

EXHIBIT 3



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Christensen et al.

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(54) **BROADCAST RESPONSE SYSTEM**
(71) Applicant: **StratosAudio, Inc.**, Kirkland, WA (US)
(72) Inventors: **Kelly M. Christensen**, Mill Creek, WA (US); **Barry D. Thomas**, West Hills, CA (US); **Thomas J. Smyth**, North Hollywood, CA (US)
(73) Assignee: **StratosAudio, Inc.**, Kirkland, WA (US)
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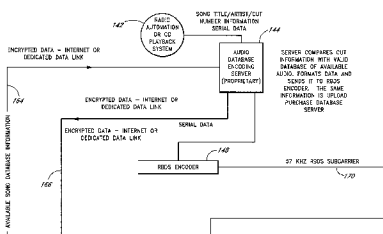
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Primary Examiner — Ajibola Akinyemi
(74) **Attorney, Agent, or Firm** — Knobbe Martens Olson & Bear LLP

(57) **ABSTRACT**
A broadcast response system provides, e.g., a radio broadcast listener with the ability to obtain media content such as music or speech while listening to the radio. The user can respond to items in the radio broadcast such as advertisements, fund raising drives, or interactive listener polls during the broadcast. Data such as song title and artist, author or publisher and the IP address for the location where the digital version of the content is stored, can be transmitted using, e.g., the RBDS/RDS data stream. A reference number representing song title and artist, author or publisher and the IP address for the location where the digital version of the content is stored can also be employed for ease of implementation. This reference number can reside in a lookup table to be accessed by broadcast response server.

20 Claims, 6 Drawing Sheets



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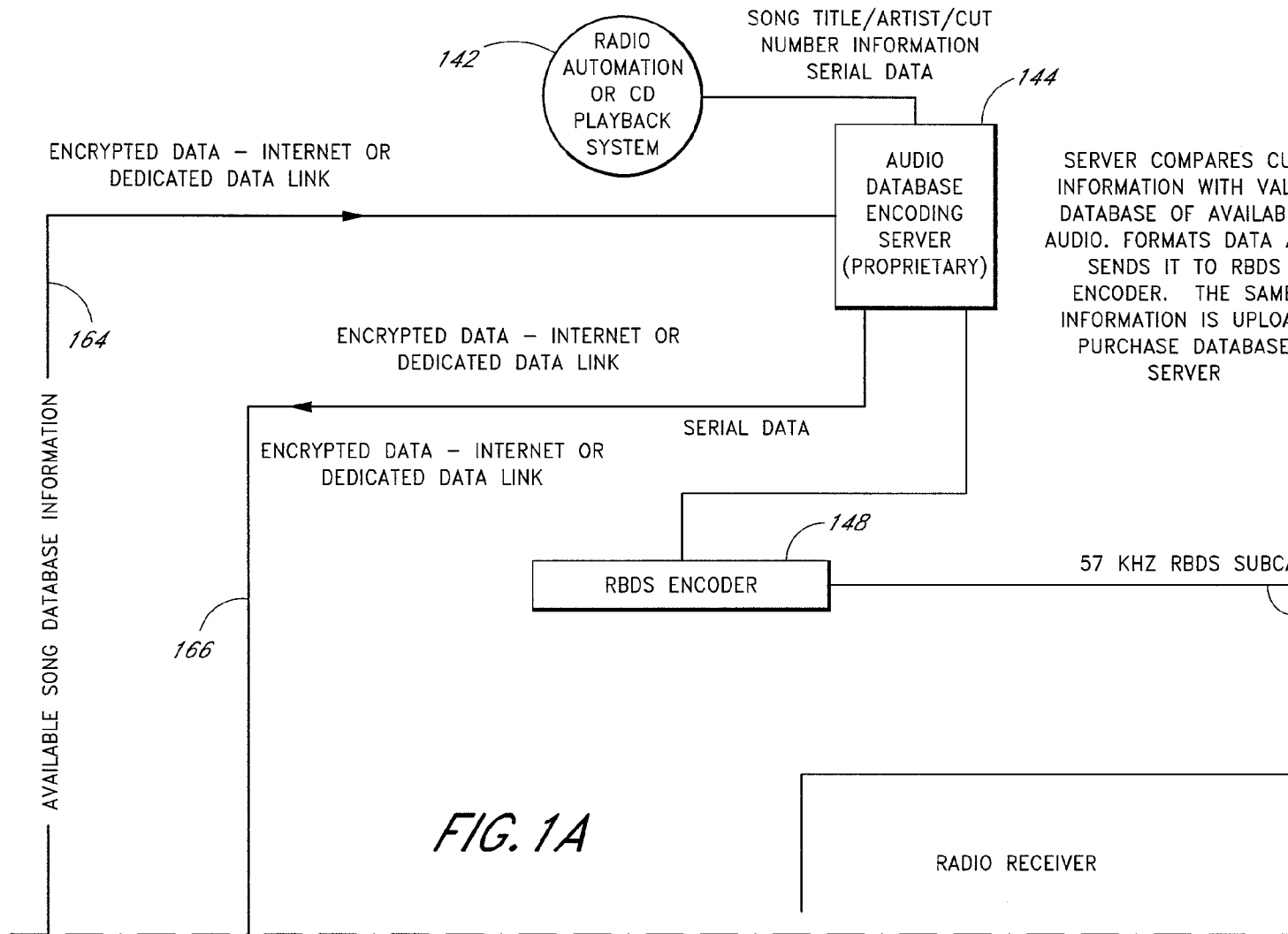
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