US007865394B1

(12) **United States Patent**
Calloway et al.

(10) **Patent No.:** **US 7,865,394 B1**
(45) **Date of Patent:** **Jan. 4, 2011**

(54) **MULTIMEDIA MESSAGING METHOD AND SYSTEM**

(75) Inventors: **Kevin Calloway**, Los Angeles, CA (US); **Jason McNamara**, Santa Monica, CA (US); **Ergon Copeland**, Woodland Hills, CA (US); **Anthony Franco**, Corona, CA (US); **Zvulun Halfon**, Woodland Hills, CA (US); **Scott Johnson**, San Pedro, CA (US); **Ronald Kewish**, Simi Valley, CA (US); **Richard Wilson**, San Dimas, CA (US)

(73) Assignee: **Alterian, LLC**, Chicago, IL (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 2082 days.

(21) Appl. No.: **09/708,235**

(22) Filed: **Nov. 7, 2000**
(Under 37 CFR 1.47)

Related U.S. Application Data

(60) Provisional application No. 60/197,759, filed on Apr. 17, 2000.

(51) **Int. Cl.**
G06Q 30/00 (2006.01)
(52) **U.S. Cl.** **705/14.4**; 705/14.43; 705/14.59; 705/14.66; 705/14.67; 379/88.05; 370/252
(58) **Field of Classification Search** 705/10, 705/14, 14.4, 14.43, 14.59, 14.66, 14.67; 379/88.06, 88.05; 370/252
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

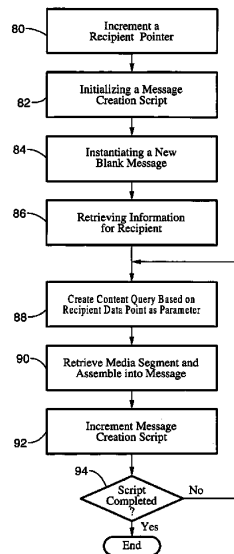|			
5,590,282 A	12/1996	Clynes	
5,773,741 A	6/1998	Eller et al.	
5,886,274 A	3/1999	Jungleib	
6,067,348 A	5/2000	Hibbeler	
6,222,826 B1 *	4/2001	Faynberg et al.	.... 370/252
6,636,965 B1 *	10/2003	Beyda et al.	.... 713/152
6,725,381 B1 *	4/2004	Smith et al.	.... 726/4

* cited by examiner

Primary Examiner—Raquel Alvarez
(74) *Attorney, Agent, or Firm*—Law Offices of David L. Hoffman

(57) **ABSTRACT**

A system and method for the distribution of individualized multimedia content over a network to a number of recipients. The system assembles a message containing multimedia content which is extracted from a media content repository in response to information about the intended recipient. The multimedia content is thereby individualized for the particular recipient; for example an individualized audio greeting containing with audio annunciation of the recipient's name within multimedia message. Multimedia elements may be variously combined within an individualized message containing audio, graphics, text, animations, video, and/or ecommerce/transaction primitives. The system provides the ability to develop and manage the multimedia content repository, control the distribution of the individualized multimedia content, and report on system activity. By way of example and not of limitation, the individualized content may be delivered through an email to the recipient as part of an email campaign, as a multimedia message through other networks, or as graphic and text output on a printer.
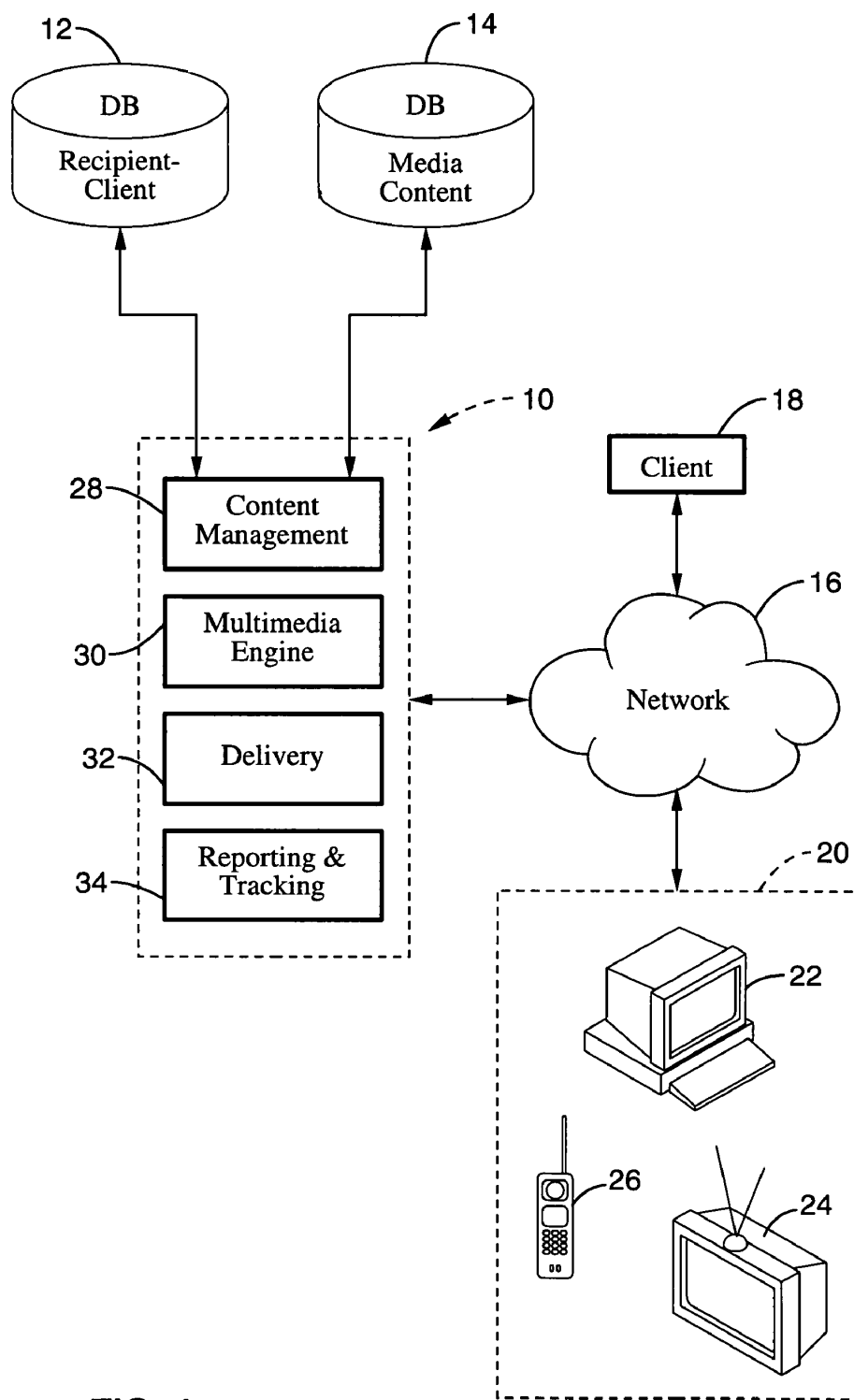
71 Claims, 14 Drawing Sheets

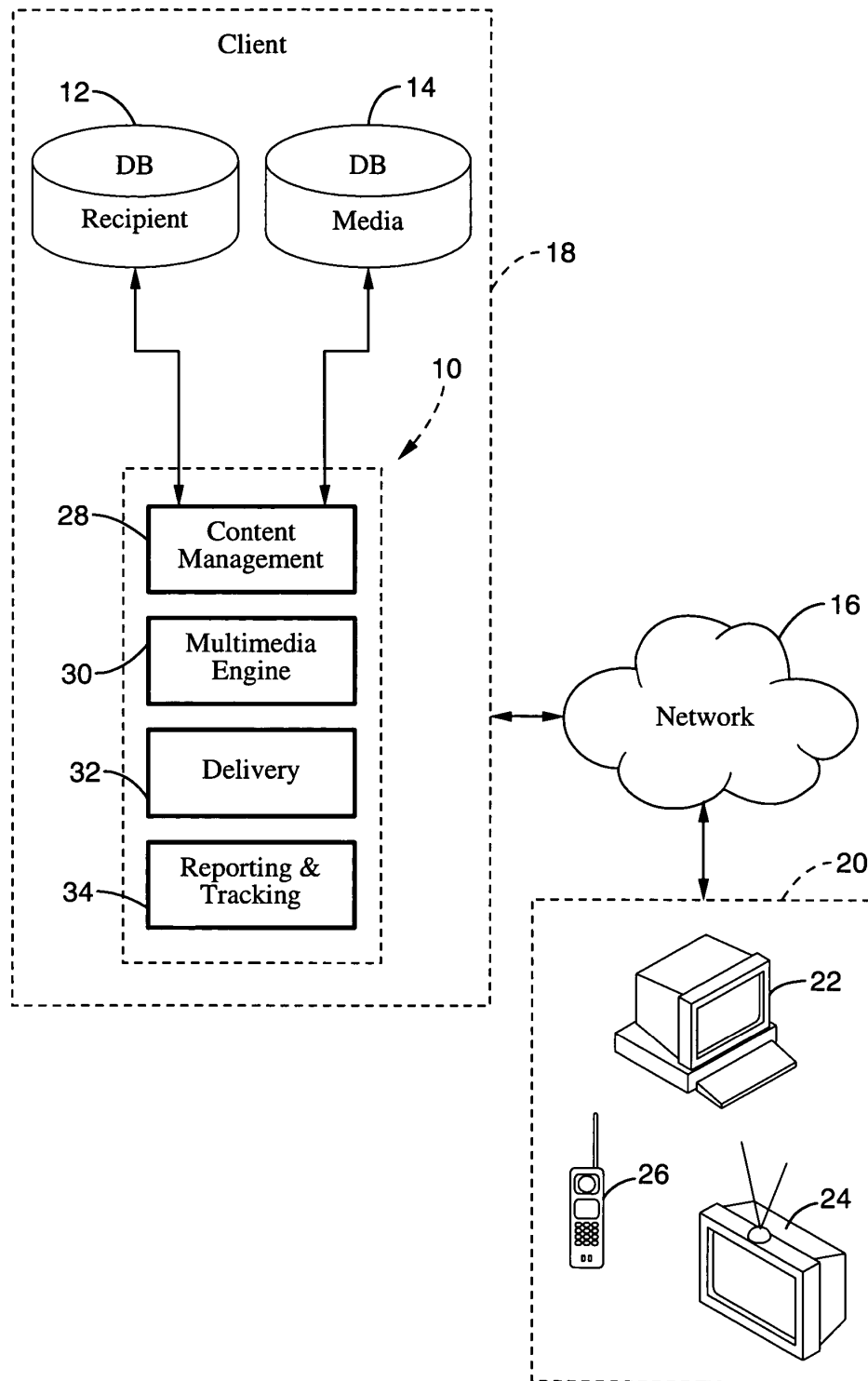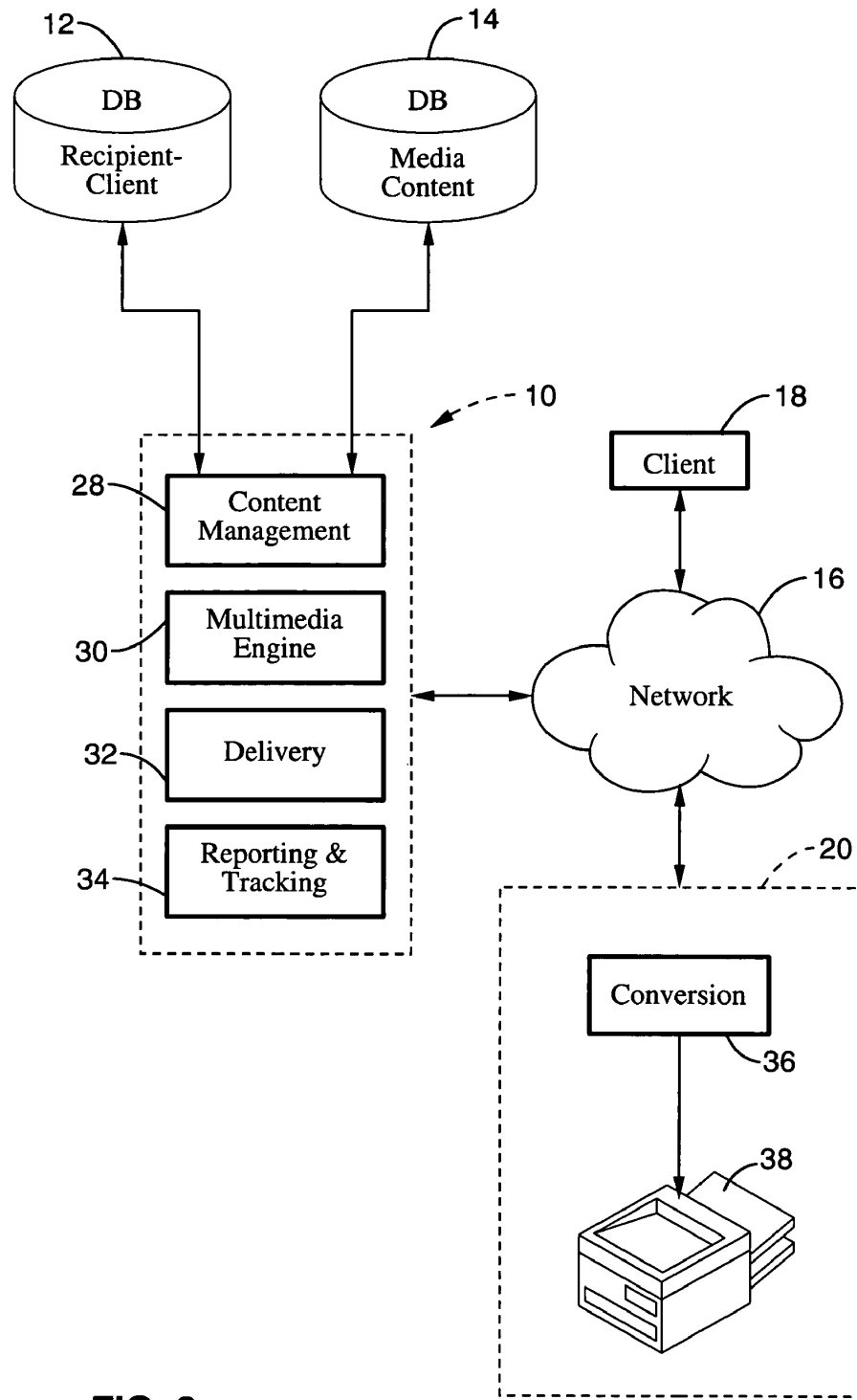**FIG. 1**

FIG. 2

FIG. 3

FIG. 4

DOCKET ALARM
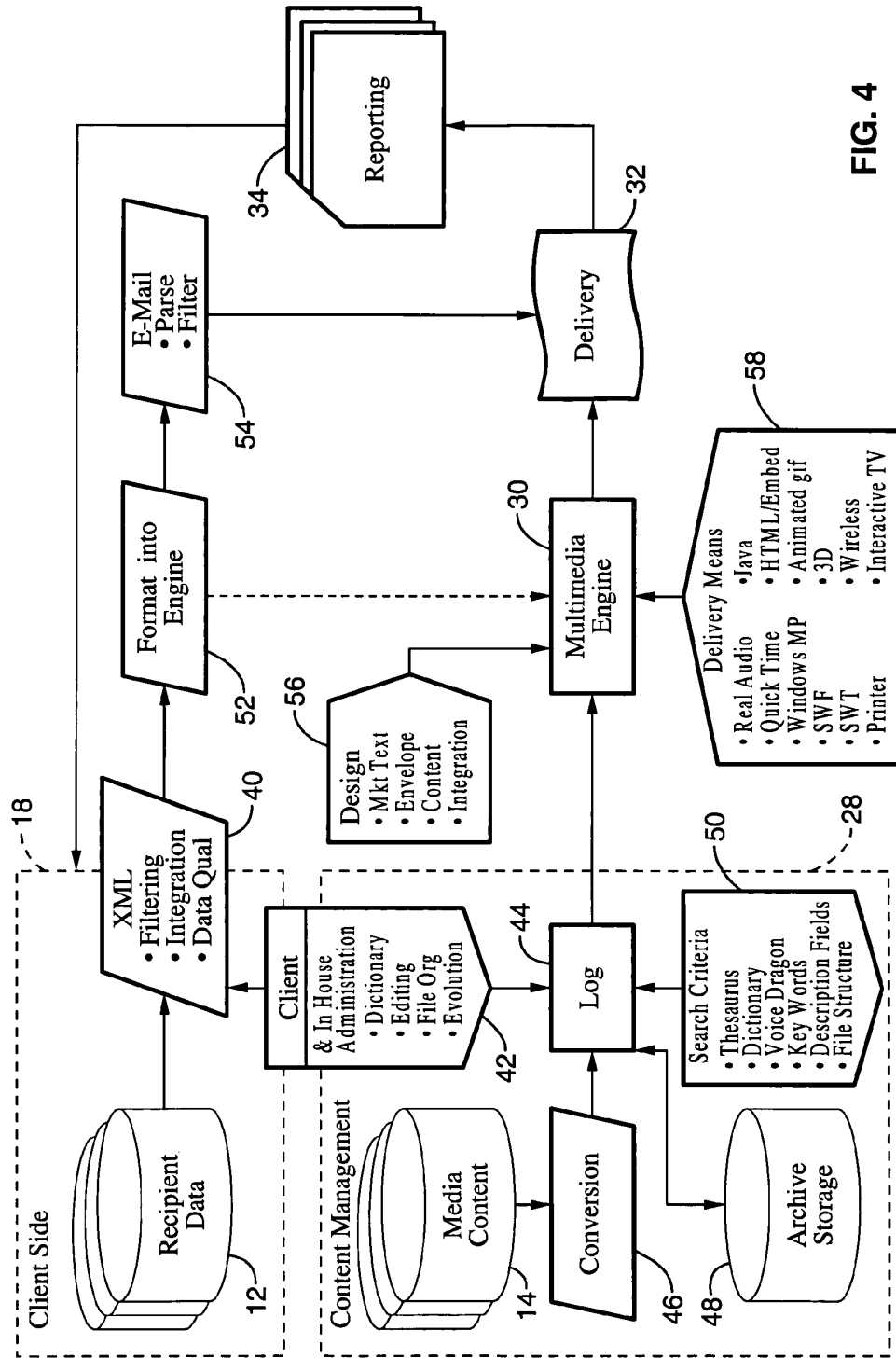
Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research

With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips

Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.

fastcase®
Smarter legal research.