passages Relevant Figures Appear	·
		NC	N-PATEN	TLITE	RATURE DOC	UMENTS		,
Examiner Initials*	Cite No	Include name of the (book, magazine, le publisher, city and/	ournal, serial, s	ymposiu	m, catalog, etc.), dat	article (when appropriate), title e, page(s), volume-issue numb	er(s),	Τ°
			EXA	MINE	R SIGNATURE			
Examine	r Signa	iture	/David	Faber/	Date Con	sidered	04/09/2015	_
						in conformance with MPE opy of this form with next		

### Issue Classification



	Application/Control No.	Applicant(s)/Patent Under Reexamination
1	13752110	BARGER ET AL.

2177

Examiner Art Unit

DAVID FABER

CPC				
Symbol			Туре	Version
G06F	17	2264	F	2013-01-01
G06F	17	<i>)</i> 211	I	2013-01-01
G06F	17	2235	I	2013-01-01
G06F	17	30017	I	2013-01-01
G06F	17	30058	I	2013-01-01
G06F	17	1 30038	I	2013-01-01
G06F	17	<i>f</i> 27	I	2013-01-01
G06F	17	1 30905	I	2013-01-01
	10000000	2000000		

CPC Combination Sets									
Symbol	Туре	Set	Ranking	Version					

/DAVID FABER/ Examiner.Art Unit 2177	4/16/15		ns Allowed:	
(Assistant Examiner)	(Date)	14		
/CESAR PAULA/ Supervisory Patent Examiner.Art Unit 2177	04/20/2015	O.G. Print Claim(s)	O.G. Print Figure	
(Primary Examiner)	(Date)	1	1	

U.S. Patent and Trademark Office Part of Paper No. 20150325

# Issue Classification

Application/Control No.	Applicant(s)/Patent Under Reexamination
13752110	BARGER ET AL.
Examiner	Art Unit
DAVID FABER	2177

	US ORI	GINAL CL	.ASSIFIC	ATION		INTERNATIONAL CLASSIFICATION									ON
	CLASS SUBCLASS				CLAIMED						NON-CLAIMED				
						G	0	6	F	17 / 00 (2006.01.01)					
CROSS REFERENCE(S)															
CLASS	SUB	CLASS (ON	SUBCLAS	S PER BLO	CK)										
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/DAVID FABER/ Examiner.Art Unit 2177	4/16/15	Total Clain	ns Allowed:	
(Assistant Examiner)	(Date)	14		
/CESAR PAULA/ Supervisory Patent Examiner.Art Unit 2177	04/20/2015	O.G. Print Claim(s)	O.G. Print Figure	
(Primary Examiner)	(Date)	1	1	

U.S. Patent and Trademark Office Part of Paper No. 20150325

# Issu

e Classification	13752110	BARGER ET AL.
	Examiner	Art Unit
	DAVID FABER	2177

Application/Control No.

	☑ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47														
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original

/DAVID FABER/ Examiner.Art Unit 2177	4/16/15	Total Clain	ns Allowed:	
(Assistant Examiner)	(Date)	14		
/CESAR PAULA/ Supervisory Patent Examiner.Art Unit 2177	04/20/2015	O.G. Print Claim(s)	O.G. Print Figure	
(Primary Examiner)	(Date)	1	1	

U.S. Patent and Trademark Office Part of Paper No. 20150325

Applicant(s)/Patent Under Reexamination

#### **EAST Search History**

#### **EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L26	154	media transformat\$4 SAME intermediate	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L27	7	"752110".ap. and generat\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L28	1	"752110".ap. and generat\$5 proced\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L29	7	destremps.in. and slice	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L30	7	destremps.in. and zoom	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L31	8	barger.in. and zoom	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L32	1	"6964009".did.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L33	10	("5870552"   "5880740"   "5890170"   "5895476"   "5937160"   "6009436"   "6456305"   "6563517"   "6591280"   "6623529").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L34	64	barger.in. and transform\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L35	0	barger.in. and automated and delivery transform\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L36	1	"6484149".did.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22

L37	1	"6909708".did.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L38	1	"6563517".did.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L39	10	barger.in. and content generat\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L40	269	barger.in. and generat\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L41	1	"20130138774" and generat\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L42	69	("20030225568"   "20040025176"   "20050091311"   "20050255852"   "20050278794"   "20060015580"   "20060127059"   "20070061198"   "20070234213"   "20080155230"   "20080186377"   "20080195938"   "20080205389"   "20080207182"   "20090013347"   "20090089422"   "20090240569"   "20090254672"   "20100046842"   "20100153495"   "20110221745"   "20110279638"   "20120016858"   "5088052"   "5355472"   "5442771"   "5530852"   "5701451"   "5708845"   "5710918"   "5737619"   "5745908"   "5758110"   "5761655"   "5793964"   "5819261"   "5822436"   "5845084"   "5845279"   "5845299"   "5860068"   "5860073"   "5861881"   "5862325"   "5864337"   "5903892"   "5937160"   "5890170"   "5895476"   "5895477"   "6903892"   "5937160"   "5943680"   "5956737"   "6009436"   "6456305"   "6463445"   "6483851"   "6484149"   "6563517"   "6591280"   "6623529"   "6909708"   "6938073"   "7284201"   "73133361"   "7406434"   "7477688"   "7673063").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
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			USPAT			
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L59	115	spyglass adj prism	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L60	37	guck.in.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L61	6	guck.in. and intermediate	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L62	8	"929904".ap.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L63	1	(US-20020078093-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
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L67	3	whitledge.in. and cache	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
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L72	2284	request\$4 transform\$5 (content or media)	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L73	123	request\$4 transform\$5 (content or media) url	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L74	278	request\$4 conver\$6 (content or media) url	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L75	20	("20020073214"   "20030067560"   "20030069560"   "20030088831"   "20030098862"   "20030146920"   "20040148576"   "20040215719"   "20050102629"   "20050102630"   "20070030506"   "20070260979"   "20080140705"   "20080225057"   "20080225058"   "20080275922"   "6532312"   "6803923"   "6844885"   "6961905").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
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			PGPUB; USPAT; USOCR			21:22
L81	17	URL image height width SAME resiz\$5	US- PGPUB; USPAT; USOCR		ON	2015/04/16 21:22
L82	60	URL image height width parameter	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L83	129	URL height width parameter	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L84	69	L83 not L82	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L85	493	kanevsky.in.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L86	11	kanevsky.in. and cgi	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
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L89	1	(US-6964009-\$).did.	USPAT	OR	OFF	2015/04/16 21:22
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L92	8	transform\$4 media reus\$5	US-	WITH	OFF	2015/04/16

			PGPUB; USPAT; USOCR			21:22
L93	35	transform\$4 media SAME reus\$5	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
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L103	158	proprietary tag and crop\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L104	37	proprietary tag same transform\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L105	1366	proprietary tag and transform\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L106	0	proprietary tag and transform\$4 url	US- PGPUB;	WITH	ON	2015/04/16 21:22

			USPAT		]	
L107	22	proprietary tag and transform\$4 same url	US- PGPUB; USPAT	WITH	9	2015/04/16 21:22
L108	0	proprietary tag image conver\$4	US- PGPUB; USPAT	WITH	11	2015/04/16 21:22
L109	1	proprietary tag same image conver\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L110	3011	tag same image conver\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L111	1398	tag same image scal\$4	US- PGPUB; USPAT	WITH	31	2015/04/16 21:22
L112	566	tag image scal\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L113	84	tag image scal\$4 size	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L114	31	("20020023112"   "20020046886"   "20020059244"   "20020143811"   "20020191031"   "20030173405"   "20040049737"   "20040070627"   "20040133848"   "20050236483"   "5060170"   "5281146"   "5923323"   "6104334"   "6151622"   "6266684"   "6300947"   "6411302"   "6430624"   "6522347"   "6559825"   "6564217"   "6727875"   "6827273"   "6961898"   "7082576"   "7188318"   "7283141"   "7362311"   "7509575"   "7738766").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L115	1	"6593944".did.	US- PGPUB; USPAT; USOCR	OR	(2	2015/04/16 21:22
L116	59	("5764235"   "5845084"   "5874937"   "5889927"   "5952994"   "5960126").PN. OR ("6310601").URPN.	US- PGPUB; USPAT; USOCR	OR	51	2015/04/16 21:22
L117	33	L116 and url	US- PGPUB; USPAT; USOCR	OR	25	2015/04/16 21:22
L118	1	"8650636".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22

L119	1	"8910253".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L120	372	(media or image or graphic) transform\$5 generat\$4 request\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L121	59	("20010049702"   "20020035579"   "20020120685"   "20020122054"   "20020143821"   "20020169851"   "20020178290"   "20030023699"   "20030217169"   "20030226107"   "20040049574"   "5987480"   "6052710"   "6122657"   "6195694"   "6237005"   "6263332"   "6314451"   "6535896"   "6654784"   "6654949"   "6675354").PN. OR ("7089330").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L122	154	media transform\$5 generat\$4 request\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L123	102	(media or image or graphic) generat\$4 request\$4 SAME (crop\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L124	1	"20010037402"	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L125	1	"6704024".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L126	182	spyglass and transform\$6	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L127	8	("5924116"   "5946697"   "6012126"   "6026413"   "6065058"   "6122666"   "6128627"   "6138141"   "B1 6178461"). <b>PN</b> .	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L128	1	"6154771".did.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L129	1	"5887133".did.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22

L130	35379	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L131	1	"6412008".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L132	1455	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L133	1198	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L134	308	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and @ad<"20010814"	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L135	0	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and @ad<"20010814" and "20010814".RLAD.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L136	308	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or "20010814".RLAD.)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L137	443	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L138	61	intermediate (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L139	123	(stor\$4 or cach\$4) intermediate (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L140	88	(stor\$4 or cach\$4) intermediate (media or content) SAME (transcod\$4 or transform\$5) (media or content) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L141	683	intermediate (image or graphic) SAME (transcod\$4 or transform\$5) intermediate and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB;	WITH	ON	2015/04/16 21:22

			USPAT; USOCR			
L142	1	"20050091311"	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L143	7	"752110".ap. and medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L144	3	"752110".ap. and computer readable medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L145	1	"6792575".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L146	1231	preflight\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L147	146	preflight\$4 image	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L148	17	preflight\$4 image and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L149	3312	reus\$5 image and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L150	47	reus\$5 image intermediate and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L151	59	("5764235"   "5845084"   "5874937"   "5889927"   "5952994"   "5960126").PN. OR ("6310601").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L152	25	L151 and (transcod\$4 or transform\$4)	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22

L153	1	"5740430".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L154	119	("5740430").UR <b>PN</b> .	USPAT	OR	OFF	2015/04/16 21:22
L155	80	L154 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L156	33	L155 and cach\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L157	1	"6225995".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L158	146	reus\$5 image generat\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L159	106	reus\$5 media generat\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L160	23	reus\$5 media SAME (transcod\$4 or transform\$4) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L161	100	reus\$5 (image or graphic or video) SAME (transcod\$4 or transform\$4) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L162	34	("5734823"   "5787262"   "5860073"   "5884014"   "5893127"   "6011905"   "6052711"   "6064397"   "6275301"   "6326983").PN. OR ("6539420").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L163	34	faber.xa. and mobile	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L164	237	faber.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22

L165	0	david adj faber.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L166	51	david faber.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L167	51	faber david.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L168	544233	(mobile or device or client) (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L169	125524	(mobile or device or client) (capabilities or characteristics) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L170	2566	request\$4 (mobile or device or client) (capabilities or characteristics) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L171	40	request\$4 (mobile or device or client) (capabilities or characteristics) SAME transform\$4 and (@ad< "20010814" or @RLAD< "20010814")	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L172	1	"6871236".did.	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L173	177	("6119167"   "6292833"   "6336137"   "6397259"   "6414962"   "6430624"   "6473609"   "6636873").PN. OR ("6871236").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L174	131	L173 and cache	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L175	1	"5850517".did.		OR	OFF	2015/04/16 21:22
L176	1	"6553410".did.		OR	OFF	2015/04/16 21:22

			USPAT; USOCR			
L177	3	quickweb	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L178	1	"20130138774" and computer medium	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L179	1	"20130138774" and playback	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L180	3	"752110".ap. and computer readable medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L181	7	"752110".ap. and medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L182	5	"752110".ap. and (memory or storage)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L183	5	"752110".ap. and (memory or storage or disk or readable NEAR medium)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L184	2	"752110".ap. and hardware	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L185	1	(US-20130138774-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
L186	1	(US-20090070485-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
L187	1	(US-20060265476-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
L188	8	(US-20060265476-\$ or US-20090070485-\$ or US-20090089422-\$ or US-20100153495-\$ or US-20130138774-\$).did. or (US-8381110-\$ or US-8495242-\$ or US-8656046-\$).did.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L189	67	US-5088052-\$.DID. OR US-5355472-\$.DID. OR US-5442771- \$.DID. OR US-5530852-\$.DID. OR US-5701451-\$.DID. OR US- 5708845-\$.DID. OR US-5710918-\$.DID. OR US-5737619-\$.DID. OR US-5745908-\$.DID. OR US-5758110-\$.DID. OR US-5761655- \$.DID. OR US-5793964-\$.DID. OR US-5819261-\$.DID. OR US-	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22

		5822436-\$.DID. OR US-5845084-\$.DID. OR US-5845279-\$.DID. OR US-5845299-\$.DID. OR US-5860068-\$.DID. OR US-5860073-\$.DID. OR US-5861881-\$.DID. OR US-5862325-\$.DID. OR US-5864337-\$.DID. OR US-5870552-\$.DID. OR US-5880740-\$.DID. OR US-5890170-\$.DID. OR US-5895476-\$.DID. OR US-5895477-\$.DID. OR US-5903892-\$.DID. OR US-5937160-\$.DID. OR US-101999D-\$.DID. OR US-5943680-\$.DID. OR US-5956737-\$.DID. OR US-6009436-\$.DID. OR US-6311185-\$.DID. OR US-6456305-\$.DID. OR US-6463445-\$.DID. OR US-6483851-\$.DID. OR US-6484149-\$.DID. OR US-6563517-\$.DID. OR US-6591280-\$.DID. OR US-6623529-\$.DID. OR US-6909708-\$.DID. OR US-6938073-\$.DID. OR US-7284201-\$.DID. OR US-7313361-\$.DID. OR US-7406434-\$.DID. OR US-7477688-\$.DID. OR US-7673063-\$.DID. OR US-20030225568-\$.DID. OR US-20040025176-\$.DID. OR US-20050255852-\$.DID. OR US-20060127059-\$.DID. OR US-20070061198-\$.DID. OR US-20080155230-\$.DID. OR US-20080195938-\$.DID. OR US-20080207182-\$.DID. OR US-20080195938-\$.DID. OR US-20090013347-\$.DID. OR US-20090070485-\$.DID. OR US-20090013347-\$.DID. OR US-20090070485-\$.DID. OR US-20090013347-\$.DID. OR US-20090240569-\$.DID. OR US-200900254672-\$.DID. OR US-20090240569-\$.DID. OR US-20090089422-\$.DID. OR US-20090240569-\$.DID. OR US-20090254672-\$.DID. OR US-20090240569-\$.DID. OR US-20090089422-\$.DID. OR US-20090240569-\$.DID. OR US-20090089423-\$.DID. OR US-20090240569-\$.DID. OR US-2009007089423-\$.DID. OR US-20090240569-\$.DID. OR US-2009007089423-\$.DID. OR US-20090070485-\$.DID. OR US-2009007089423-\$.DID. OR US-20090070485-\$.DID. OR US-2009007089423-\$.DID. OR US-20090070485-\$.DID. OR US-2009007089423-\$.DID. OR US-20090070485-\$.DID. OR US-200900708042-\$.DID.				
L190	1	"7313361".did.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L191	7	US-20050091311-\$.DID. OR US-20070234213-\$.DID. OR US- 20080186377-\$.DID. OR US-20100046842-\$.DID. OR US- 20110221745-\$.DID. OR US-20110279638-\$.DID. OR US- 20120016858-\$.DID.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L192	6	US-5903277-\$.DID. OR US-6167442-\$.DID. OR US-20050190872- \$.DID. OR US-20080307454-\$.DID. OR US-20090003432-\$.DID. OR US-20120215629-\$.DID.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L193	1	"6792575".did.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L194	9	"425326".ap.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L195	8	"929904".ap.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L196	10599	( (G06F17/211,2264,27,2235,30017,30058,30038).CPC. )	US-	OR	OFF	2015/04/16

			PGPUB; USPAT			21:22
L197	0	L196 and (stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L198	786	L196 and (image or graphic) SAME (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L199	450	L196 and (image or graphic) (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L200	152	L196 and (image or graphic or media) (generat\$4) (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L201	44	L196 and (image or graphic or media) (generat\$4) (transcod\$4 or transform\$5) and intermediate	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L202	0	67and (transcod\$4 or transform\$4) thumbnail (media or image or graphic)	US- PGPUB; USPAT; USOCR		ON	2015/04/16 21:22
L203	26	L196 and (transcod\$4 or transform\$4) thumbnail (media or image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L204	34	L196 and (transcod\$4 or transform\$4) SAME thumbnail (media or image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L205	9	L196 and reus\$5 image generat\$4 and (@ad< "20010814" or @RLAD< "20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L206	41	L196 and reus\$5 generat\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L207	950	L196 and generat\$4 SAME transform\$6	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L208	243	L196 and generat\$4 SAME transform\$6 SAME (media graphic	US-	OR	OFF	2015/04/16

		image)	PGPUB; USPAT			21:22
L209	321	L196 and generat\$4 SAME transform\$6 SAME (media graphic image)	US- PGPUB; USPAT	OR	ON	2015/04/16 21:22
L210	65	L196 and generat\$4 SAME transform\$6 SAME (media graphic image) SAME request\$4	US- PGPUB; USPAT	OR	ON	2015/04/16 21:22
L211	79	L196 and request\$4 transform\$5 (content or media)	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L212	15	media)	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L213	190		US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L214	20	L196 and(stor\$4 or cache) transform\$5 (content or media) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L215	21	(US-20020103934-\$ or US-20020103935-\$).did. or (US-6456305-\$ or US-7574653-\$ or US-6345279-\$ or US-6938073-\$ or US-6173316-\$ or US-6300947-\$ or US-6310601-\$ or US-7089330-\$ or US-6925595-\$ or US-7843437-\$ or US-5740430-\$ or US-6412008-\$ or US-6658462-\$ or US-6789170-\$ or US-6539420-\$ or US-7016963-\$ or US-7574486-\$ or US-6970602-\$ or US-6857102-\$).did.	PGPUB;	OR	OFF	2015/04/16 21:22
L216	9	barger.in. and automated and delivery and transform\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22

### **EAST Search History (Interference)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	884	(request media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:36
[2	563	(request information media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L3	165	(request information media content generat\$4 (transform\$5 or transcod\$4) operation).clm.	US- PGPUB; USPAT;	AND	ON	2015/04/16 20:37

			UPAD			
L4	1926	(media content generat\$4 previous\$5 operation).dm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L5	135	(media content generat\$4 previous\$5 operation intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L6	8	(media content generat\$4 reus\$4 operation intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L7	231	(media content (transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L8	40	(media content (transform\$4 or transcod\$4) intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND ON		2015/04/16 20:38
L9	11126	((transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND ON		2015/04/16 20:38
L10	1476	(media content generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L11	268	(media content previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L12	1210	((video or image or graphic or audio) previous\$4 generat\$4 intermediate).clm.			ON	2015/04/16 20:38
L13	758	( determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	PUB; PAT;		2015/04/16 20:39
L14	87	( determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate available).dm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:39
L15	19	( (transform\$4 or transcod\$4) determin\$5 (video or image or	US-	AND	ON	2015/04/16

		graphic or audio) previous\$4 generat\$4 intermediate available).clm.	PGPUB; USPAT; UPAD			20:39
L16	97	(request media content generat\$4 (transform\$5 or transcod\$4) original).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:14
L17	76	(request\$4 information media content generat\$4 (transform\$5 or transcod\$4) original).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:14
L18	104	(determin\$4 intermediate media content generat\$4 previous\$5 operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:17
L19	1	(determin\$4 intermediate media content generat\$4 previous\$5 operation reus\$3).clm.	ermin\$4 intermediate media content generat\$4 previous\$5 US- AND ON		ON	2015/04/16 21:17
L20	5	(determin\$4 intermediate media content generat\$4 previous\$5 operation optimiz\$5).clm.	US- PGPUB; USPAT; UPAD	AND ON		2015/04/16 21:18
L21	28	(request information media content generat\$4 (transform\$5 or transcod\$4) operation original).clm.	US- PGPUB; USPAT; UPAD	and	ON	2015/04/16 21:19
L22	30	( determin\$5 (video or image or graphic or audio or media) previous\$4 generat\$4 intermediate available optimiz\$5).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:20
L24	9	( determin\$5 (video or image or graphic or audio or media) previous\$4 generat\$4 intermediate available optimiz\$5 and transform\$5).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:21
L25	2	( determin\$5 (video or image or graphic or audio or media) previous\$4 generat\$4 intermediate available optimiz\$5 and transform\$5 operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:21
L217	10599	( (G06F17/211,2264,27,2235,30017,30058,30038).CPC. )	US- PGPUB; USPAT; UPAD	OR	OFF	2015/04/16 21:22
L218	36	L217 and (request media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT;	AND	ON	2015/04/16 21:22

			UPAD			
L219	20	L217 and (request information media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L220	6	L217 and (request information media content generat\$4 (transform\$5 or transcod\$4) operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L221	41	L217 and (media content generat\$4 previous\$5 operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L222	3	L217 and (media content generat\$4 previous\$5 operation US- AND intermediate).clm. PGPUB; USPAT; UPAD		ON	2015/04/16 21:22	
L223	1	L217 and (media content generat\$4 reus\$4 operation intermediate).clm.			ON	2015/04/16 21:22
L224	7	L217 and (media content (transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L225	0	L217 and (media content (transform\$4 or transcod\$4) intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L226	20	L217 and ((transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L227	15	L217 and (media content generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L228	3	L217 and (media content previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L229	11	L217 and ((video or image or graphic or audio) previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L230	9	L217 and ( determin\$5 (video or image or graphic or audio)	US-	AND	ON	2015/04/16

W W W W W W W W W W W W W W W W W W W	previous\$4 generat\$4 intermediate).clm.	PGPUB; USPAT; UPAD			21:22
L231	L217 and ( determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L232	L217 and ( (transform\$4 or transcod\$4) determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22

4/16/2015 9:40:03 PM

 $\textbf{C:} \ \textbf{Users} \ \textbf{dfaber} \ \textbf{Documents} \ \textbf{EAST} \ \textbf{Workspaces} \ \textbf{13752110.wsp}$ 

13752110 - GAU: 2177 PTO/SB/08a (01-10)

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Field

oc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number	13/752,110
INFORMATION DISCLOSURE	Filing Date	Jan 28, 2013
STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	First Named Inventor	Sean Barger
	Art Unit	<b>2447</b> 2177
	Examiner Name	Faber
	Attorney Docket Number	EQUI0016D-C

···				U.S. PATENTS	3	
Examiner Initial*	Cite No	Patent Number	Kind Code	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		U.S. P/	ATEN	T APPLICATION	PUBLICATIONS	
Examiner Initial*	Cite No	Publication Number	Kin d Cod e <sup>1</sup>	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US-20050091311		Apr 28, 2005	Lund, C et al.	
	2	US-20070234213		Oct 4, 2007	Krikorian et al.	
	3	US-20080186377		Aug 7, 2008	Eriksson et al.	
	4	US-20100046842		Feb 25, 2010	Conwell	
	5	US-20110221745		Sep 15, 2011	Goldman et al.	
	6	US-20110279638		Nov 17, 2011	Periyannan et al.	
	7	US-20120016858		Jan 19, 2012	Rathod	

13752110 - GAU: 2177

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Field

PTO/SB/08a (01-10)

oc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

	Application Number		13/752,110
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Filing Date		Jan 28, 2013
(Not for submission under 37 CFR 1.99)	First Named Inventor Sean		n Barger
	Art Unit		2447
	Examiner Name		
	Attorney Docket Number	er	EQUI0016D-C

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oreign Document umber <sup>3</sup>	Country Code <sup>2</sup>	Kind Code 4	Publication Date	Name of Patentee or Applicant of cited Document	mns,Lines where Relevant
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NO	N-PATEN	T LITE	RATURE DOC	CUMENTS	
publisher, city and/	or country whe	re publisi	nea.		
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re /	David Faber	l	Date Con	sidered 04	/09/2015
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	Include name of the (book, magazine, jo publisher, city and/	NON-PATEN  Include name of the author (in CA (book, magazine, journal, serial, s publisher, city and/or country where the country where th	NON-PATENT LITE  Include name of the author (in CAPITAL LI (book, magazine, journal, serial, symposiu publisher, city and/or country where publis  EXAMINE  David Faber/	NON-PATENT LITERATURE DOC  Include name of the author (in CAPITAL LETTERS), title of the (book, magazine, journal, serial, symposium, catalog, etc.), dai publisher, city and/or country where published.  EXAMINER SIGNATURI  Te /David Faber/ Date Con  at if reference considered, whether or not citation is	NON-PATENT LITERATURE DOCUMENTS  Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number publisher, city and/or country where published.  EXAMINER SIGNATURE

Doc code: IDS PTO/SB/08a (01-10)

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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	13/752,110 (Conf. 1068)
Filing Date	Jan 28, 2013
First Named Inventor	Sean Barger
Art Unit	2177
Examiner Name	David Faber
Attorney Docket Number	110595-8016.US04

	U.S. PATENTS							
Examiner Initial*	Cite No	Patent Number	Kind Code <sup>1</sup>	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		

	U.S. PATENT APPLICATION PUBLICATIONS							
Examiner Initial*	I Publication Number I (Publication Date)							
	1	2008/0187279	A1	2008-08-07	Gilley, Thomas S., et al.			

	FOREIGN PATENT DOCUMENTS								
- 1			Foreign Document Number <sup>3</sup>	Country Code <sup>2</sup>	Kind Code⁴	l	cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>

NON-PATENT LITERATURE DOCUMENTS							
Examiner Initials*	······································						
EXAMINER SIGNATURE							
Examine	Examiner Signature Date Considered						
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							

<sup>&</sup>lt;sup>1</sup> See Kind Codes of USPTO Patent Documents at <u>www.USPTO.GOV</u> or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>&</sup>lt;sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.

Doc code: IDS PTO/SB/08a (01-10)

Approved for use through 07/31/2012. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

<b>INFORMATION DISCLOSURE</b>
STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	13/752,110 (Conf. 1068)
Filing Date	Jan 28, 2013
First Named Inventor	Sean Barger
Art Unit	2177
Examiner Name	David Faber
Attorney Docket Number	110595-8016.US04

CERTIFICATION STATEMENT									
Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):									
☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).									
OR	OR								
foreign patent office in a cou after making reasonable inqu any individual designated in	X That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).								
☐ See attached certification sta	atement.								
X Fee set forth in 37 CFR 1.17	(p) has been submitted herewi	th.							
□ None  SIGNATURE  A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.									
Signature	/Donald M. Hendricks/	Date (YYYY-MM-DD)	2015-05-13						
Name/Print	Donald M. Hendricks	Registration Number	40,355						

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450, DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Electronic Patent Application Fee Transmittal						
Application Number:	13	752110				
Filing Date:	28-Jan-2013					
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIA MEDIA CONTENT					
First Named Inventor/Applicant Name:	Sean BARGER					
Filer:	Mi	thael Glenn/Della R	evecho			
Attorney Docket Number:	110	0595-8016.US04				
Filed as Small Entity						
Filing Fees for Utility under 35 USC 111(a)						
Description		Fee Code	Quantity	Amount	Sub-Total in USD(\$)	
Basic Filing:						
Pages:						
Claims:						
Miscellaneous-Filing:						
Petition:						
Patent-Appeals-and-Interference:						
Post-Allowance-and-Post-Issuance:						
Extension-of-Time:						

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Submission- Information Disclosure Stmt	2806	1	90	90
	90			

Electronic Acknowledgement Receipt						
EFS ID:	22342487					
Application Number:	13752110					
International Application Number:						
Confirmation Number:	1068					
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT					
First Named Inventor/Applicant Name:	Sean BARGER					
Customer Number:	22862					
Filer:	Michael Glenn/Della Revecho					
Filer Authorized By:	Michael Glenn					
Attorney Docket Number:	110595-8016.US04					
Receipt Date:	13-MAY-2015					
Filing Date:	28-JAN-2013					
Time Stamp:	22:05:55					
Application Type:	Utility under 35 USC 111(a)					

# **Payment information:**

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$90
RAM confirmation Number	7645
Deposit Account	502207
Authorized User	GLENN, MICHAEL

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.20 (Post Issuance fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS)	IDS_110595-8016-US04.pdf	86910	no	2
·	Form (SB08)	.50_110030 0010 000 11pai	ddd5ed4540bad96a7dd55916a41c55be6b 5d5be5		_
Warnings:					
Information:					
This is not an U	SPTO supplied IDS fillable form				
_	()		30596		
2	Fee Worksheet (SB06)	fee-info.pdf	fd43ccd5718a15884228d5cc1c477ed7243 3f30f	no	2
Warnings:					
Information:					
		Total Files Size (in bytes)	1	17506	

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.



## United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.	
13/752,110	01/28/2013	Sean BARGER	110595-8016.US04	1068	
7	7590 06/18/2015		EXAM	INER	
GLENN PATENT	GROUP		FABER,	DAVID	
c/o Perkins Coie L P.O. Box 1247	LLP		ART UNIT	PAPER NUMBER	
Seattle, WA 9811	1-1247		2177		
			NOTIFICATION DATE	DELIVERY MODE	
			06/18/2015	ELECTRONIC	

### NOTICE REQUIRING INVENTOR'S OATH OR DECLARATION

An inventor's oath or declaration in compliance with 37 CFR 1.63 or 1.64 executed by or with respect to each inventor has not yet been submitted.

An oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each inventor MUST be filed **no later than the date on which the issue fee is paid.** See 35 U.S.C. 115(f). Failure to timely comply will result in ABANDONMENT of this application. This period for reply is not extendable under 37 CFR 1.136(a).

Questions relating to this Notice should be directed to the Application Assistance Unit at 571-272-4200.

(571)-272-4200 or 1(888)-786-0101 Patent Publication Branch Office of Data Management

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER

Serial No. : 13/752,110

Filed : January 28, 2013

Art Unit : 2177

Confirmation Number : 1068

Examiner : Cesar B. Paula

Title : OPTIMIZATION OF MEDIA CONTENT USING

GENERATED INTERMEDIATE MEDIA CONTENT

Attorney Docket No. : 110595-8016.US04

July 20, 2015

Commissioner of Patents and Trademarks P.O. Box 1450

Alexandria, VA. 22313-1450

#### REQUEST FOR CORRECTED FILING RECEIPT

Sir:

Applicant hereby requests that a corrected Filing Receipt be issued in the aboveidentified patent application.

The official Filing Receipt received by Applicant, a copy of page 1, which is attached hereto, has an error.

## The inventors should appear as:

Sean Barger, Mill Valley, CA

Brian Rice, Darien, IL

Matt Butler, Beaverton, OR

David Pochron, Cambridge, MA

Also attached is a copy of the Declarations executed by the inventors and a corrected

Application Data Sheet.

Applicant submit herewith the Corrected Application Data Sheet. Additionally, Applicant

requests that all pertinent U.S. Patent and Trademark Office records relating to the

subject application be changed to reflect this correction.

Applicant believes no fee is due with this request. However, if a fee is due, please

charge our Deposit Account No. 50-2207, under Order No. 110595-8016.US04.

Respectfully submitted,

/Michael A. Glenn/

Michael A. Glenn

Reg. No. 30,176

Customer No. 22918

- 2 -

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER

Serial No. : 13/752,110

Filed : January 28, 2013

Art Unit : 2177

Confirmation Number : 1068

Examiner : Cesar B. Paula

Title : OPTIMIZATION OF MEDIA CONTENT USING

GENERATED INTERMEDIATE MEDIA CONTENT

Attorney Docket No. : 110595-8016.US04

July 20, 2015

Commissioner of Patents and Trademarks P.O. Box 1450 Alexandria, VA. 22313-1450

#### RESPONSE TO NOTICE

In response to the Notice Requiring Inventor's Oath or Declaration, enclosed herewith are the executed declarations.

The Commissioner is authorized to charge any fees that may be due and credit any overpayments to Deposit Account No: 50-2207 (Order No. 110595-8016.US04).

Respectfully submitted,

/Michael A. Glenn/ Michael A. Glenn Reg. No. 30,176

Customer No. 22918

Docket No.: 110595-8016.US04 (PATENT)

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Sean Barger Customer No.: 22918

Application No.: 13/752,110 Group Art Unit: 2177

Filed: January 28, 2013 Confirmation No.: 1068

For: OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE

MEDIA CONTENT

Mail Stop PETITION Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

#### REOUEST TO CORRECT INVENTORSHIP UNDER 37 C.F.R. § 1.48 (a)

Sir:

Applicants hereby submit a Request to Correct Inventorship under 37 C.F.R. § 1.48 (a) for the above-captioned application. The inventorship error occurred without deceptive intention on the part of the applicant.

The Office is requested to amend the inventorship to **correct** the list of inventors to reflect the following:

Sean Barger, Mill Valley, CA Brian Rice, Darien, IL Matt Butler, Beaverton, OR David Pochron, Cambridge, MA

In support of this Request, Applicant(s) provide(s):

(1) A Corrected Application Data Sheet;

(2) A Request for Corrected Filing Receipt;

(3) Executed Declarations;

(4) The processing fee set forth in 37 C.F.R. § 1.17(i) in the amount of \$70.00 for a small entity.

Fee Authorization. The Commissioner is hereby authorized to charge any additional fees or credit any overpayment associated with this communication to Deposit Account No. 50-2207 (Docket No. 110595-8016.US04).

Respectfully submitted,

Date: July 20, 2015 /Michael A. Glenn/

Michael A. Glenn Registration No.: 30,176

PERKINS COIE LLP P.O. Box 1247 Seattle, Washington 98111-1247 (650) 838-4310 (650) 838-4510 (Fax) Attorney for Applicant

STATEMENT UNDER 37 CFR 3.73(c)
Applicant/Patent Owner: AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. dba EQUILIBRIUM "AMPS, INC."
Application No./Patent No.: 13/752,110 Filed/Issue Date: 01-28-2013
Titled: OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT
AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. dba EQUILIBRIUM "AMPS, INC.", a Corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)
states that, for the patent application/patent identified above, it is (choose one of options 1, 2, 3 or 4 below):
1. The assignee of the entire right, title, and interest.
2. An assignee of less than the entire right, title, and interest (check applicable box):
The extent (by percentage) of its ownership interest is%. Additional Statement(s) by the owners holding the balance of the interest <u>must be submitted</u> to account for 100% of the ownership interest.
There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:
Additional Statement(s) by the owner(s) holding the balance of the interest <u>must be submitted</u> to account for the entire right, title, and interest.
3. The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:
Additional Statement(s) by the owner(s) holding the balance of the interest <u>must be submitted</u> to account for the entire right, title, and interest.
4. The recipient, via a court proceeding or the like (e.g., bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.
The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose one of options A or B below):
A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel, Frame, or for which a copy thereof is attached. (Copy of executed declaration-assignment document attached).
B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:
1. From: To:
The document was recorded in the United States Patent and Trademark Office at
Reel, Frame, or for which a copy thereof is attached.
2. From: To:
The document was recorded in the United States Patent and Trademark Office at
Reel, Frame, or for which a copy thereof is attached.

[Page 1 of 2]

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450**.

		<u>STATEME</u>	NT UNDER 37 CFR 3.73	<u>(c)</u>
3. From:			To:	
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			mentary evidence of the chain o	of title from the original owner to the 37 CFR 3.11.
				nt(s)) must be submitted to Assignment ecords of the USPTO. See MPEP 302.08]
The undersi	gned (whose title	is supplied below) is aut	horized to act on behalf of the a	assignee.
	A. Glenn/			July 20, 2015
Signature				Date
Michael	A. Glenn			30,176
Printed or T	yped Name			Title or Registration Number

[Page 2 of 2]

#### Privacy Act Statement

The **Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

- The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
- 2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
- 3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
- 4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
- 5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
- 6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
- 7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
- 8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
- 9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Application Data Sheet 37 CFR 1.7		Attorney [	Attorney Docket Number		EQUI0046D-C 110595-8016.US04		4	
mppiioaiivii wata c		Applicatio	n Num	ber	13/752.	110		
Title of Invention AU	TOMATED MEDIA DEL	JVERY SYSTE	VI					
The application data sheet is	part of the provisional or n	nonprovisional app	lication f	or which it is	being submit	tted. The fo	dlowing form contains t	 ne
bibliographic data arranged in This document may be comp	a format specified by the	United States Pat	tent and	Trademark C	office as outlin	ned in 37 C	FR 1.76.	
document may be printed and								
Secrecy Order 37	7 CFR 5.2							
	application associated							uant to
☐ 37 CFR 5.2 (Paper	filers only. Application	ons that fall un	der Se	crecy Orde	er may not	be filed (	electronically.)	
nventor Informa	tion:							
inventor 1						Re	move	
Legal Name					***************************************	***************************************		
Prefix Given Name		Middle Name	<del>-</del>		Family I	Vame		Suffix
Sean					BARGER			
Residence Informatio	n (Select One) 🔞	US Residency	0	Non US Re	sidency (	O Active	US Military Service	
City Mill Valley	Sta	te/Province	CA	Countr	y of Resid	ience i	US	
Mailing Address of Inve	entor:							
Address 1	222 Marguerite Av	enue						
Address 2								
City Mill Valley				State/Prov		CA		
Postal Code	94941		Coun	try	US			
Inventor 2							move	
Legal Name	γ-				Ţ <u></u>			
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Mailing Address of Inve	entor:							
Address 1	2-Hill-Street 7009	Clarendon	Hill	s Road	***************************************			*********
Address 2								
City Mill-Valley	Darien			State/Prov	vince	CA II	<u></u>	
Postal Code	<b>94944</b> <u>60561</u>		Coun	try !	US			
Inventor 3 Legal Name						Re	move	
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Residence Informatio	n (Select One)	US Residency	$\bigcirc$	Non US Re	1	) Active	US Military Service	

Application Data Sheet 37 CFR		176	Attorney Docket Number		EQUI0016D-C 110595-8016.US04		04			
					Application	n Nun	nber	13/752	<u>,110</u>	
Title of	Invention	AUTO	MATED MEDIA	A DELIV	ERY SYSTE	M				
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Application Data Sheet 37 CFR 1.76			Attorney Dock		E@UI60:	16D-C 110595-8016.US	<u>04</u>	
		Application Nu	ımber	13/752	2.110			
Title of Invention	AUTOI	MATED MEDIA DELIV	'ERY SYSTEM					
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Address-2								
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Customer Number		22862 22918						
Email Address		ptomattere@glerin-	patentprocureme <b>aw:com</b>	entwperkins	cole.com	Add Email Remov	e Email	
Application In	form	nation:						
Title of the Invention	วท	AUTOMATED MED	IA DELIVERY SYS	STEM				
Attorney Docket No	umber	EQUID0160-C 110	)595-8016.US04	Small En	itity Statu	s Claimed 🔀		
Application Type		Nonprovisional	Nonprovisional					
Subject Matter		Utility						
Suggested Class (if any) Sub Class (if any)								
Suggested Technology Center (if any)								
Total Number of Di	rawing	Sheets (if any)	23	Suggest	ed Figure	for Publication (if any)		
Publication Information:								
Request Early Publication (Fee required at time of Request 37 CFR 1.219)								
35 U.S.C. 122(l subject of an ap	b) and oplicati	certify that the inve	ntion disclosed in ountry, or under	n the attache	ed applicat	on not be published under tion has not and will not onal agreement, that requ	be the	

# Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

*= Chast 77 CED 4 76	Attorney Docket Number	EQUICO16D G 110595-8016.US04
ta oneet of UFK 1.70	Application Number	13/752.110
AUTOMATED MEDIA DELIVE	ERY SYSTEM	
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<b>22862</b> 22918		
	:   © Customer Number	Application Number  AUTOMATED MEDIA DELIVERY SYSTEM   Customer Number US Patent Practitione

## Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

Prior Application Status			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Continuation of	12238842	2008-09-26
Prior Application Status			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12238842	Division of	12173747	2008-07-15
Prior Application Status			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12173747	Division of	11269916	2005-11-07
Prior Application Status			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
11269916	Continuation in part of	09929904	2001-08-14
Prior Application Status			Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
09929904	Continuation in part of	09425326	1999-10-21

by selecting the Add button.

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# Foreign Priority Information:

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b)

and 37 CFR 1.55(a).			
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Application Number	Country i	Filing Date (YYYY-MM-DD)	Priority Claimed
			Yes ○ No
Additional Foreign Priority  Add button.	Data may be generated within		Add

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Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0046D-C	110595-8016,US04
		Application Number	13/752.110	
Title of Invention	AUTOMATED MEDIA DELIVE	ERY SYSTEM		

## **Authorization to Permit Access:**

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Authorization to Permit Access to the Instant Application by the Participating Offices
If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.
In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.
In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

# Applicant Information:

Providing assignment info to have an assignment re			or com	npliance with any	requirement of part 3	of Title 37 of CFR
Applicant 1						
If the applicant is the invention to be provided in the information to be provided in the information to be provided in the information in the invention	ided in this section is ress of the assignee cient proprietary inter 46 (assignee, persor	the name and address person to whom the in rest in the matter who is to whom the inventor i	of the ventor of the a is oblig	e legal representa r is under an oblig pplicant under 37 pated to assign, o	tive who is the applic ation to assign the in CFR 1.46. If the app r person who otherwi	ant under 37 CFR evention, or person blicant is an se shows sufficient
					Remo	ove
<ul><li>Assignee</li></ul>	Assignee					
Person to whom the inventor is obligated to assign.  Person who shows sufficient proprietary interest				tary interest		
If applicant is the legal re	epresentative, indi	cate the authority to f	ile the	patent applicat	tion, the inventor is	:
Name of the Deceased	or Legally Incapac	itated Inventor :				
If the Assignee is an O	rganization check	here.				
Organization Name AUTOMATED MEDIA PROCESSING SOLUTIONS INC. dba EQUILIBRIUM, "AMPS, Inc."		inc."				

Application Data Sheet 37 CFR 1.76		Attorney Docket N	Attorney Docket Number EQUI		19016D C 110595-8016.US04		
		Application Number		13/752,110			
Title of Invention AUTOMATED MEDIA DELIVERY SYSTEM							
Mailing Add	ress Inform	ation:					
Address 1		3 Harbor Drive, Suit	e 100				
Address 2							
City		Sausalito	Stat	te/Provin	се	CA	
Country US Postal Code 94965							
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Signature /Michael A. Glenn/			Date (\	YYY-MM-DD)	2015-07-20		
First Name	Michael	A. Last Name	Glenn		Registra	ation Number	30176
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This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor, I hereby declare that:
This declaration is directed to the attached application, or (if following box is checked):
[ ] United States application or PCT international application number
The above-identified application was made or authorized to be made by me.
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.
I have reviewed and understand the contents of the application, including the claims.
I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. Section 1.56.
Whereas, the undersigned inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided above in the header of this document:

Whereas, <u>AUTOMATED MEDIA PROCESSING SOLUTIONS</u>, INC. DBA EQUILIBRIUM, "AMPS, INC.", a corporation duly organized under and pursuant to the laws of Delaware having its principal place of business at <u>222 Marguerite Ave.</u>, <u>Mill Valley</u>, <u>CA 94941</u>, desires to acquire and each undersigned inventor desires to grant to <u>AUTOMATED MEDIA PROCESSING SOLUTIONS</u>, INC. <u>DBA EQUILIBRIUM</u>, "AMPS, INC.", the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR, hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", hereinafter referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignee, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title

to the Invention and all related patents and applications, in Assignee, its successors, legal representatives, and assigns, whenever requested by the Assignee, its successors, legal representatives, or assigns.

ASSIGNOR(S) grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Each undersigned inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to the Assignee and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned inventor also hereby grants the assignee, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent Application Number) which may be necessary or desirable for recordation of this Assignment.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

I hereby acknowledge that any willful false statement made in this declaration is punishable under.

18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

1) Legal Name of Inventor: Sean BARGER	
Signature:	
2) Legal Name of Inventor: Brian RICE	
Signature:	Date:
3) Legal Name of Inventor: Matt BUTLER	
Signature:	Date:
4) Legal Name of Inventor: David POCHRON	
Signature:	Date:

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor. I hereby declare that:
This declaration is directed to the attached application, or (if following box is checked):
[   United States application or PCT international application number13/752,110filed on
The above-identified application was made or authorized to be made by me.
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.
I have reviewed and understand the contents of the application, including the claims.
I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. Section 1.56.
11th many the understand incontrols's backbour made certain inventions, improvements, and discoveries

Whereas, the undersigned inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided above in the header of this document;

Whereas. AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC." a corporation duly organized under and pursuant to the laws of Delaware having its principal place of business at 222 Marguerite Ave., Mill Valley, CA 94941, desires to acquire and each undersigned inventor desires to grant to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA FOULIBRIUM, "AMPS, INC.", the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR. hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", hereinaster referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignee, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the Invention and all related patents and applications, in Assignce, its successors, legal representatives, and assigns, whenever requested by the Assignce, its successors, legal representatives, or assigns.

ASSIGNOR(S) grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Each undersigned inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to the Assignee and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned inventor also hereby grants the assignee, its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent Application Number) which may be necessary or desirable for recordation of this Assignment.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

1) Legal Name of inventor: Sean BARGER	
Signature:	Date:
2) Legal Name of Inventor: Brian RICE Signature:  3) Legal Name of Inventor: Matt BUTLER	Date: 6/24/2013
Signature:	Date:
4) Legal Name of Inventor: David POCHRON	
S	Data

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor, I hereby declare that:		
This declaration is directed to the attached application, or (if following box	s checked):	
[ ] United States application or PCT international application number on	13/752,110	_ filed
The above-identified application was made or authorized to be made by me.		

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the application, including the claims.

I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. Section 1.56.

Whereas, the undersigned inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided above in the header of this document;

Whereas, <u>AUTOMATED MEDIA PROCESSING SOLUTIONS</u>, INC. <u>DBA EQUILIBRIUM</u>, <u>"AMPS, INC."</u>, a corporation duly organized under and pursuant to the laws of Delaware having its principal place of business at <u>222 Marguerite Ave.</u>, <u>Mill Valley</u>, <u>CA 94941</u>, desires to acquire and each undersigned inventor desires to grant to <u>AUTOMATED MEDIA PROCESSING SOLUTIONS</u>, INC. <u>DBA EQUILIBRIUM</u>, "AMPS, INC.", the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;

Now, therefore, for one dollar (\$1.00) and good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor, hereinafter referred to as ASSIGNOR, hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. DBA EQUILIBRIUM, "AMPS, INC.", hereinafter referred to as ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefor in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to the Assignee, its successors. legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by the Assignce, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute, without charge to said Assignee but at the Assignee's expense, any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title

Page Lof 2

to the Invention and all related patents and applications, in Assignee, its successors, legal representatives, and assigns, whenever requested by the Assignee, its successors, legal representatives, or assigns.

ASSIGNOR(S) grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

1) Legal Name of Inventor: Sean BARGER	
Signature:	Date:
2) Legal Name of Inventor: Brian RICE	
Signature:	Date:
3) Legal Name of Inventor: Matt BUTLER	
Signature:	Date: 06/27/2013
4) Legal Name of Inventor: David POCHRON	
Signature:	Date:

# DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION USING AN APPLICATION DATA SHEET (37 C.F.R. 1.76) AND ASSIGNMENT

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

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This declaration is directed to the attached application, or (if following box i	s checked):
[ ] United States application or PCT international application number on	13/752,110 filed
The above-identified application was made or authorized to be made by me.	
I believe that I am the original inventor or an original joint inventor of application.	f a claimed invention in the

I have reviewed and understand the contents of the application, including the claims.

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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

1) Legal Name of Inventor: Sean BARGER	
Signature:	Date;
2) Legal Name of Inventor: Brian RICE	
Signature:	Date:
3) Legal Name of Inventor: Matt BUTLER	
Signature:	Date:
4) Legal Name of Inventor: David POCHRON Signature: David Pochum	rous. 6-27-2013

Electronic Patent A	App	olication Fee	Transm	ittal	
Application Number:	13	752110			
Filing Date:	28	-Jan-2013			
Title of Invention:		TIMIZATION OF ME EDIA CONTENT	DIA CONTENT	USING GENERATED	INTERMEDIATE
First Named Inventor/Applicant Name:	Se	an BARGER			
Filer:	Mi	chael Glenn/Della R	evecho		
Attorney Docket Number:	11	0595-8016.US04			
Filed as Small Entity					
Filing Fees for Utility under 35 USC 111(a)					
Description		Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:					
Pages:					
Claims:					
Miscellaneous-Filing:					
Petition:					
Petition Fee-37CFR 1.17(h) (Group II)		2464	1	70	70
Patent-Appeals-and-Interference:					
Post-Allowance-and-Post-Issuance:					

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
	Tot	al in USD	(\$)	70

Electronic Ack	Electronic Acknowledgement Receipt						
EFS ID:	22967729						
Application Number:	13752110						
International Application Number:							
Confirmation Number:	1068						
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT						
First Named Inventor/Applicant Name:	Sean BARGER						
Customer Number:	22862						
Filer:	Michael Glenn/Della Revecho						
Filer Authorized By:	Michael Glenn						
Attorney Docket Number:	110595-8016.US04						
Receipt Date:	20-JUL-2015						
Filing Date:	28-JAN-2013						
Time Stamp:	17:27:10						
Application Type:	Utility under 35 USC 111(a)						

# **Payment information:**

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$70
RAM confirmation Number	4701
Deposit Account	502207
Authorized User	GLENN, MICHAEL

 $The\ Director\ of\ the\ USPTO\ is\ hereby\ authorized\ to\ charge\ indicated\ fees\ and\ credit\ any\ overpayment\ as\ follows:$ 

Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.20 (Post Issuance fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

## File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Corrected Filing Receipt	Request_for_Corrected_Filing_ Receipt.pdf	76816	no	2
Warnings:			c5015f6460dedce624a3b15604b582753be cd0d3		
Information:					
information:					
2	Applicant Response to Pre-Exam Formalities Notice	Response_to_Notice_Declarati on_110595-8016-US04pdf	60124	no	1
			a6d7aebf8ee5b13528224360600a7e1621f ee32b		
Warnings:					
Information:					
3	Post Allowance Communication -	Request_to_Correct_Inventors	93210	no	2
	Incoming	hip_110595-8016-US04.pdf	dc006f58372bb05310c4bb5683bba715926 79e9a		
Warnings:					
Information:					
4	Assignee showing of ownership per 37	373c_Statementpdf	83646	no	3
	CFR 3.73	57 SC_StateMentpur	2a7a9364a1d7899ad3b703f018e1c3de380 c379c	3f018e1c3de380	
Warnings:					
Information:					
5	Application Data Sheet	Corrected_ADSpdf	441193	no	6
3	Application Data Silect	corrected_ADSpdr	06d91cf995f4edb380bac964bd59af1ae050 8213	110	Ü
Warnings:					
Information:					
This is not an U	SPTO supplied ADS fillable form				
6	Oath or Declaration filed	Executed_Declaration- Assignment_110595-8016-	9590539	no	8
0	Oath of Declaration flied	US04pdf	09d6889bd3b90365062f2a56d37cb3cc38c 67c8f	110	
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Information:					
7	Fac Worlshoot (CD06)	foo info nalf	30561	n.a	2
7	Fee Worksheet (SB06)	neet (SB06) fee-info.pdf -		no	2
Warnings:				<u>'</u>	
Information:					
		Total Files Size (in bytes)	103	376089	
			IPR2023	3-00332 Pa	age 002/4

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Document code: WFEE

United States Patent and Trademark Office Sales Receipt for Accounting Date: 07/28/2015

CVORACHA SALE #00000019 Mailroom Dt: 07/20/2015 502207 13752110

01 FC: 2830 70.00 OP 02 FC: 2819 300.00 DA Document code: WFEE

United States Patent and Trademark Office Sales Receipt for Accounting Date: 07/28/2015

CVORACHA ADJ #00000011 Mailroom Dt: 07/20/2015

Seq No: 4701 Sales Acctg Dt: 07/21/2015 13752110 01 FC: 2464 -70.00 OP

#### PART B - FEE(S) TRANSMITTAL

#### Complete and send this form, together with applicable fee(s), to: Mail Mail Stop ISSUE FEE

Commissioner for Patents

P.O. Box 1450 Alexandria, Virginia 22313-1450

or Fax (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

04/24/2015 7590 GLENN PATENT GROUP c/o Perkins Coie LLP P.O. Box 1247 Seattle, WA 98111-1247

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)	vecho	lla Rev	Del
(Signature)	Revecho/	/Della	/
(Date)	2015	Ly 24,	Jul

			J	uly 24, 201	5	(Date)
			vinicous.			
APPLICATION NO.	FILING DATE		FIRST NAMED INVENTOR		ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/752,110	01/28/2013		Sean BARGER	110595-8016.US04		1068
		PETŠIA ZVANJUPENJUŽIJEVA	GENERATED INTERM	ATTACKY A TOTAL BEAUTIST A P		1006
TITLE OF INVENTION	OPTIMIZATION OF M	EDIA CONTENT USIF	NG GENERATED INTER	WEDIATE MEDIA	CONTENT	
APPLN, TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE I	FEE TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	07/24/2015
EXAM	INER	ART UNIT	CLASS-SUBCLASS			
FABER,	DAVID	2177	715-200000			
	ence address or indication	of "Fee Address" (37	2. For printing on the page	atent front page, list		5 N 2
CFR 1.363).	ondence address (or Chan	ge of Correspondence	(1) The names of up to or agents OR, alternativ	3 registered patent a	attorneys -	l A. Glenn
	ondence address (or Chan 3/122) attached.		(2) The name of a singl	e firm (having as a n	nembera 2 Perkins	s Coie LLP
"Fee Address" ind PTO/SB/47; Rev 03-0 Number is required.	ication (or "Fee Address" 2 or more recent) attached	Indication form d. Use of a Customer	registered attorney or a 2 registered patent attor listed, no name will be	gent) and the names neys or agents. If no printed.	of up to sname is 3	***************************************
3. ASSIGNEE NAME A	ND RESIDENCE DATA	TO BE PRINTED ON	THE PATENT (print or typ	e)	***************************************	***************************************
PLEASE NOTE: Unl recordation as set fort	ess an assignee is identif h in 37 CFR 3.11. Compl	ied below, no assignee etion of this form is NO	data will appear on the pa T a substitute for filing an a	dent. If an assignee issignment.	is identified below, the do	ocument has been filed for
(A) NAME OF ASSIG			(B) RESIDENCE: (CITY			
EQUILIBRIUM			SAUSALITO, CAI	JIFORNIA		
Please check the appropr	iate assignee category or o	categories (will not be pr	inted on the patent):	Individual 🚨 Corp	poration or other private gro	oup entity Government
4a. The following fee(s):	are submitted:	41	o. Payment of Fee(s): (Plea	se first reapply any	previously paid issue fee s	shown above)
Issue Fee			A check is enclosed.			
	To small entity discount per of Copies		Payment by credit care			5
Advance Order - #	of Copies		overpayment, to Depo	authorized to charge sit Account Number	the required fee(s), any def 50-2207 (enclose ar	n extra copy of this form).
5. Change in Entity Sta	tus (from status indicated	above)				
Applicant certifyir	ng micro entity status. See	37 CFR 1.29	NOTE: Absent a valid cer	tification of Micro E	Intity Status (see forms PTC of be accepted at the risk of	D/SB/15A and 15B), issue application abandonment.
Applicant asserting	g small entity status. See 1	37 CFR 1.27		was previously unde	r micro entity status, checki	
Applicant changin	g to regular undiscounted	fee status.		will be taken to be a	a notification of loss of entit	flement to small or micro
NOTE: This form must b	e signed in accordance w	ith 37 CFR 1.31 and 1.33	3. See 37 CFR 1.4 for signa	***************************************	d certifications.	***************************************
Authorized Signature	/Donald M.	Hendricks/		Date	July 24, 2015	
	Donald M. He			Registration No	40,355	

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER

Serial No. : 13/752,110 Filed : 01-28-2013

Art Unit : 2177

Confirmation Number : 1068

Examiner : David Farber

Title : OPTIMIZATION OF MEDIA CONTENT USING

GENERATED INTERMEDIATE MEDIA CONTENT

Attorney Docket No. : 110595-8016.US04

July 24, 2015

Mail Stop - **Issue Fee**Commissioner of Patents and Trademarks
P.O. Box 1450
Alexandria, VA. 22313-1450

## RESPONSE TO REQUIREMENT NOTICE

In response to the Notice mailed on April 24, 2015, Applicant submits herewith:

-Replacement Sheets of Figures 11, 14 and 15

The Commissioner is authorized to charge any additional fees that may be due and credit any overpayments to Deposit Account No. 50-2207 (Order No.: 110595-8016.US04).

Respectfully submitted,

/Donald M. Hendricks/

Donald M. Hendricks Reg. No. 40,355

Customer No. 22918

HG. 11

			OWNERS CHARLES		PARAMA BARN VAIVA	Dependencies	*	2
ministration			Administration	Databse acies	RERIDE DATABASE	Generated File(s) Depi		
Equilibrium Fresride Administration		FMEERIDE (	Equilibrium Freeride Administration	Clear the Freeride Databse Check Dependencies	MEDIA CURRENTLY IN THE FREERIDE DATABASE	Bandwidth Ger		
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## 14/23

## HTML DOCUMENT WITH PROPRIETARY TAG

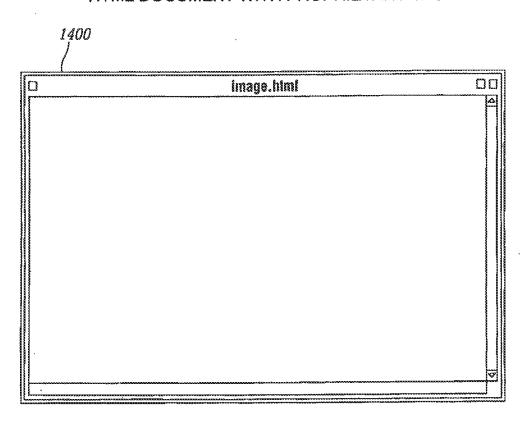
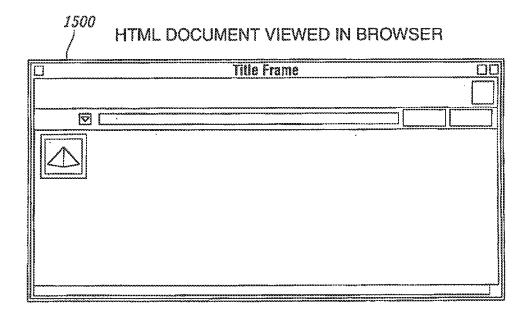


FIG.14

## 15/23



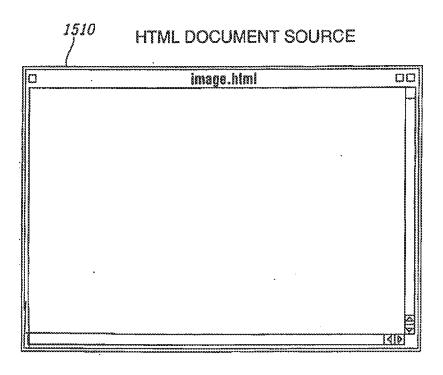


FIG.15

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## CHANGE OF CORRESPONDENCE ADDRESS Application

Address to: Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Application Number	13/752,110
Filing Date	01-28-2013
First Named Inventor	Sean BARGER
Art Unit	2177
Examiner Name	David Faber
Attorney Docket Number	110595-8016.US04

Please change the Co	orrespondence Address for the at	oove-ident	tified patent applicatio	n to:
The address ass Customer Numb		2291	8	
OR				
Firm or Individual Name				
Address				
City		State	е	Zip
Country				
Telephone			Email	
	sed to change the data associate in existing Customer Number use			
I am the:	-			· ,
Applicat	nt/Inventor			
Assignee of record of the entire interest. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).				
✓ Attorney	Attorney or agent of record. Registration Number 40,355			
Registered practitioner named in the application transmittal letter in an application without an executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number				
Signature /Donald M. Hen	dricks/			
Typed or Printed Name	Hendricks			
Date July 24, 2015		Tele	phone 650-838-4300	
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.				

This collection of information is required by 37 CFR 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Electronic Patent Application Fee Transmittal					
Application Number:	137	752110			
Filing Date:	28-Jan-2013				
Title of Invention:		TIMIZATION OF ME DIA CONTENT	DIA CONTENT U	SING GENERATED	INTERMEDIATE
First Named Inventor/Applicant Name:	Sean BARGER				
Filer:	Michael Glenn/Della Revecho				
Attorney Docket Number:	110	)595-8016.US04			
Filed as Small Entity					
Filing Fees for Utility under 35 USC 111(a)					
Description		Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:					
Pages:					
Claims:					
Miscellaneous-Filing:					
Petition:					
Patent-Appeals-and-Interference:					
Post-Allowance-and-Post-Issuance:					

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Utility Appl Issue Fee	2501	1	480	480
Publ. Fee- Early, Voluntary, or Normal	1504	1	0	0
xtension-of-Time:				
liscellaneous:				
	Tot	al in USD	(\$)	480
	Tot	al in USD	(\$)	

Electronic Acknowledgement Receipt		
EFS ID:	23022475	
Application Number:	13752110	
International Application Number:		
Confirmation Number:	1068	
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT	
First Named Inventor/Applicant Name:	Sean BARGER	
Customer Number:	22862	
Filer:	Michael Glenn/Della Revecho	
Filer Authorized By:	Michael Glenn	
Attorney Docket Number:	110595-8016.US04	
Receipt Date:	24-JUL-2015	
Filing Date:	28-JAN-2013	
Time Stamp:	19:02:58	
Application Type:	Utility under 35 USC 111(a)	

## **Payment information:**

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$480
RAM confirmation Number	5242
Deposit Account	502207
Authorized User	GLENN, MICHAEL

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.20 (Post Issuance fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

## File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	2015-07-24_IssueFee- RespDwgs-	3689009	yes	6	
	ChgAdd_110595-8016-US04. pdf	3ed34b9b4132b687a1f6906179297c49f56 2e3b0	,	J	
	Multip	oart Description/PDF files in .	zip description		
	Document De	scription	Start	Ei	nd
	Issue Fee Paymen	Issue Fee Payment (PTO-85B)			1
	Post Allowance Commur	2	5		
	Change of A	6		6	
Warnings:					
Information:					
2	2 Fee Worksheet (SB06)	fee-info.pdf	32337	no	2
			963762cb10a6130b73a479e063a2d78c97d 6a659		
Warnings:					
Information:					
		Total Files Size (in bytes)	37	21346	

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.



## United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

FILING or APPLICATION GRP ART FIL FEE REC'D NUMBER 371(c) DATE UNIT ATTY.DOCKET.NO TOT CLAIMS IND CLAIMS 110595-8016.US04 13/752,110 01/28/2013 2177 603 14 2

22918
PERKINS COIE LLP - PAO General
P.O. BOX 1247
SEATTLE, WA 98111-1247

CONFIRMATION NO. 1068 CORRECTED FILING RECEIPT



Date Mailed: 08/04/2015

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections

### Inventor(s)

Sean BARGER, Mill Valley, CA:

Brian RICE, Darien, IL;

Matt BUTLER, Beaverton, OR;

David POCHRON, Cambridge, MA;

## Applicant(s)

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

#### **Assignment For Published Patent Application**

Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

Power of Attorney: The patent practitioners associated with Customer Number 22862

#### Domestic Priority data as claimed by applicant

This application is a CON of 12/238,842 09/26/2008 PAT 8381110

which is a DIV of 12/173,747 07/15/2008 PAT 8656046

which is a DIV of 11/269,916 11/07/2005 ABN

which is a CIP of 09/929,904 08/14/2001 PAT 6964009

which is a CIP of 09/425,326 10/21/1999 PAT 6792575

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <a href="http://www.uspto.gov">http://www.uspto.gov</a> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 02/16/2013

page 1 of 3

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/752,110** 

Projected Publication Date: Not Applicable

Non-Publication Request: No

Early Publication Request: No

\*\* SMALL ENTITY \*\*

Title

OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT

**Preliminary Class** 

715

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications:

## PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

#### LICENSE FOR FOREIGN FILING UNDER

## Title 35, United States Code, Section 184

## Title 37, Code of Federal Regulations, 5.11 & 5.15

## **GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

#### **NOT GRANTED**

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

## SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <a href="http://www.SelectUSA.gov">http://www.SelectUSA.gov</a> or call +1-202-482-6800.

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER

Serial No. : 13/752,110

Filed : 28 January 2013

Art Unit : 2177

Confirmation Number : 1068

Examiner : David Faber

Title : OPTIMIZATION OF MEDIA CONTENT USING

GENERATED INTERMEDIATE MEDIA CONTENT

Attorney Docket No. : 110595-8016.US04

27 August 2015

Mail Stop: Issue Fee

Commissioner of Patents and Trademarks

P.O. Box 1450

Alexandria, VA. 22313-1450

## **RESPONSE TO EXAMINER'S REQUIREMENT**

Examiner David Faber called Applicant's Representative on 27 August 2015, to indicate that Fig. 14 should be amended further, show to "<freerideimage></freerideimage>" within the html document image element, and to extend the lead line from reference character "1400" the "<freerideimage></freerideimage>" text. Support is seen in the Application as filed, at least on page 27, lines 1-4. No new matter is introduced in this Amendment. In response to the Examiner's Requirement, Applicant submits herewith:

-Replacement Sheet of Fig. 14.

The Commissioner is authorized to charge any additional fees that may be due and credit any overpayments to Deposit Account No. 50-2207 (Order No.: 110595-8016.US04).

Respectfully submitted,

/Donald M. Hendricks/

Donald M. Hendricks Reg. No. 40,355

Customer No. 22918

## HTML DOCUMENT WITH PROPRIETARY TAG

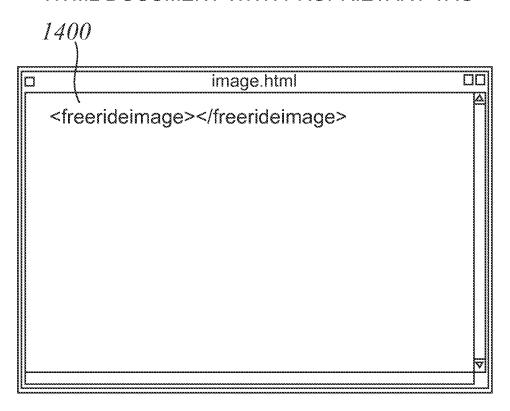


FIG. 14

Electronic Acknowledgement Receipt		
EFS ID:	23332535	
Application Number:	13752110	
International Application Number:		
Confirmation Number:	1068	
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT	
First Named Inventor/Applicant Name:	Sean BARGER	
Customer Number:	22918	
Filer:	Michael Glenn/Della Revecho	
Filer Authorized By:	Michael Glenn	
Attorney Docket Number:	110595-8016.US04	
Receipt Date:	27-AUG-2015	
Filing Date:	28-JAN-2013	
Time Stamp:	16:03:10	
Application Type:	Utility under 35 USC 111(a)	

## **Payment information:**

Submitted with Payment	no
------------------------	----

## File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		Responseto Examiner Requirem ent_08-27-15.pdf	121774 7206804de37c2d7e2fdbff9069eb09be2cb	yes	2

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Post Allowance Communication - Incoming	1	1
	Drawings-only black and white line drawings	2	2
Warnings:		1	

Information:

Total Files Size (in bytes)	121774
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

#### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

#### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

#### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/752,110	01/28/2013	Sean BARGER	110595-8016.US04	1068
	7590 09/08/201 E LLP - PAO General	5	EXAM	IINER
P.O. BOX 1247	1		FABER,	DAVID
SEATTLE, WA	X 90111-1247		ART UNIT	PAPER NUMBER
			2177	
			NOTIFICATION DATE	DELIVERY MODE
			09/08/2015	ELECTRONIC

## Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentprocurement@perkinscoie.com

Examiner-Initiated Interview Summary	13/752,110	BARGER ET AL.				
Examiner-initiated interview Summary	Examiner	Art Unit				
	DAVID FABER	2177				
All participants (applicant, applicant's representative, PTC	O personnel):					
(1) <u>DAVID FABER</u> .	(3) <u>SPE Cesar Paula</u> .					
(2) <u>Donald Hendricks</u> .	(4)					
Date of Interview: 27 August 2015.						
Type: X Telephonic Video Conference Personal [copy given to: Applicant]	applicant's representative]					
Exhibit shown or demonstration conducted: Yes If Yes, brief description:	⊠ No.					
Issues Discussed						
Claim(s) discussed: <i>None</i> .						
Identification of prior art discussed: None.						
Substance of Interview (For each issue discussed, provide a detailed description and indicate if agreeme reference or a portion thereof, claim interpretation, proposed amendments, argu-		identification or clarific	cation of a			
See Continuation Sheet.						
Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.						
<b>Examiner recordation instructions</b> : Examiners must summarize the sustance of an interview should include the items listed in MPEP 71 general thrust of each argument or issue discussed, a general indication general results or outcome of the interview, to include an indication as to	3.04 for complete and proper recordation of any other pertinent matters discussed	on including the idened regarding patental	tification of the pility and the			
/DAVID FABER/ Examiner, Art Unit 2177						

Application No.

Applicant(s)

U.S. Patent and Trademark Office PTOL-413B (Rev. 8/11/2010)

Paper No. 20150827

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: On 8/27, Examiner Faber and SPE Cesar Paula discuss the replacement drawings filed on 7/24/15 and whether or not the replacement drawings overcame the drawing objection disclosed in the notice of allowance mailed on 4/24/15. It was determined and agreed by the Examiners that the replacement drawings for FIG 11 and 15 overcame the disclosed issues. However, the replacement drawing for FIG 14 created a new issue. Page 27, lines 1-5 stated that FIG 14 contained the tag <freerideimage></freerideimage> was within the HTML document. However, the replacement drawings for FIG 14 filed did not contain the tag. SPE Paula stated if FIG 14 was changed to include the tag within the HTML document, then the drawings would be accepted. Following the discussion with SPE Paula, Examiner Faber contact Mr. Hendricks on the matter. Examiner Faber explain the matter at hand that FIG 14 was missing the tag in which Applicant's specification stated FIG 14 contained the tag. Mr. Hendricks acknowledged the issue and agreed that issue needed to be addressed. Shortly later, Mr. Hendricks provided the Examiner with a proprosed replacement drawing for FIG 14 that showed the tag <freerideimage></freerideimage> within the HTML document. (see attached) The Examiner stated the proposed replacement drawing for FIG 14 would overcome the remaining drawing issue if filed as is. Mr. Hendricks thanked the Examiner and stated he would have it filed shortly.

## Supplemental Notice of Allowability

Application No.	Applicant(s)		
13/752,110	BARGER ET	AL.	
Examiner DAVID FABER	Art Unit 2177	AIA (First Inventor to File) Status No	

	No
All claims being allowable, PROSECUTION ON THE MERITS IS (herewith (or previously mailed), a Notice of Allowance (PTOL-85)	or other appropriate communication will be mailed in due course. <b>THIS GHTS.</b> This application is subject to withdrawal from issue at the initiative
1. $\boxtimes$ This communication is responsive to <u>See Continuation Shee</u>	<u>≥t</u> .
A declaration(s)/affidavit(s) under 37 CFR 1.130(b) was/	/were filed on
2. An election was made by the applicant in response to a restrict requirement and election have been incorporated into this action.	riction requirement set forth during the interview on; the restriction ction.
	claim(s), you may be eligible to benefit from the <b>Patent Prosecution</b> be for the corresponding application. For more information, please see and an inquiry to <a href="mailto:PPHfeedback@uspto.gov">PPHfeedback@uspto.gov</a> .
4. Acknowledgment is made of a claim for foreign priority under	r 35 U.S.C. § 119(a)-(d) or (f).
Certified copies: a) ☐ All b) ☐ Some *c) ☐ None of the:	
1. Certified copies of the priority documents have	heen received
Certified copies of the priority documents have	
· · · · · · · · · · · · · · · · · · ·	cuments have been received in this national stage application from the
International Bureau (PCT Rule 17.2(a)).	
* Certified copies not received:	
Applicant has THREE MONTHS FROM THE "MAILING DATE" of noted below. Failure to timely comply will result in ABANDONMI THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.  5. CORRECTED DRAWINGS (as "replacement sheets") must	
including changes required by the attached Examiner's	
Paper No./Mail Date	
Identifying indicia such as the application number (see 37 CFR 1. each sheet. Replacement sheet(s) should be labeled as such in the	84(c)) should be written on the drawings in the front (not the back) of ne header according to 37 CFR 1.121(d).
6. DEPOSIT OF and/or INFORMATION about the deposit of Bl attached Examiner's comment regarding REQUIREMENT FO	
Attachment(s)	<u>_</u>
1. Notice of References Cited (PTO-892)	5. 🛮 Examiner's Amendment/Comment
<ol> <li>Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date <u>5-13-15</u></li> </ol>	6. Examiner's Statement of Reasons for Allowance
3.   Examiner's Comment Regarding Requirement for Deposit	7.  Other
of Biological Material 4. ☑ Interview Summary (PTO-413), Paper No./Mail Date <u>20150827</u> .	
	/CESAR PAULA/
	Supervisory Patent Examiner, Art Unit 2177

U.S. Patent and Trademark Office PTOL-37 (Rev. 08-13)

**Notice of Allowability** 

Part of Paper No./Mail Date 20150827

Continuation of Item 1. This communication is responsive to : IDS filed 5/13/15, the drawings filed on 7/24/15 and the drawing filed/interview on 8/27/15.

## **EXAMINER'S COMMENT**

This supplemental notice of allowance is in response to the Information

Disclosure Statement filed on 13 May 2015, the replacement drawings of FIG 11, 14

and 15 filed on 24 July 2015, the Examiner-initiated Interview on 27 August 2015 and the replacement drawing of FIG 14 filed on 27 August 2015.

This supplemental notice of allowance is an addendum to the notice of the allowance mailed out on 24 April 2015.

## Information Disclosure Statement

The information disclosure statement (IDS) submitted on 5/13/15 is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

## Drawings

The replacement drawings of FIG 11 and 15 filed on 24 July 2015 has been accepted. The replacement drawings for FIG 14 filed on 27 August 2015 has been accepted. Therefore, the drawings filed on 28 January 2013, 24 July 2015 and 27 August 2015 have been accepted.

## Allowable Subject Matter

Claims 1-14 remain allowed.

Art Unit: 2177

The Examiner's Statement of reasons of allowance can be found in the notice of allowance mailed on 24 April 2015.

## Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to David Faber whose telephone number is 571-272-2751. The examiner can normally be reached Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Cesar Paula, can be reached on 571-272-4128. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/D. F./ Examiner, Art Unit 2177

/CESAR PAULA/ Supervisory Patent Examiner, Art Unit 2177

Examiner-Initiated Interview Summary	13/752,110	BARGER ET AL.				
Examiner-initiated interview Summary	Examiner	Art Unit				
	DAVID FABER	2177				
All participants (applicant, applicant's representative, PTC	O personnel):					
(1) <u>DAVID FABER</u> .	(3) <u>SPE Cesar Paula</u> .					
(2) <u>Donald Hendricks</u> .	(4)					
Date of Interview: 27 August 2015.						
Type: X Telephonic Video Conference Personal [copy given to: Applicant]	applicant's representative]					
Exhibit shown or demonstration conducted: Yes If Yes, brief description:	⊠ No.					
Issues Discussed						
Claim(s) discussed: <i>None</i> .						
Identification of prior art discussed: None.						
Substance of Interview (For each issue discussed, provide a detailed description and indicate if agreeme reference or a portion thereof, claim interpretation, proposed amendments, argu-		identification or clarific	cation of a			
See Continuation Sheet.						
Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.						
<b>Examiner recordation instructions</b> : Examiners must summarize the sustance of an interview should include the items listed in MPEP 71 general thrust of each argument or issue discussed, a general indication general results or outcome of the interview, to include an indication as to	3.04 for complete and proper recordation of any other pertinent matters discussed	on including the idened regarding patental	tification of the pility and the			
/DAVID FABER/ Examiner, Art Unit 2177						

Application No.

Applicant(s)

U.S. Patent and Trademark Office PTOL-413B (Rev. 8/11/2010)

Application No. 13/752,110

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: On 8/27, Examiner Faber and SPE Cesar Paula discuss the replacement drawings filed on 7/24/15 and whether or not the replacement drawings overcame the drawing objection disclosed in the notice of allowance mailed on 4/24/15. It was determined and agreed by the Examiners that the replacement drawings for FIG 11 and 15 overcame the disclosed issues. However, the replacement drawing for FIG 14 created a new issue. Page 27, lines 1-5 stated that FIG 14 contained the tag <freerideimage></freerideimage> was within the HTML document. However, the replacement drawings for FIG 14 filed did not contain the tag. SPE Paula stated if FIG 14 was changed to include the tag within the HTML document, then the drawings would be accepted. Following the discussion with SPE Paula, Examiner Faber contact Mr. Hendricks on the matter. Examiner Faber explain the matter at hand that FIG 14 was missing the tag in which Applicant's specification stated FIG 14 contained the tag. Mr. Hendricks acknowledged the issue and agreed that issue needed to be addressed. Shortly later, Mr. Hendricks provided the Examiner with a proprosed replacement drawing for FIG 14 that showed the tag <freerideimage></freerideimage> within the HTML document. (see attached) The Examiner stated the proposed replacement drawing for FIG 14 would overcome the remaining drawing issue if filed as is. Mr. Hendricks thanked the Examiner and stated he would have it filed shortly.

Receipt date: 05/13/2015

13752110 - GAU: 2177

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Field

Approved for use through 07/31/2012. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	13/752,110 (Conf. 1068)
Filing Date	Jan 28, 2013
First Named Inventor	Sean Barger
Art Unit	2177
Examiner Name	David Faber
Attorney Docket Number	110595-8016.US04

	U.S. PATENTS						
- 1		Cite No	Patent Number	Kind Code <sup>1</sup>	Issue Date		Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

	U.S. PATENT APPLICATION PUBLICATIONS						
Examiner Initial*	Cite No	Publication Number	Kind Code <sup>1</sup>	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
	1	2008/0187279	A1	2008-08-07	Gilley, Thomas S., et al.		

	FOREIGN PATENT DOCUMENTS							
Examiner Initial*		Foreign Document Number <sup>3</sup>	Country Code <sup>2</sup>	Kind Code⁴		Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>

NON-PATENT LITERATURE DOCUMENTS						
Examiner Initials* Cite Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.						
			EXAMINE	R SIGNATURE		
Examine	er Sig	nature	/David Faber/	Date Considered	08/27/2015	
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.						

<sup>&</sup>lt;sup>1</sup> See Kind Codes of USPTO Patent Documents at <a href="www.USPTO.GOV">www.USPTO.GOV</a> or MPEP 901.04. <sup>2</sup> Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>&</sup>lt;sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.

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	CERTIFICATION	STATEMENT					
Please see 37 CFR 1.97 and 1.	Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):						
from a foreign patent office ir	☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).						
OR							
after making reasonable inqu	nterpart foreign application, and uiry, no item of information cont 37 CFR 1.56(c) more than three	losure statement was cited in a d, to the knowledge of the perso ained in the information disclosi e months prior to the filing of the	on signing the certification ure statement was known to				
☐ See attached certification sta	atement.						
X Fee set forth in 37 CFR 1.17	(p) has been submitted herewi	th.					
□ None  SIGNATURE  A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.							
Signature	/Donald M. Hendricks/	Date (YYYY-MM-DD)	2015-05-13				
Name/Print	Donald M. Hendricks	Registration Number	40,355				

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.** 



UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

CONFIRMATION NO. APPLICATION NO. ISSUE DATE PATENT NO. ATTORNEY DOCKET NO. 1068

13/752,110 10/13/2015 9158745 110595-8016.US04

PERKINS COIE LLP - PAO General P.O. BOX 1247 SEATTLE, WA 98111-1247

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## ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

## **Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)**

(application filed on or after May 29, 2000)

The Patent Term Adjustment is 273 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site http://pair.uspto.gov for additional applicants):

Sean BARGER, Mill Valley, CA; Brian RICE, Darien, IL; Matt BUTLER, Beaverton, OR; David POCHRON, Cambridge, MA; Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit <u>SelectUSA.gov</u>.

AO 120 (Rev. 08/10)

TO:

# Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450

# REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK

In Compliance with 35 U.S.C. § 290 and/o filed in the U.S. District Court		15 U.S.C. § 1116 you are hereby advised that a court a for the District of Delaware	etion has been on the following		
	<u> </u>	tion involves 35 U.S.C. § 292.):			
DOCKET NO.	DATE FILED 5/24/2022	U.S. DISTRICT COURT for the District of Dela	aware		
PLAINTIFF Equil IP Holdings LLC		DEFENDANT Akamai Technologies Inc.			
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TR	RADEMARK		
1 9,158,745	10/13/2015	Equil IP Holdings LLC	Equil IP Holdings LLC		
2 8,495,242	7/23/2013	Equil IP Holdings LLC	Equil IP Holdings LLC		
3					
4					
5					
DATE INCLUDED	In the above—entitled case, th	ne following patent(s)/ trademark(s) have been included	l:		
DATENIT OD	<del></del>	nendment	ndment Answer Cross Bill Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TR	HOLDER OF PATENT OR TRADEMARK		
1					
2					
3					
4					
5					
In the abov	ve—entitled case, the following	g decision has been rendered or judgement issued:			
DECISION/JUDGEMENT					
CLERK	(B)	Y) DEPUTY CLERK	DATE		

Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy