

Exhibit 3



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(12) **United States Patent Strober**

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(54) **PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE**

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(58) **Field of Classification Search**
CPC G06F 16/74; G06F 9/452; G06F 16/951
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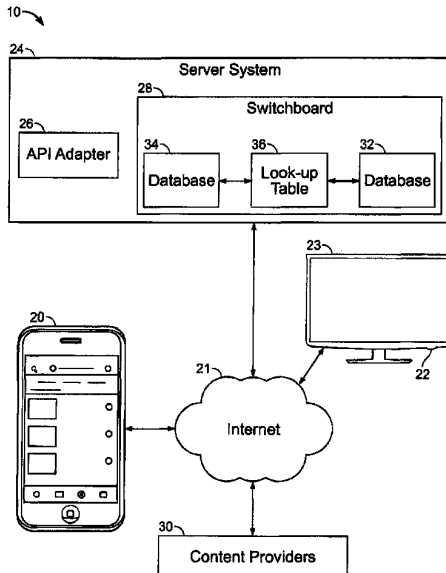
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(57) **ABSTRACT**

A system for controlling playback of various types of content includes a first computing device that provides a unique identifier to a second computing device to establish an association there between. By virtue of the established association, the second computing device can send one or more messages to the first computing device, the one or more messages referencing a piece of content associated with a first media playing element of a plurality of media playing elements, and one or more commands corresponding to the first media playing element. The first computing device can select the first media playing element based on the received one or more messages, and control how the first media playing element plays the referenced piece of content utilizing the one or more commands.

20 Claims, 9 Drawing Sheets



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Related U.S. Application Data

continuation of application No. 13/532,546, filed on Jun. 25, 2012, now Pat. No. 9,767,195, which is a continuation-in-part of application No. 13/157,821, filed on Jun. 10, 2011, now Pat. No. 8,904,289.

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