PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

08/17/2001 WABRHAM1 00000047 071445 09929904

01 FC:201 355.00 CH
02 FC:202 40.00 CH

PTO-1556
(5/87)

*U.S. GPO: 1999-459-082/19144

PATENT APPLICATION FEE DETERMINATION RECORD
Effective October 1, 2000

Application or Docket Number: 09929904

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
TOTAL CLAIMS	13	
FOR	NUMBER FILED	NUMBER EXTRA
TOTAL CHARGEABLE CLAIMS	13 –minus 20=	* 0
INDEPENDENT CLAIMS	4 – minus 3 =	* 1
MULTIPLE DEPENDENT CLAIM PRESENT		☐

* If the difference in column 1 is less than zero, enter "0" in column 2

SMALL ENTITY TYPE ☐ OR OTHER THAN SMALL ENTITY

RATE	FEE		RATE	FEE
BASIC FEE	355.00	OR	BASIC FEE	710.00
X$ 9=		OR	X$18=	
X40=	40.00	OR	X80=	
+135=		OR	+270=	
TOTAL	395.00	OR	TOTAL	

CLAIMS AS AMENDED - PART II

AMENDMENT A

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Indep ndent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

SMALL ENTITY OR OTHER THAN SMALL ENTITY

RATE	ADDI-TIONAL FEE		RATE	ADDI-TIONAL FEE
X$ 9=		OR	X$18=	
X40=		OR	X80=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

RATE	ADDI-TIONAL FEE		RATE	ADDI-TIONAL FEE
X$ 9=		OR	X$18=	
X40=		OR	X80=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT C

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independ nt	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

RATE	ADDI-TIONAL FEE		RATE	ADDI-TIONAL FEE
X$ 9=		OR	X$18=	
X40=		OR	X80=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

* If the entry in column 1 is less than the ntry in column 2, writ "0" in column 3.
** If the "Highest Number Pr viously Paid F r" IN THIS SPACE is less than 20, ent r "20."
***If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3."
Th "Highest Number Previously Paid F r" (Total or Independent) is the highest number found in the appropriat box in column 1.

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FORM PTO-875
(Rev. 8/00)

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

CLAIMS ONLY

SERIAL NO.	FILING DATE
09929904	08/14/01

APPLICANT(S)

CLAIMS

	AS FILED		AFTER 1st AMENDMENT		AFTER 2nd AMENDMENT	
	IND.	DEP.	IND.	DEP.	IND.	DEP.
1	/					
2		/				
3	/					
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TOTAL IND.	4					
TOTAL DEP.	9					
TOTAL CLAIMS	13					

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TOTAL IND.						
TOTAL DEP.						
TOTAL CLAIMS						

*MAY BE USED FOR ADDITIONAL CLAIMS OR ADMENDMENTS

FORM PTO-2022 (1-98)

U.S.DEPARTMENT OF COMMERCE
Patent and Trademark Office

*U.S. GPO: 1998-443-593/89152

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08-16-01 A

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PTO/SB/05 (4/98)
Approved for use through 09/30/2000. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No.	EQUI0001CIP
First Inventor or Application Identifier	Samaniego et al.
Title	Automated Media Delivery System
Express Mail Label No.	EL816158533US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231

1. [X] * Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original and a duplicate for fee processing)
2. [X] Specification [Total Pages 35] (preferred arrangement set forth below)
   - Descriptive title of the Invention
   - Cross References to Related Applications
   - Statement Regarding Fed sponsored R & D
   - Reference to Microfiche Appendix
   - Background of the Invention
   - Brief Summary of the Invention
   - Brief Description of the Drawings (if filed)
   - Detailed Description
   - Claim(s)
   - Abstract of the Disclosure
3. [X] Drawing(s) (35 U.S.C. 113) [Total Sheets 23]
4. Oath or Declaration [Total Pages 4]
   a. [X] Newly executed (original or copy)
   b. [ ] Copy from a prior application (37 C.F.R. § 1.63(d)) (for continuation/divisional with Box 16 completed)
      i. [ ] DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

5. [ ] Microfiche Computer Program (Appendix)
6. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
   a. [ ] Computer Readable Copy
   b. [ ] Paper Copy (identical to computer copy)
   c. [ ] Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

7. [X] Assignment Papers (cover sheet & document(s))
8. [X] 37 C.F.R.§3.73(b) Statement (when there is an assignee) [X] Power of Attorney
9. [ ] English Translation Document (if applicable)
10. [ ] Information Disclosure Statement (IDS)/PTO-1449 [ ] Copies of IDS Citations
11. [ ] Preliminary Amendment
12. [X] Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
13. [X] * Small Entity Statement(s) (PTO/SB/09-12) [ ] Statement filed in prior application, Status still proper and desired
14. [ ] Certified Copy of Priority Document(s) (if foreign priority is claimed)
15. [ ] Other: .....

16. **If a CONTINUING APPLICATION,** check appropriate box, and supply the requisite information below and in a preliminary amendment.

[ ] Continuation [ ] Divisional [X] Continuation-in-part (CIP) of prior application No: 09 / 425,326

Prior application information: Examiner Unassigned Group / Art Unit: Unassigned

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

17. CORRESPONDENCE ADDRESS

[X] Customer Number or Bar Code Label 22862 (Insert Customer No. or Attach bar code label here) or [ ] Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Fax	

Name (Print/Type)	Michael A. Glenn	Registration No. (Attorney/Agent)	30,176
Signature		Date	8/14/01

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

jc759 U.S. PTO 08/14/01
jc1000 U.S. PTO 09/929904 08/14/01

PTO/SB/17 (6/99)
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Patent and Trademark Office U S DEPARTMENT OF COMMERCE
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FEE TRANSMITTAL for FY 1999

Patent fees are subject to annual revision
Small Entity payments must be supported by a small entity statement, otherwise large entity fees must be paid See Forms PTO/SB/09-12
See 37 C F R §§ 1 27 and 1 28

TOTAL AMOUNT OF PAYMENT ($) 475.00

Complete if Known	
Application Number	Unassigned
Filing Date	Herewith
First Named Inventor	Samaniego et al.
Examiner Name	Unassigned
Group / Art Unit	Unassigned
Attorney Docket No.	EQUI0001CIP

METHOD OF PAYMENT (check one)

1. [X] The Commissioner is hereby authorized to charge indicated fees and credit any over payments to

Deposit Account Number: 07-1445

Deposit Account Name: Michael A. Glenn

[X] Charge Any Additional Fee Required Under 37 CFR §§ 1 16 and 1 17

2. [ ] **Payment Enclosed:** [ ] Check [ ] Money Order [ ] Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
101	760	201	380	Utility filing fee	355.00
106	310	206	155	Design filing fee	
107	480	207	240	Plant filing fee	
108	760	208	380	Reissue filing fee	
114	150	214	75	Provisional filing fee	

SUBTOTAL (1) ($) 355.00

2. EXTRA CLAIM FEES

		Extra Claims		Fee from below	Fee Paid
Total Claims	13 -20** =	0	x	9	= 0.00
Independent Claims	4 - 3** =	1	x	40	= 40.00
Multiple Dependent					=

***or number previously paid, if greater, For Reissues, see below*

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description
103	18	203	9	Claims in excess of 20
102	78	202	39	Independent claims in excess of 3
104	260	204	130	Multiple dependent claim, if not paid
109	78	209	39	** Reissue independent claims over original patent
110	18	210	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) ($) 40.00

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for reexamination	
112	920*	112	920*	Requesting publication of SIR prior to Examiner action	
113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for reply within first month	
116	380	216	190	Extension for reply within second month	
117	870	217	435	Extension for reply within third month	
118	1,360	218	680	Extension for reply within fourth month	
128	1,850	228	925	Extension for reply within fifth month	
119	300	219	150	Notice of Appeal	
120	300	220	150	Filing a brief in support of an appeal	
121	260	221	130	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,210	241	605	Petition to revive - unintentional	
142	1,210	242	605	Utility issue fee (or reissue)	
143	430	243	215	Design issue fee	
144	580	244	290	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	240	126	240	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	80.00
146	760	246	380	Filing a submission after final rejection (37 CFR § 1 129(a))	
149	760	249	380	For each additional invention to be examined (37 CFR § 1 129(b))	
Other fee (specify)					
Other fee (specify)					

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) ($) 80.00

SUBMITTED BY				Complete (if applicable)	
Name (Print/Type)	Michael A. Glenn	Registration No. (Attorney/Agent)	30,176	Telephone	650-474-8400
Signature				Date	8/14/01

Burden Hour Statement This form is estimated to take 0 2 hours to complete Time will vary depending upon the needs of the individual case Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231 DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS SEND TO Assistant Commissioner for Patents, Washington, DC 20231

Automated Media Delivery System

BACKGROUND OF THE INVENTION

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 multi-tiered 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

- JPEG/GIF/PNG

- 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 three-dimensional 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.

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."

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."

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."

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."

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."

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.

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.

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.

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.

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.

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.

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.

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.

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

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.

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.

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.

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.

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.

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.

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.

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 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;

Fig. 8 is a flow chart showing an authoring process according to the invention;

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;

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.

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.

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.

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. The media caching subsystem 620 adds the created image and the HTML tag to a media cache database 640.

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.

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.

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.

Table A

Tags

Generate image

<freerideimage> mediascript </freerideimage>

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.

Generate zoom and pan image

<freerideimagezoom> mediascript </freerideimagezoom>

Generate a zoomable/panable image.

Security

<freerideimagesecure> </freerideimagesecure>

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

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

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

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.

Blur

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

This command applies a simple blur filter on the image.

Blur Convolve

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.

Blur Motion

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

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

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

Discard()

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.

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.

Frame Add

FrameAdd(Source @ <filename>)

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

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.

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.

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.

Load

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

This command loads a media from the specified file.

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.

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.

Normalize

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

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

Pixellate Mosaic

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

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>] [blx=<position>] [bly=<position>] [brx=<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.

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.

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.

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.

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.

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.

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

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.

Text Drawing

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

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..255>])

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

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).

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.

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.

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.

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.

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.

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.

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.

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.

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.

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 media caching system 2120. If the media caching system finds no such 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.

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.

Table D — Tags

f=function

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.

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.

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.

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.

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.

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.

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.

Table F - System Features

Reads and writes various file formats;

Supports many image processing operations;

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;

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 applications.

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

1. A method for generating and delivering Web page content comprising media, said method comprising:

parsing a URL containing proprietary tags to determine:

a content generation procedure to execute and corresponding input to said procedure;

dynamic modifications to perform on said media;

user profile characteristics; and

proxy-cache control;

generating a unique final lookup key for said media;

checking a media cache, using said final lookup key;

if said media exists in said media cache, then

passing control to said proxy-cache control; and

delivering said media;

if said media does not exist in said media cache, then

separating dynamic media system tags from content generation control tags; and

generating a unique intermediate image lookup key;

checking said media cache using said intermediate image lookup key;

if said intermediate media exists in said media cache, then

using said intermediate media for further processing;

if said intermediate media does not exist in said media cache, then

generating and caching said media, using said intermediate image lookup key;

determining if dynamic processing is required and, if affirmative, then

operating upon said media by a dynamic content generator;

determining if content type is valid and, if negative, then

converting said media automatically to a valid type;

customizing said media for specified browser or client attributes using a user profiling system;

attaching any specified cache-control directives to a response; and

delivering said media.

2. The method of Claim 1, wherein dynamic processing comprises directives for zoom, pan, slice, and the like.

3. A method for an end user to generate Web page content comprising media, said method comprising:

adding original media to an image system;

creating a content generation procedure containing instruction for processing said original media for said Web page content; and

creating an HTML document referring to said processed media by using a URL pointing to said content generation procedure on said image system.

4. The method of Claim 3, further comprising:

providing an authoring subsystem, said subsystem assisting with choosing parameters and with designing said content generation procedure.

5. An apparatus for generating Web-safe media, using an HTML page having a URL, said URL having encoded proprietary tags, said apparatus comprising:

a server for receiving media requests and delivering said Web-safe media;

a media repository for storing original media;

a content generation procedure containing instructions for transforming said original media into said Web-safe media;

a URL tag parser for determining:

said content generation procedure to execute and any corresponding input parameters to be used by said procedure for generating a primary media to be cached;

dynamic content processing to be performed, if necessary by dynamic media procedures;

user profile information, if any to be used for modification of a resulting image; and

cache control HTTP headers, if any to accompany said resulting image;

a unique primary lookup key generated by said parser and associated with said primary cached media, wherein said primary cached media, if existing, is delivered as said Web-safe media through a media cache; and

a unique secondary lookup key corresponding to intermediate media requiring said dynamic media processing by said dynamic media procedures, thereby generating corresponding derivative intermediate media, and said unique secondary lookup key corresponding to said derivative intermediate media stored in a secondary media cache.

6. The apparatus of Claim 5, wherein any of said original media, said content generation procedure, and said proprietary URL tags are modified, thereby rendering an automatically updated Web-safe media.

7. The apparatus of Claim 5, wherein said apparatus is configured in parallel to a Web server infrastructure, said existing Web server infrastructure providing said media requests.

8. The apparatus of Claim 7, wherein said apparatus is configurable to work either on-site or off-site to said Web server infrastructure.

9. The apparatus of Claim 5, wherein said primary cached media is composed of one or more original media images acquired from said media repository.

10. The apparatus of Claim 5, wherein said derivative intermediate media is suitably modified for the needs of zooming, panning, slicing, or the like.

11. An apparatus for delivering an HTML document and derivative Web-safe media, comprising:

means for placing within said HTML document universal resource locators, herein referred to as URLs, said URLs having proprietary tags, and said HTML document accessible to a Web server by a browser;

means for through a browser said URLs generating a request for media from an image system;

means for said image system:

processing said URLs by interpreting proprietary tags;

executing an image generation procedure on said media, said procedure indicated within said tags; and

returning derivative Web-safe media and said HTML document.

12. The apparatus of Claim 11, wherein said generated media is cached on said image system, and, whereby upon subsequent requests for said cached media, said image system retrieves and delivers said cached media.

13. The apparatus of Claim 11, wherein original media is stored in a media repository.

Automated Media Delivery System

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.

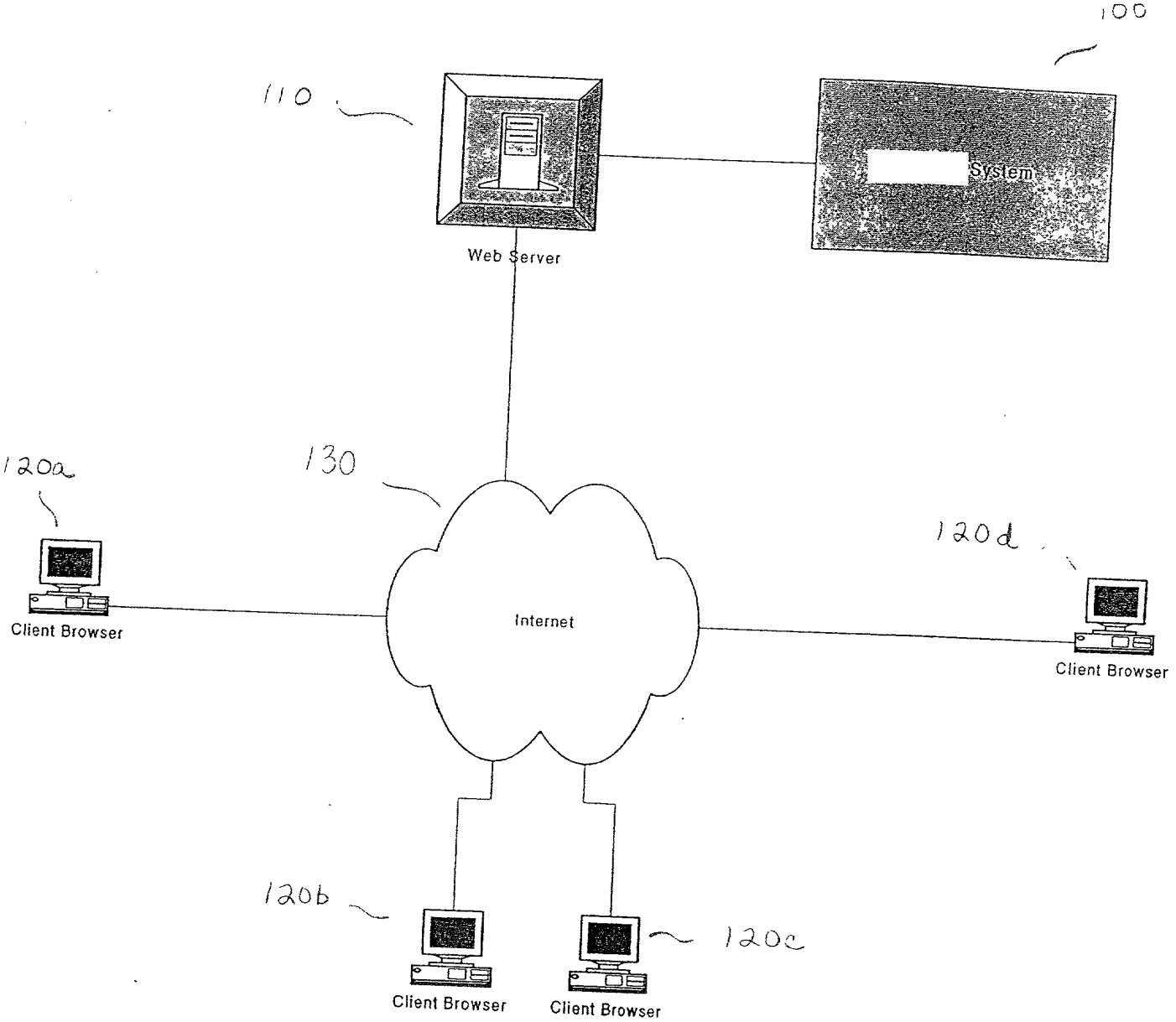

100
110
Web Server
System
130
Internet
120a
Client Browser
120d
Client Browser
120b
Client Browser
120c
Client Browser

Fig 1

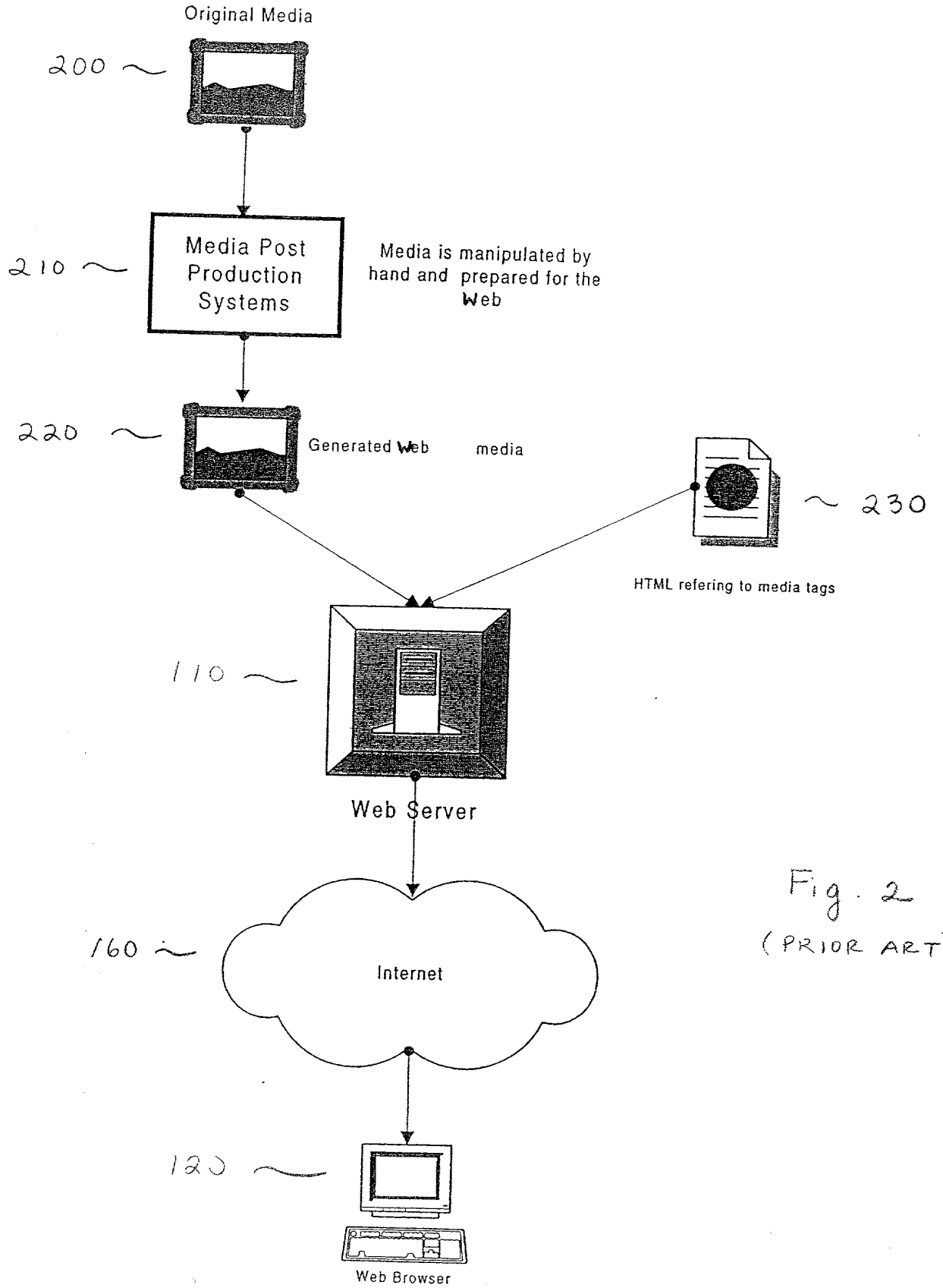


Fig. 2
(PRIOR ART)

Fig. 3

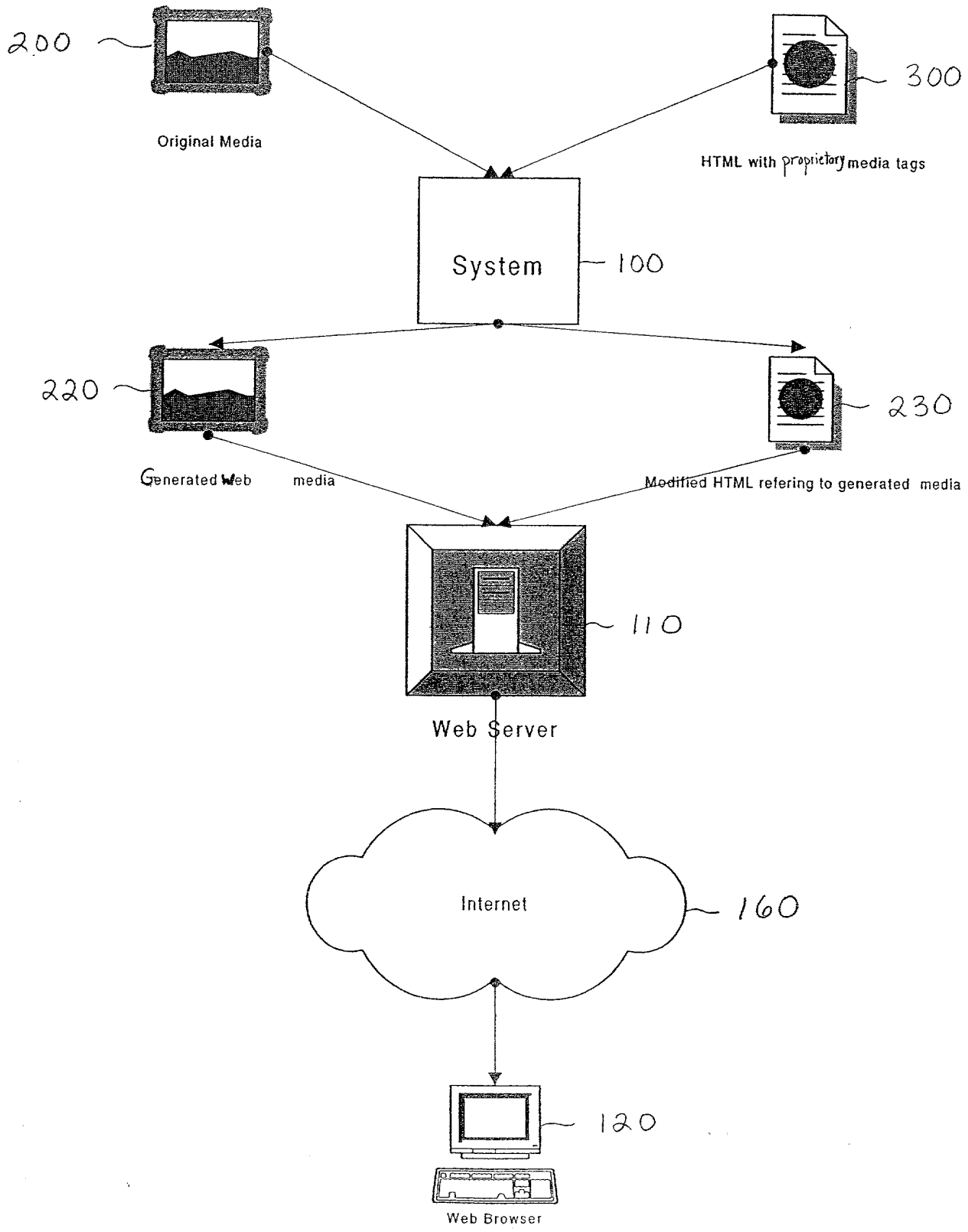

200
Original Media
300
HTML with proprietary media tags
System
100
220
230
Generated Web media
Modified HTML refering to generated media
110
Web Server
Internet
160
120
Web Browser

Fig. 4 (PRIOR ART)

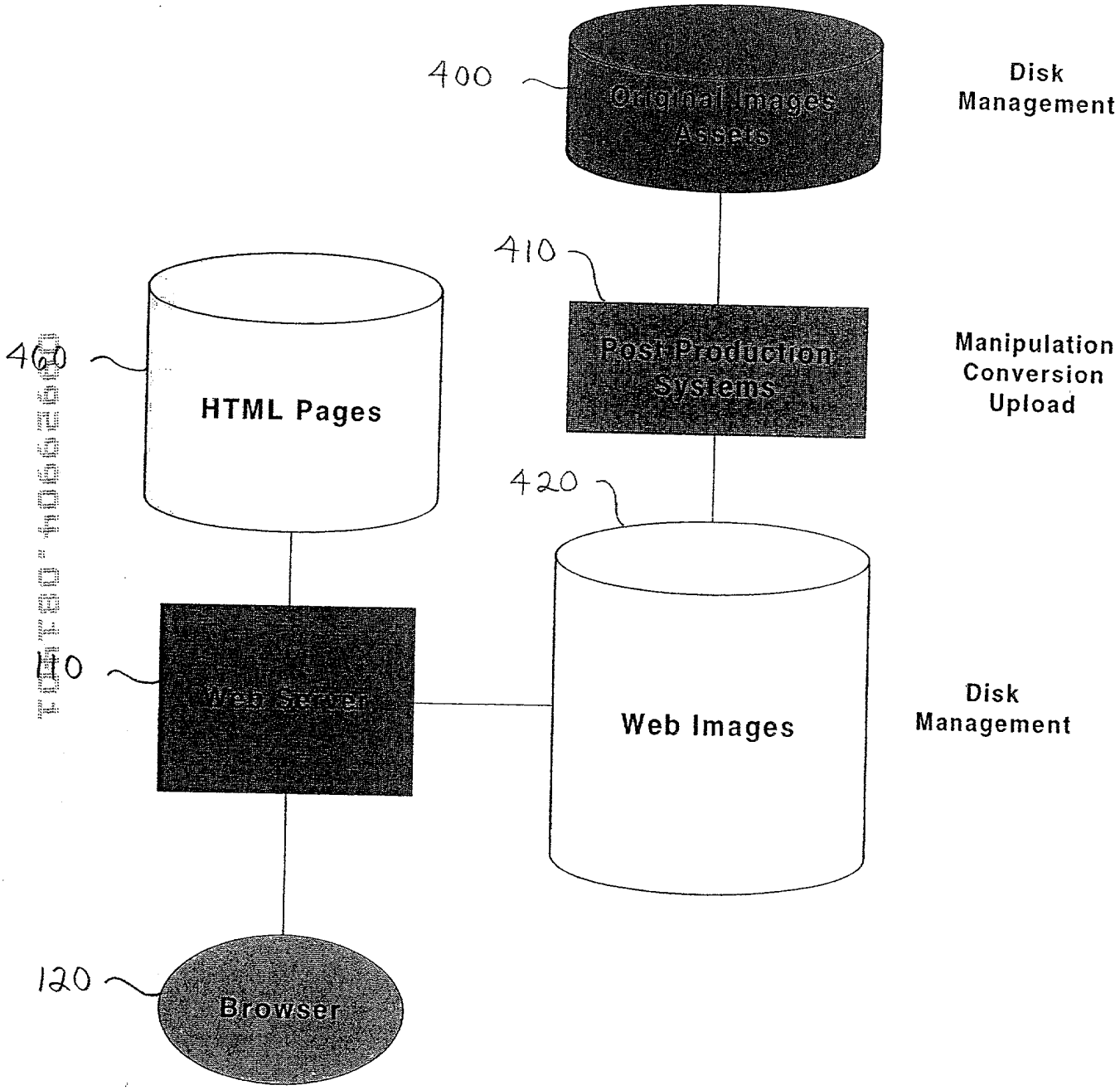


Fig. 5

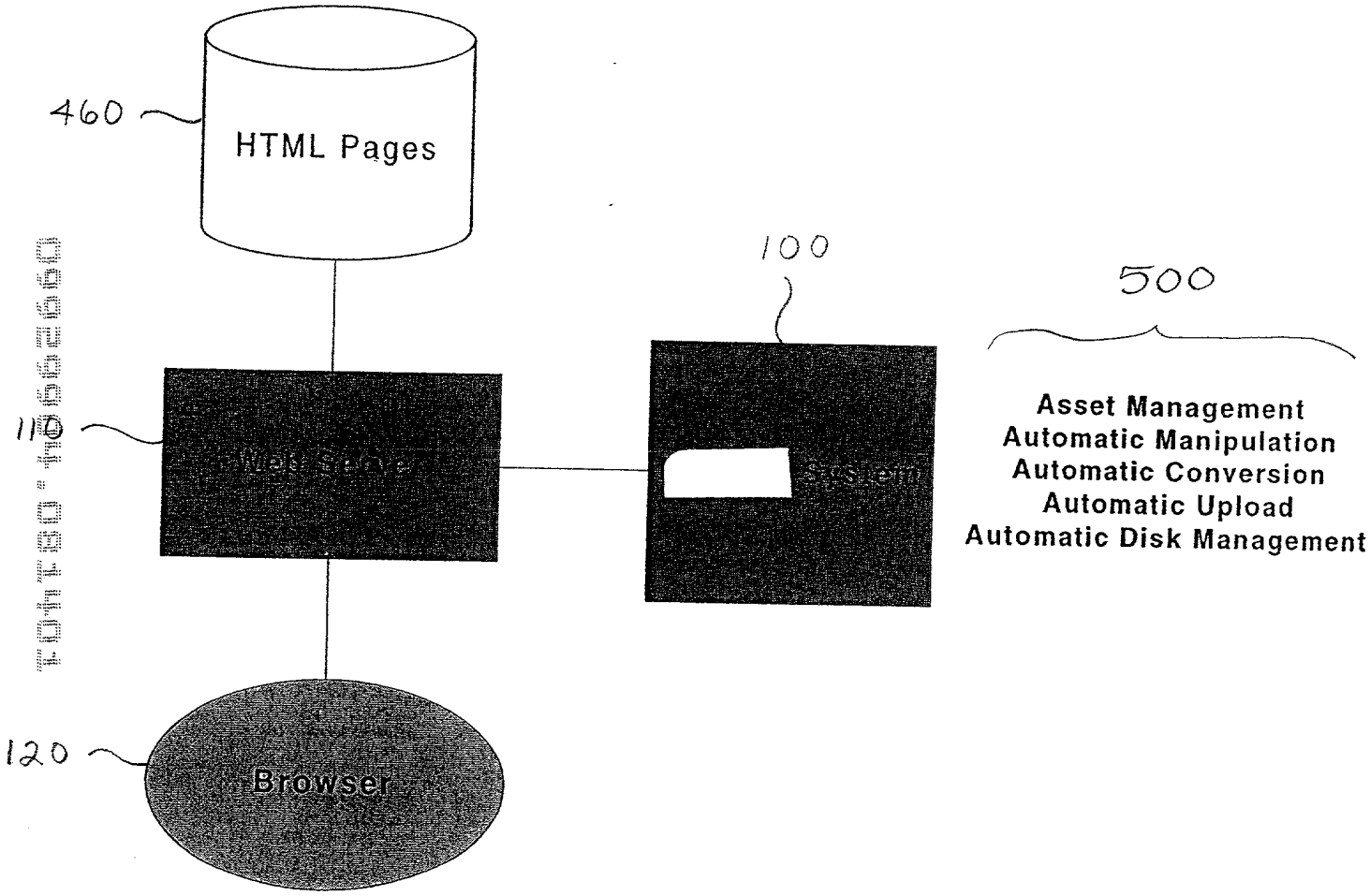

460
HTML Pages
100
500
110
Web Server
System
Asset Management
Automatic Manipulation
Automatic Conversion
Automatic Upload
Automatic Disk Management
120
Browser

Fig. 6

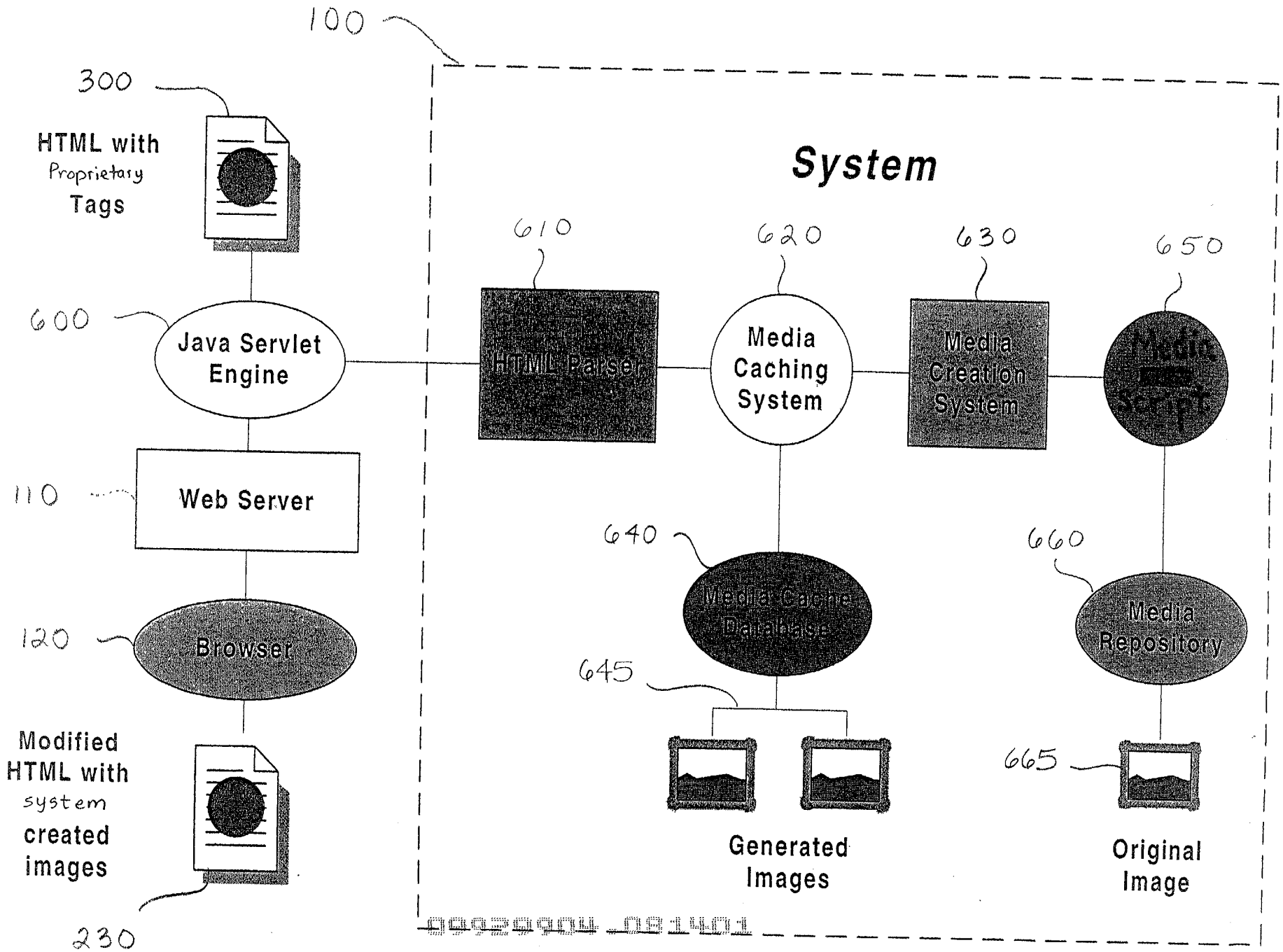
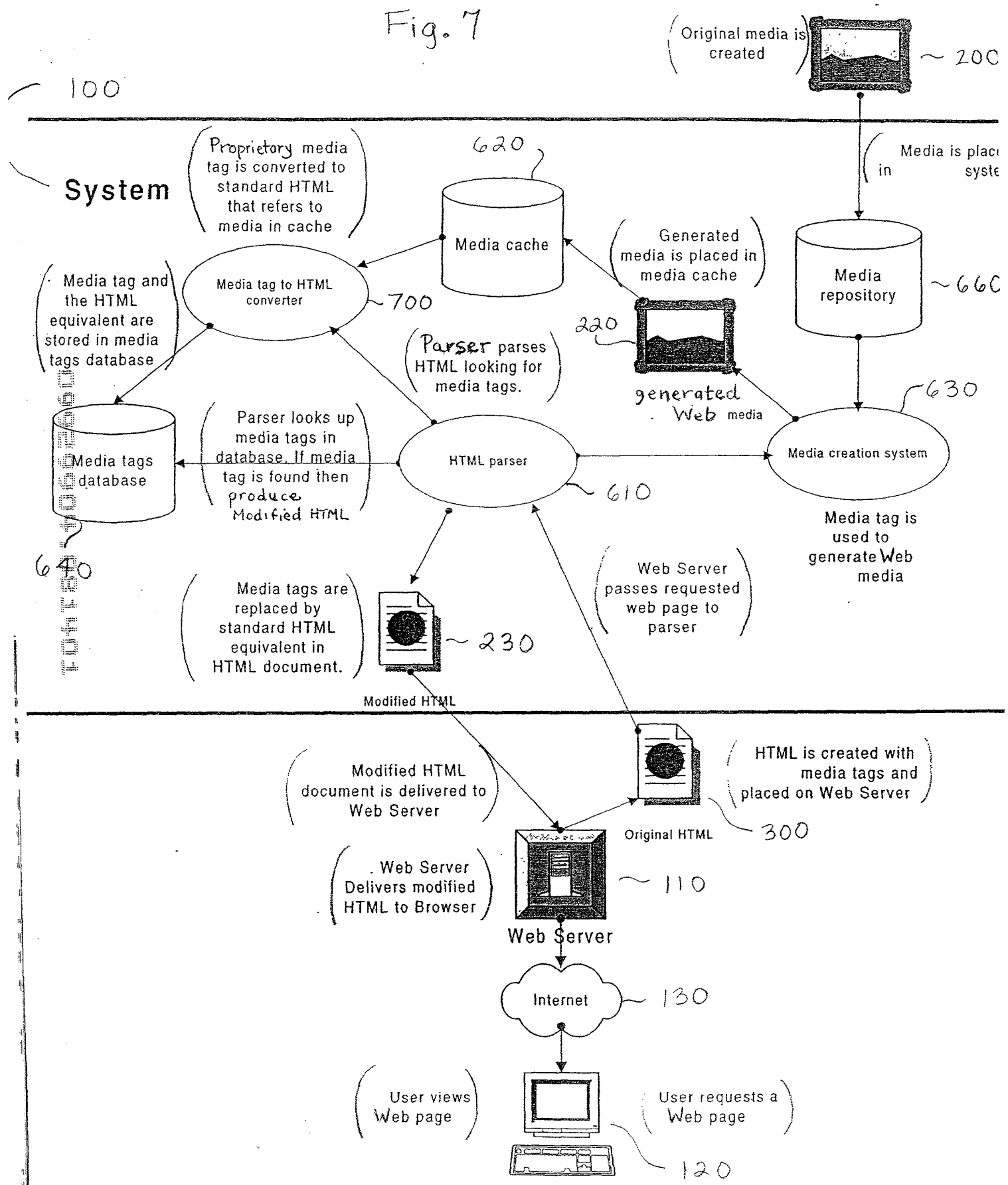

100
System
300
HTML with Proprietary Tags
600
Java Servlet Engine
110
Web Server
120
Browser
Modified HTML with system created images
230
610
HTML Parser
620
Media Caching System
630
Media Creation System
650
Media Script
640
Media Cache Database
645
Generated Images
660
Media Repository
665
Original Image

Fig. 7


100
System
Original media is created
200
Media is placed in system
Proprietary media tag is converted to standard HTML that refers to media in cache
620
Media cache
Generated media is placed in media cache
Media repository
660
Media tag and the HTML equivalent are stored in media tags database
Media tag to HTML converter
700
220
Parser parses HTML looking for media tags.
generated Web media
630
Media tags database
Parser looks up media tags in database. If media tag is found then produce Modified HTML
HTML parser
Media creation system
610
Media tag is used to generate Web media
640
Media tags are replaced by standard HTML equivalent in HTML document.
Web Server passes requested web page to parser
230
Modified HTML
Modified HTML document is delivered to Web Server
HTML is created with media tags and placed on Web Server
Original HTML
300
Web Server Delivers modified HTML to Browser
110
Web Server
Internet
130
User views Web page
User requests a Web page
120

Authoring Flowchart

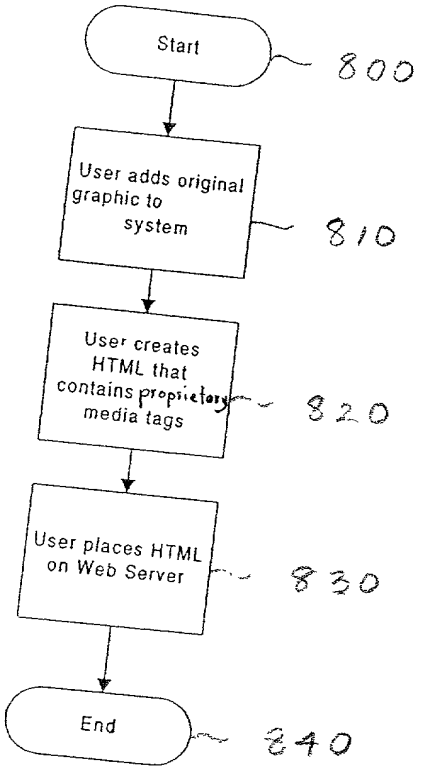


Fig. 8

HTML Parsing Flowchart

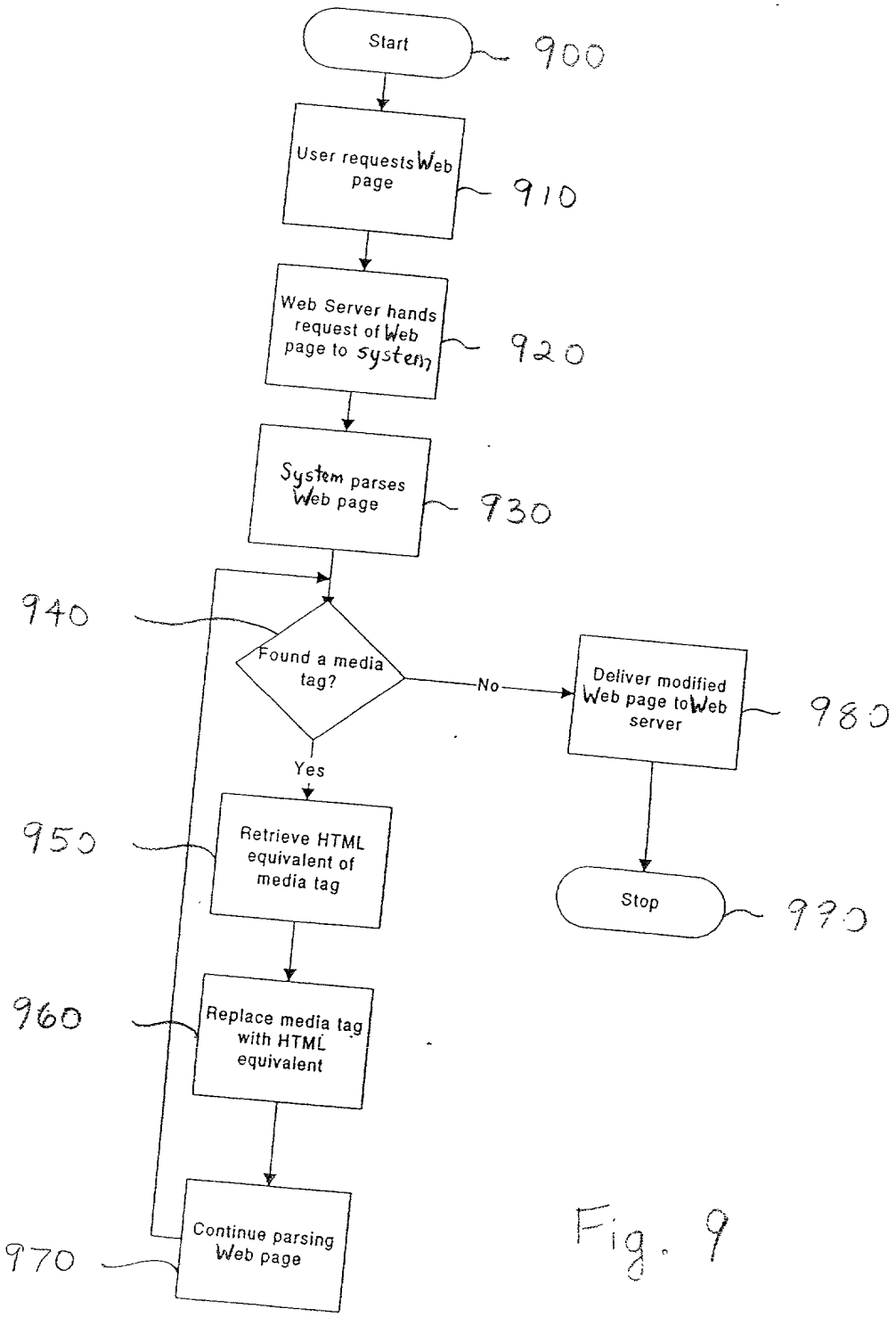


Fig. 9

Me 'ia Creation Flowchart

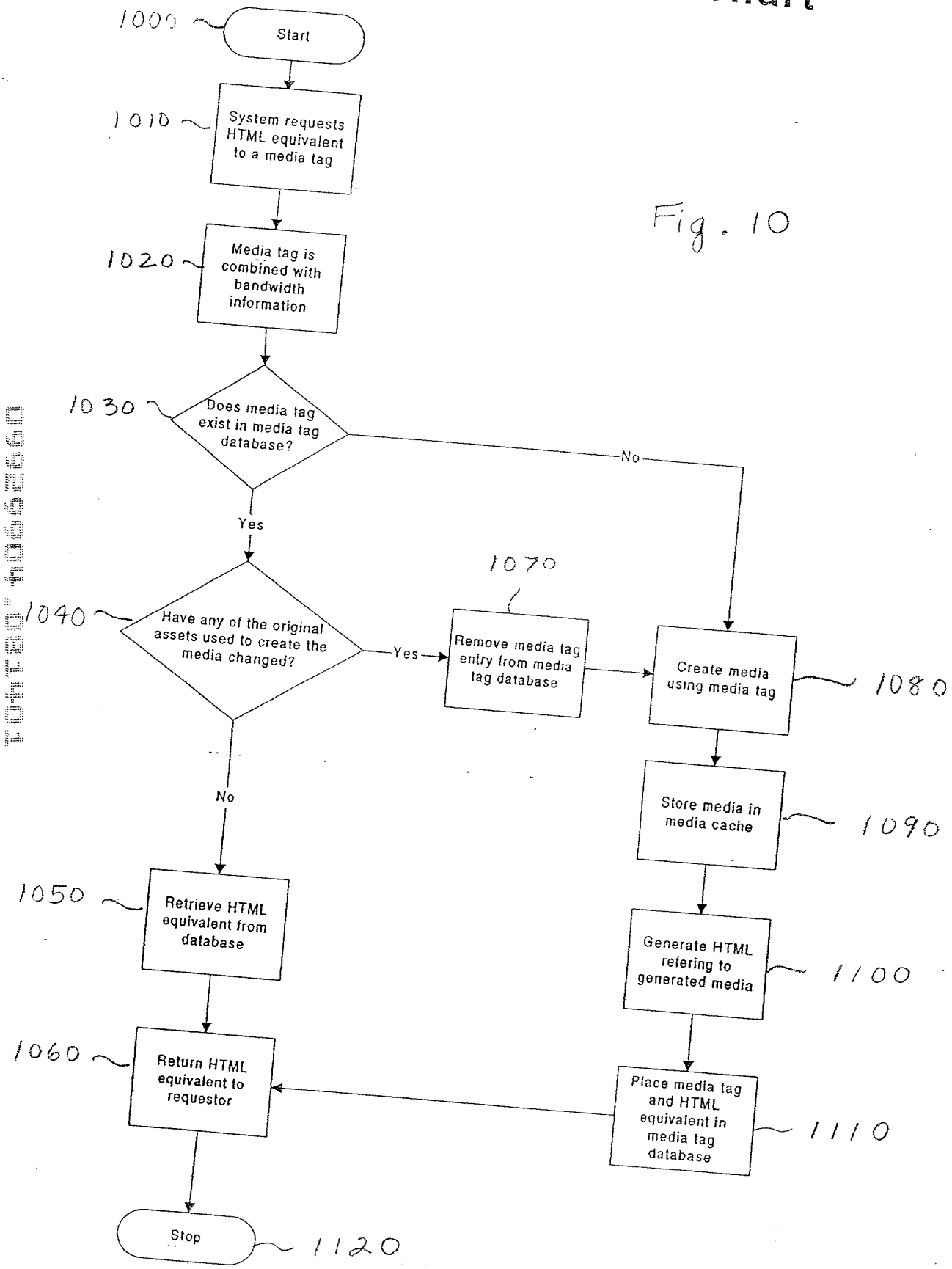


Fig. 10

Fig. 11

File Edit View Go Favorites Window Help Internet Explorer 4.01

Equilibrium Freeride Adminstration

Back Refresh Home Search Mail Favorites Larger Smaller Preferences

Address: http://miles.equilibrium.com/Admin/Administration.asp

Live Home Page | Apple Computer | Apple Support | Apple Store | MSN | Office for Macintosh | Internet Explorer

Channels | Favorites | History | Search

POWERED BY FREERIDE

Equilibrium Freeride Adminstration

Clear the Freeride Database

Check Dependencies

Media Currently in the Freeride Database

MediaScript	Bandwidth	Generated File(s)	Dependencies
#include "includes/board.ms" BoardLogo();	112k	"/ImageServerCache/3264321469_3764525602_3-0.gif"	bgcolor.tga 920674832000
#include "includes/board.ms" BoardLogo();	112k	"/ImageServerCache/3264321469_3764525602_3-0.gif"	bgcolor.tga 920674832000 includes/board.ms 936761026781 page_title.tga 920674836000
var i = new Media(); i.Load(name @ "top_right.tga"); i.Scale(xs @ 232 , ys @ 130); i.Save(type @ "jpeg");	112k	"/ImageServerCache/333740569_3956878100_3-0.jpg"	top_right.tga 920674832000
#include "includes/board.ms" ChooseLogo(1);	112k	"/ImageServerCache/3978861969_373955276_3-0.gif"	includes/board.ms 936761026781 logo1.tga 920674838000

Internet zone

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Database Description

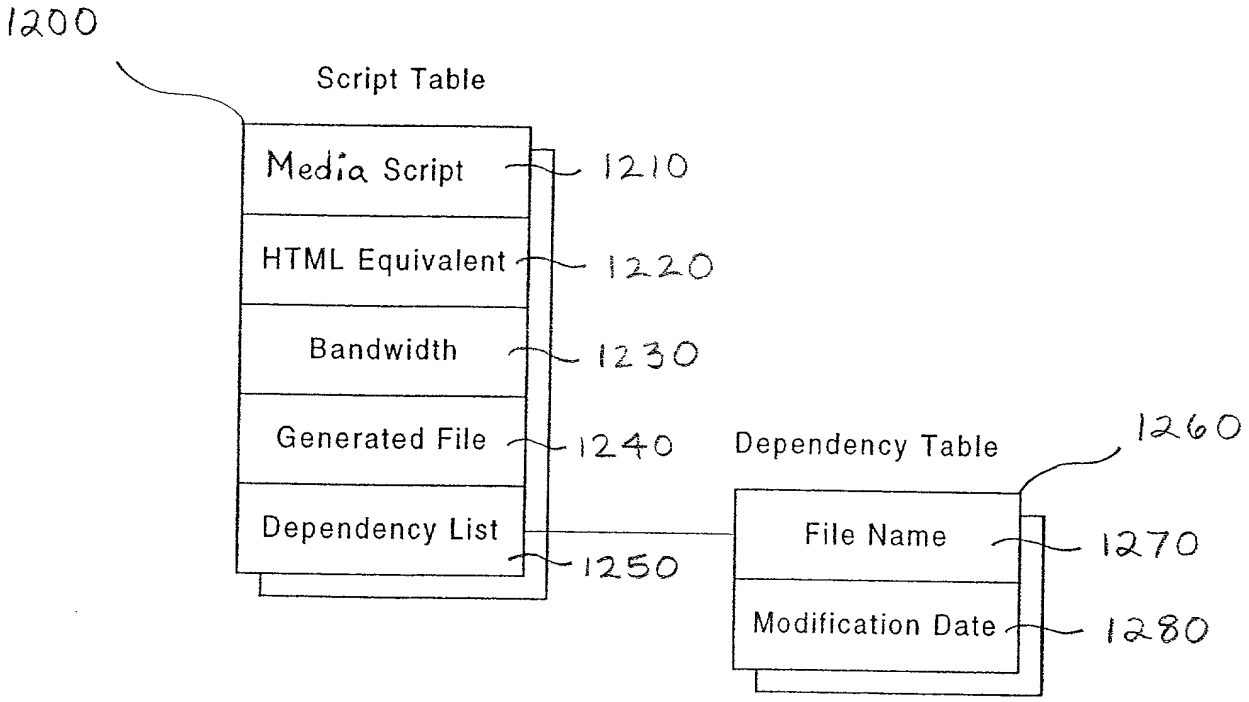
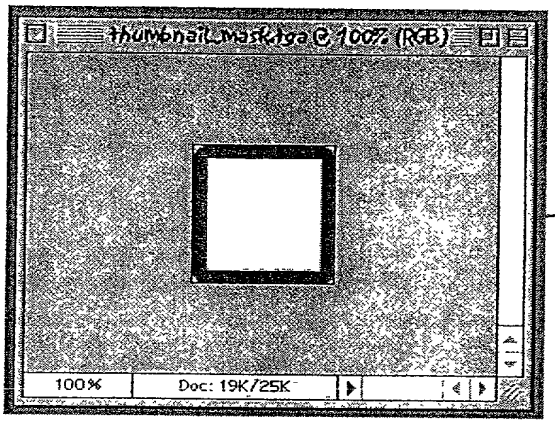


Fig. 12

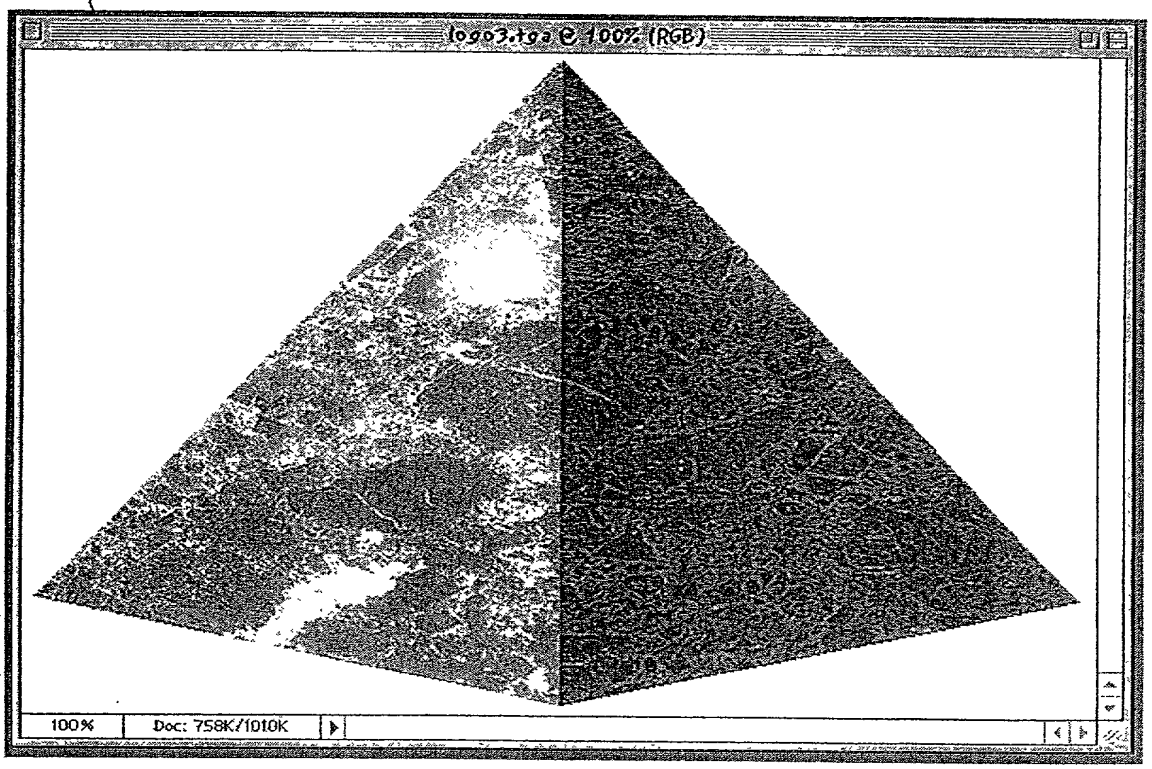
Fig. 13

Original Images



1300

1310



HTML Document with Proprietary Tag

1400

image.html

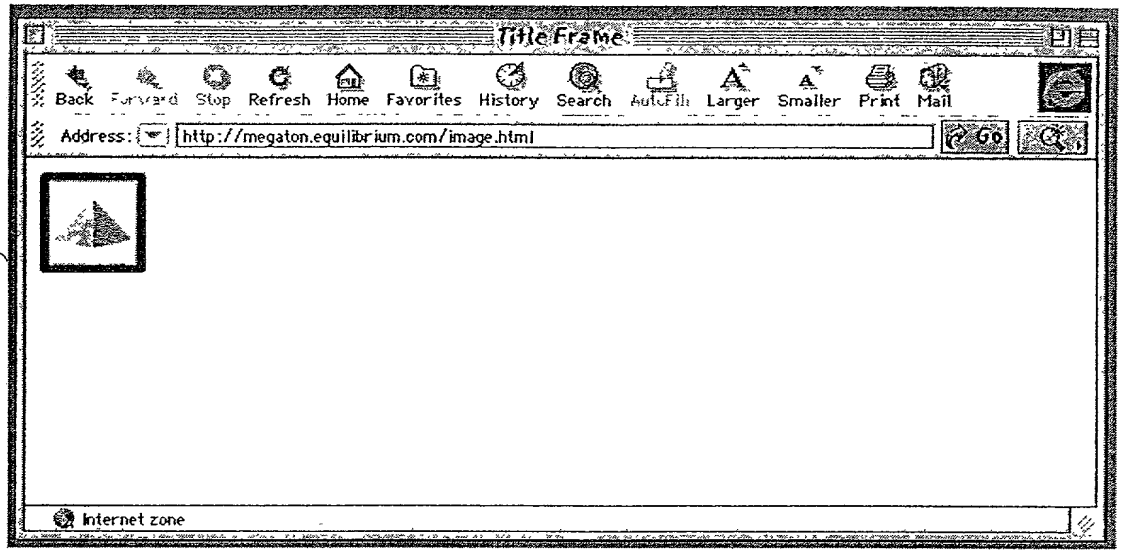
```
<html>
<head>
<title>
Title Frame
</title>3
</head>
<body>
<imgsrc= <freerideimage>var i = new Media(); i.Load(name @ logo3.tga);
i.Scale(ys @ 65, constrain  @ true, alg @ "smooth",); i.Crop(xs @ 80, ys @ 80,
padcolor @ 0xffffff); var i2 = new Media(); i2.Load(name @
thumbnail_mask,tga); i.Composite(source @ i2); i.Scale(xs @ 60, ys @ 60, alg
@ "smooth"); i.Reduce(); i.Save(type @ "gif"); </freerideimage>
heigth=60 width=60 border=0><br>
</body>
</html>
```

Fig. 14

Fig. 15

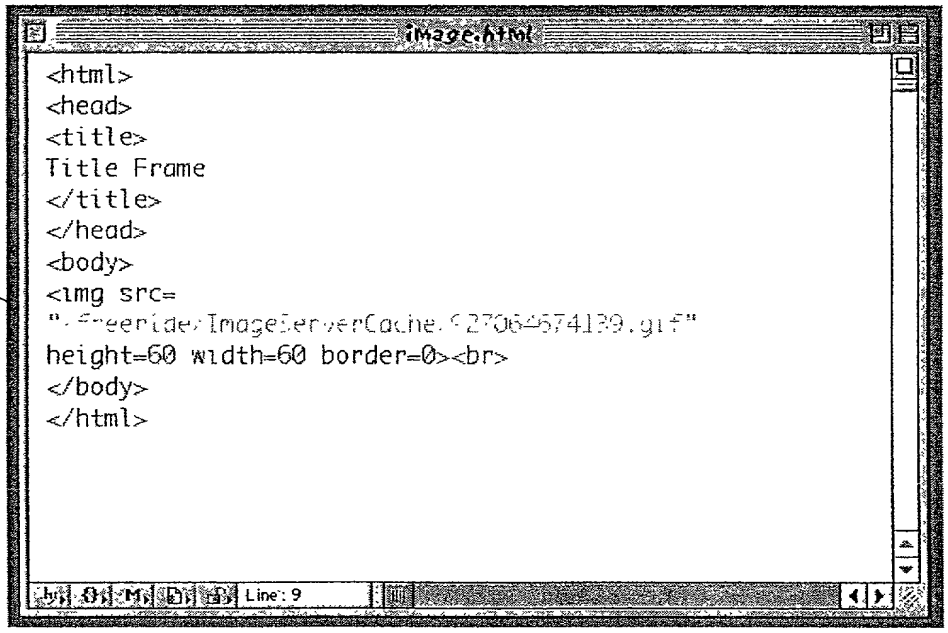
HTML document viewed in browser

1500

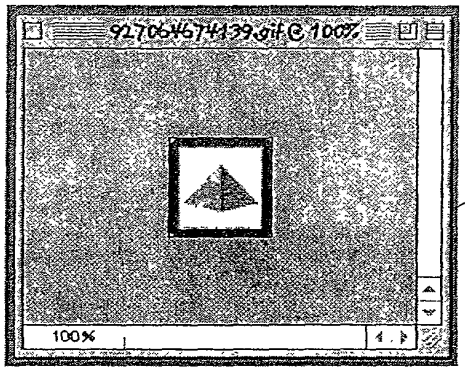


HTML document source

1510



Generated GIF image



1600

Fig. 16

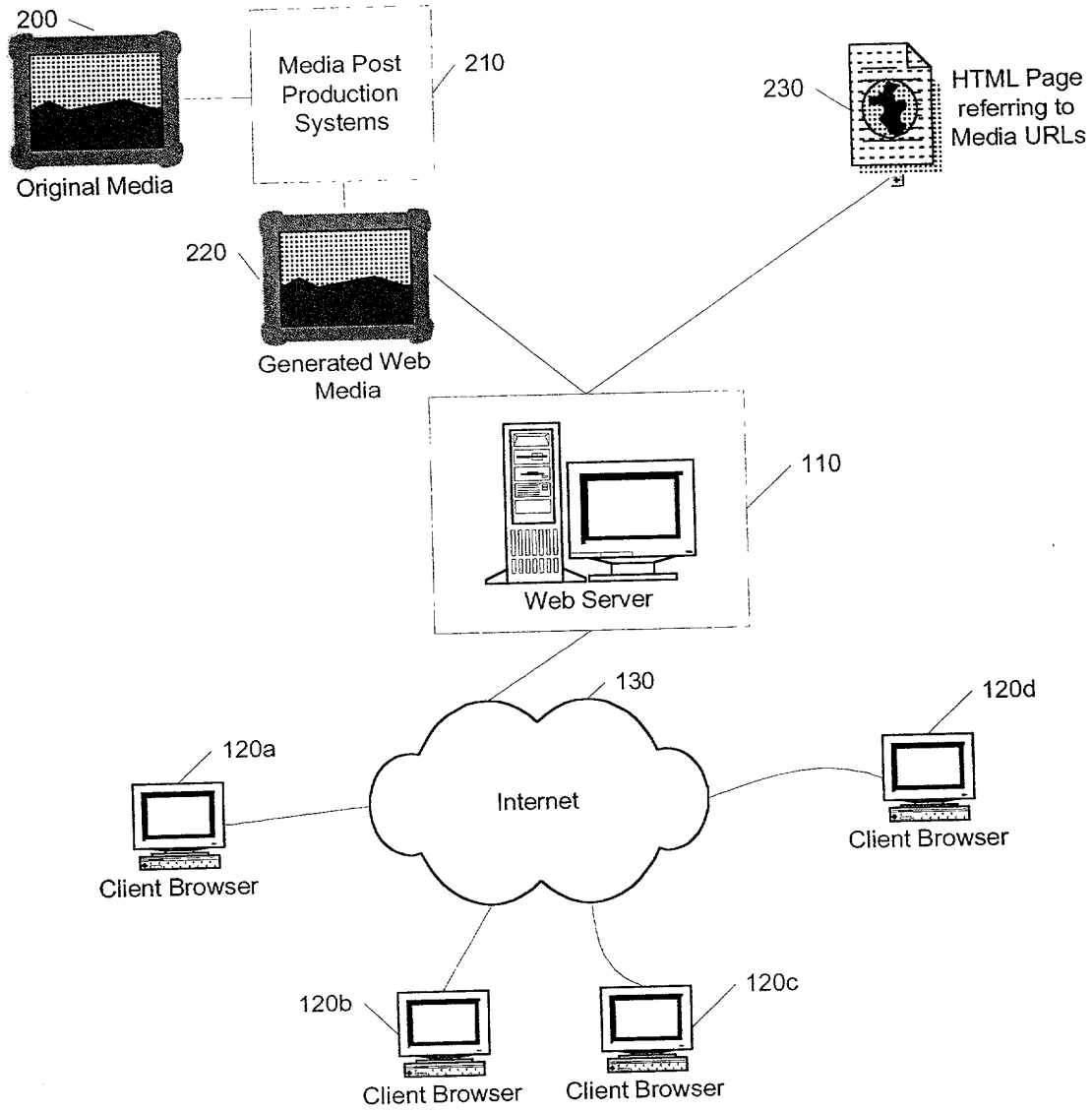

200
Original Media
Media Post Production Systems
210
230
HTML Page referring to Media URLs
220
Generated Web Media
110
Web Server
130
Internet
120a
Client Browser
120d
Client Browser
120b
Client Browser
120c
Client Browser

Fig. 17

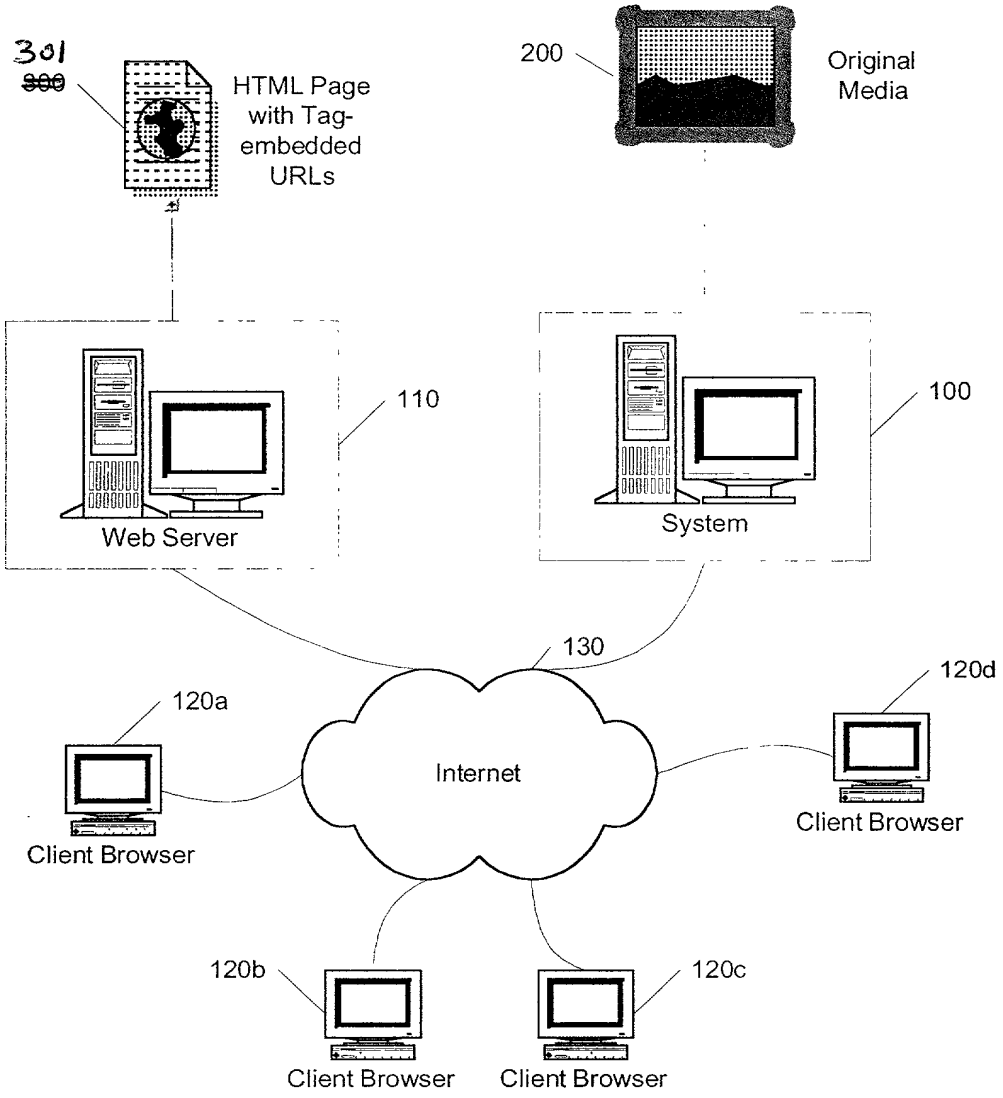

301
~~300~~
HTML Page with Tag-embedded URLs
200
Original Media
110
Web Server
100
System
130
Internet
120a
Client Browser
120d
Client Browser
120b
Client Browser
120c
Client Browser

Fig. 18

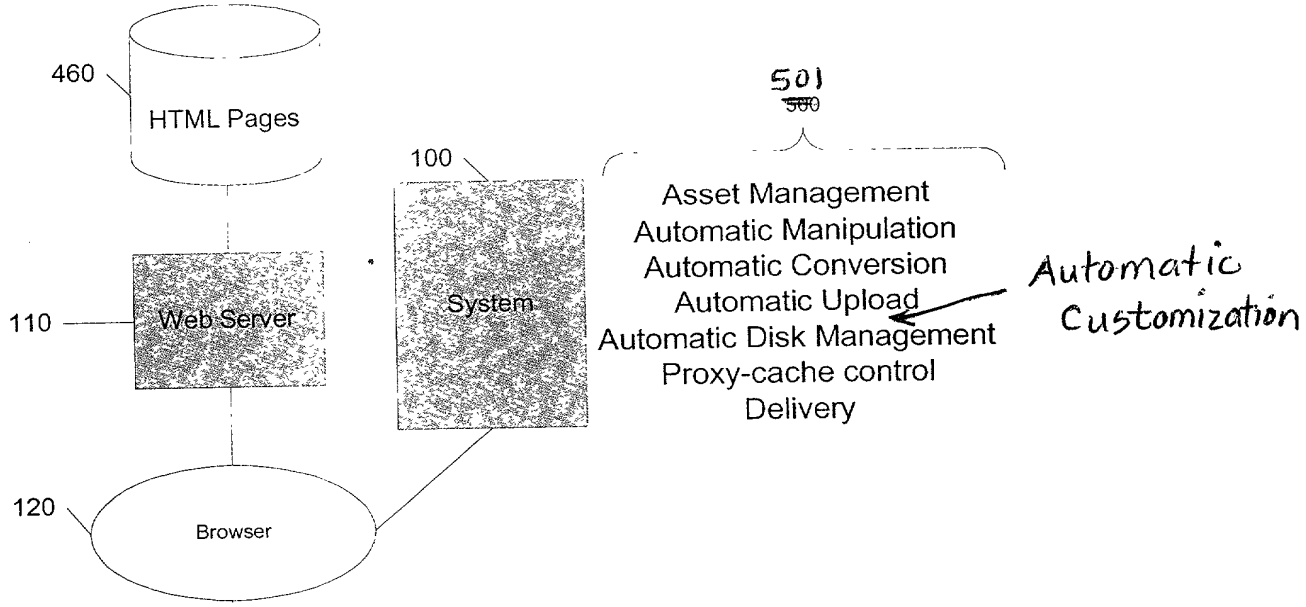

460
HTML Pages
100
System
110
Web Server
120
Browser
501
~~500~~
Asset Management
Automatic Manipulation
Automatic Conversion
Automatic Upload
Automatic Disk Management
Proxy-cache control
Delivery
Automatic Customization

Fig. 19

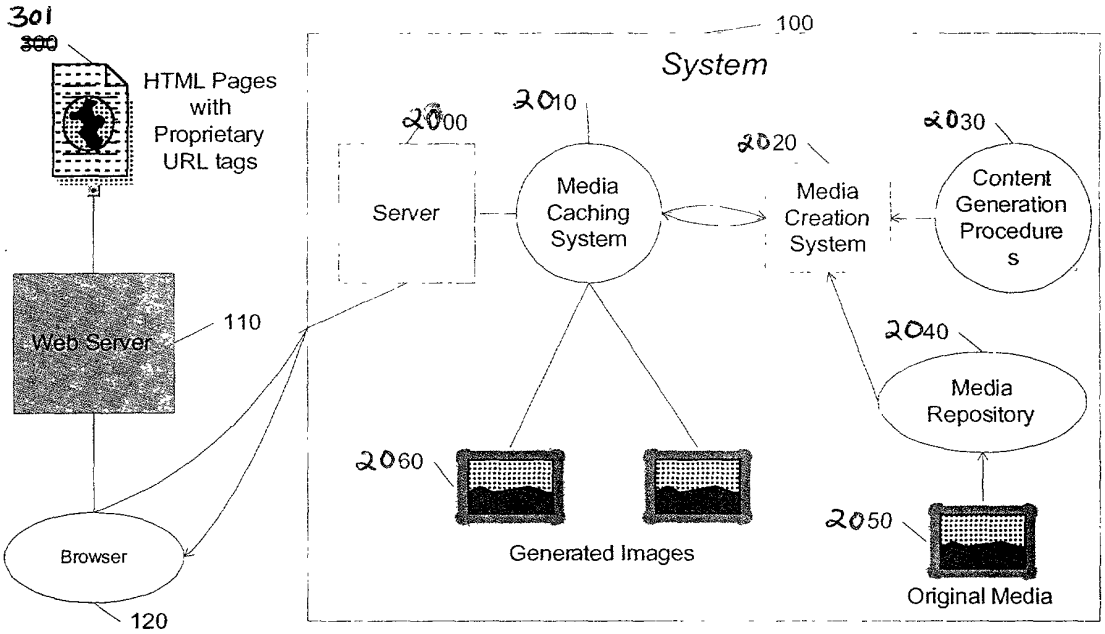
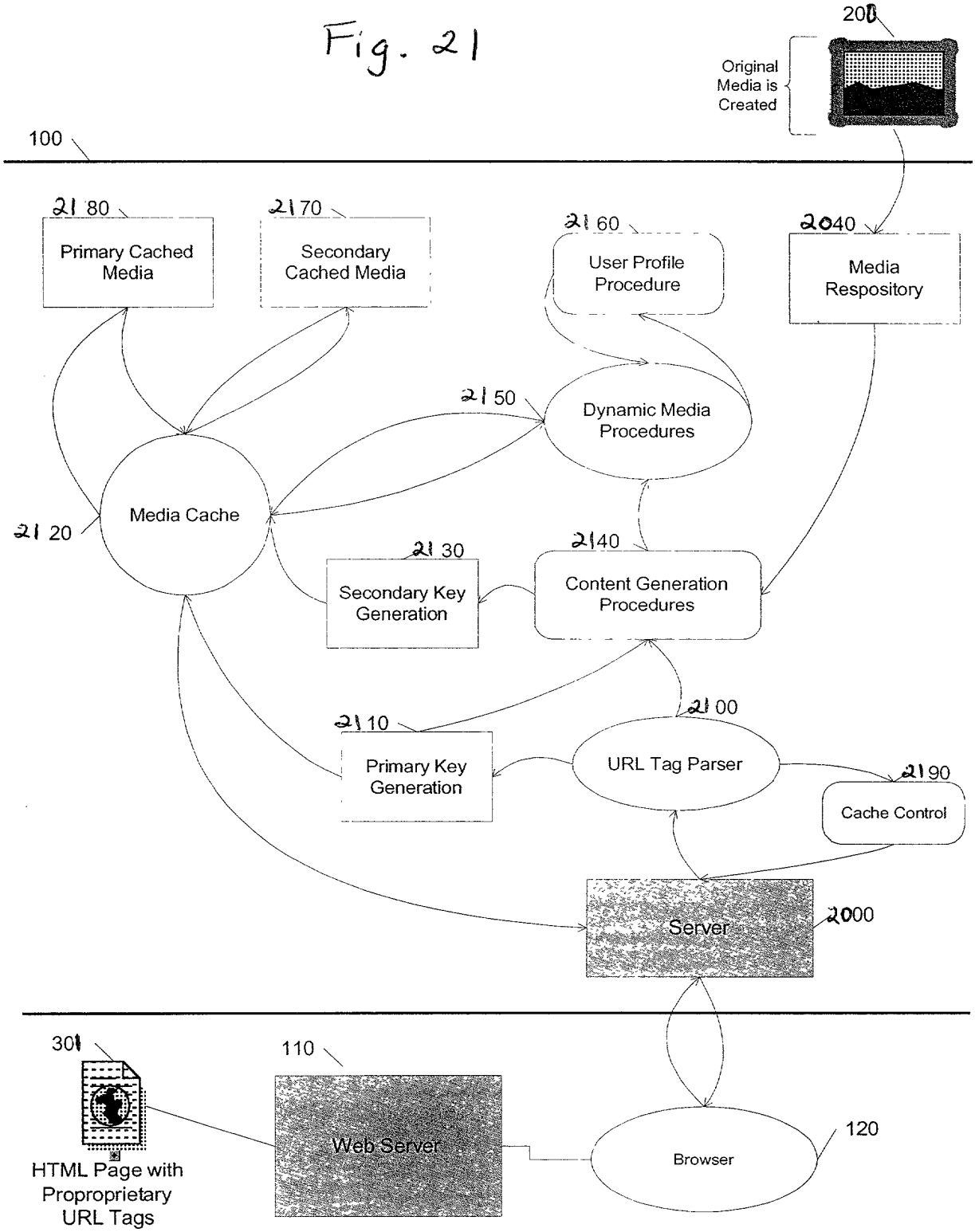

301
300
HTML Pages with Proprietary URL tags
Web Server
110
Browser
120
100
System
2000
Server
2010
Media Caching System
2020
Media Creation System
2030
Content Generation Procedures
2040
Media Repository
2060
Generated Images
2050
Original Media

Fig. 20

Fig. 21


200
Original Media is Created
100
2180
Primary Cached Media
2170
Secondary Cached Media
2160
User Profile Procedure
2040
Media Respository
2150
Dynamic Media Procedures
2120
Media Cache
2130
Secondary Key Generation
2140
Content Generation Procedures
2110
Primary Key Generation
2100
URL Tag Parser
2190
Cache Control
Server
2000
301
HTML Page with Proproprietary URL Tags
110
Web Server
Browser
120

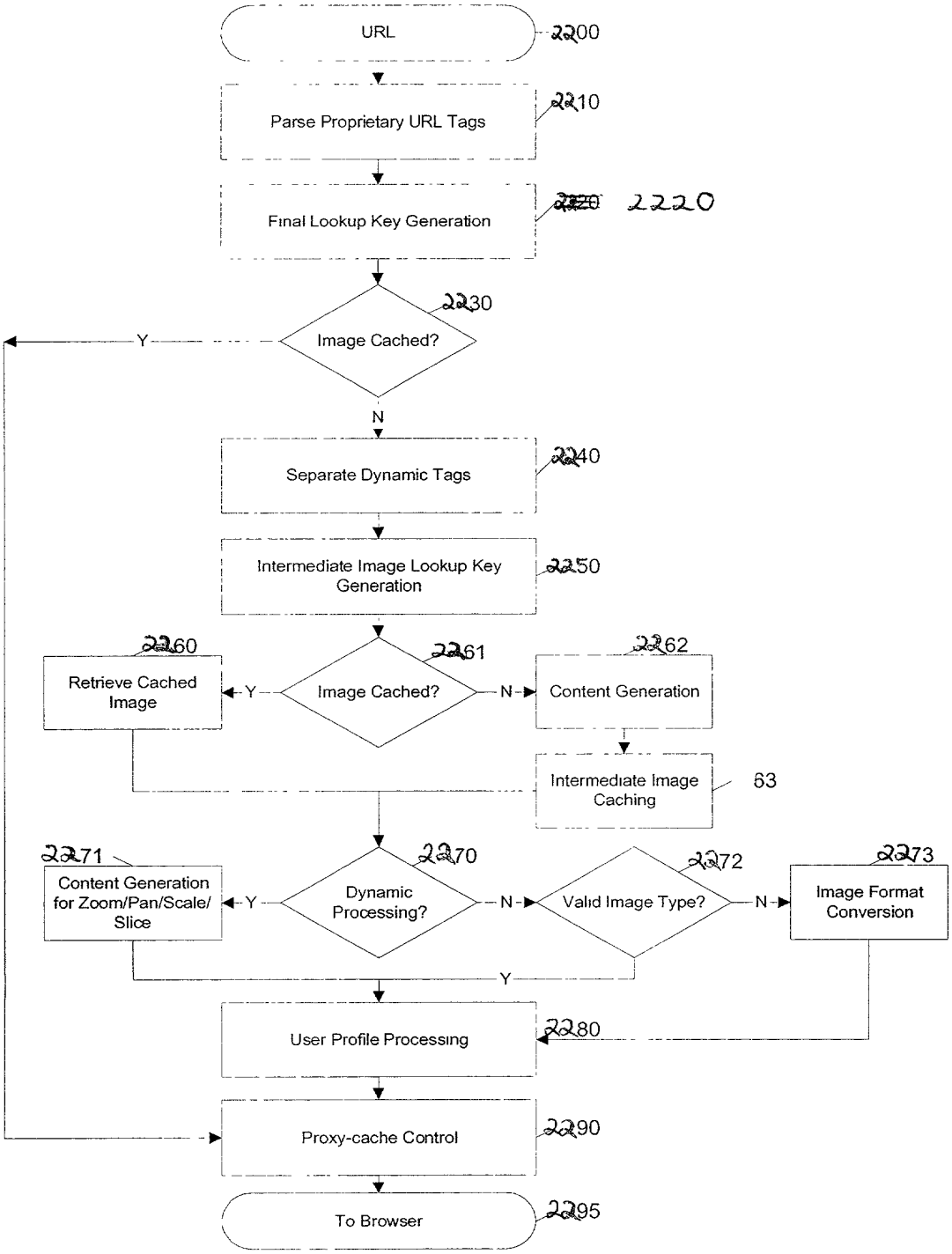

URL
2200
Parse Proprietary URL Tags
2210
Final Lookup Key Generation
2220
Image Cached?
2230
Y
N
Separate Dynamic Tags
2240
Intermediate Image Lookup Key Generation
2250
Retrieve Cached Image
2260
Image Cached?
2261
Y
N
Content Generation
2262
Intermediate Image Caching
63
Content Generation for Zoom/Pan/Scale/ Slice
2271
Dynamic Processing?
2270
Y
N
Valid Image Type?
2272
N
Image Format Conversion
2273
Y
User Profile Processing
2280
Proxy-cache Control
2290
To Browser
2295

Fig. 22

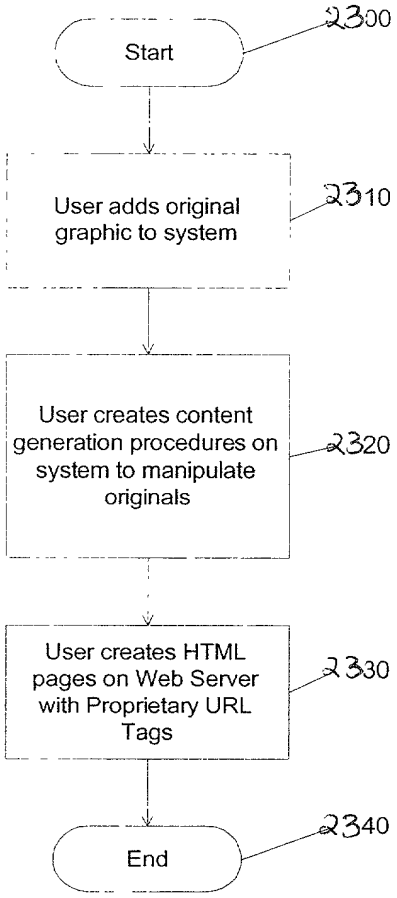

Start
2300
User adds original graphic to system
2310
User creates content generation procedures on system to manipulate originals
2320
User creates HTML pages on Web Server with Proprietary URL Tags
2330
End
2340

Fig. 23

Attorney Docket No. EQUI0001CIP

DECLARATION FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name;

I believe I am the original, first, and sole inventor (if only one name is listed below) or an original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Automated Media Delivery System

the specification of which (check one) X is attached hereto, or ___ was filed on _____as Application Serial No. _____and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

==========

I hereby claim foreign priority benefits under Title 35, United Sates Code, Section 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)	Priority Claimed Yes	No
_____ Number Country Day/Month/Year Filed	____	____
_____ Number Country Day/Month/Year Filed	____	____

==========

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

MICHAEL A. GLENN, Reg. No. 30,176
DONALD M. HENDRICKS, Reg. No. 40,355
KIRK D. WONG, Reg. No. 43,284
EARLE JENNINGS, Reg. No. 44,804
CHRIS PEIL, Reg. No. 45,005

SEND CORRESPONDENCE TO:

MICHAEL A. GLENN, 3475 Edison Way, Suite L, Menlo Park, CA 94025

==========

Attorney Docket No. EQUI0001CIP

I hereby claim the benefit under Title 35, United States code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

60/226,043	8/16/00	Provisional-Pending
Application Ser. No.	Filing Date	Status: Patented, Pending, Abandoned
09/425,326	10/21/1999	Pending
Application Ser. No.	Filing Date	Status: Patented, Pending, Abandoned

==========

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first inventor: CHRISTOPHER SAMANIEGO

Inventor's signature Christopher Samaniego 8-9-01 Date

Residence 461 Second Street, San Francisco, California 94107

Post Office Address

Citizenship United States of America

Full name of second joint inventor: NELSON H. "ROCKY" OFFNER

Inventor's signature Nelson H. Offner 8/9/01 Date

Residence 172 Ardmore Road, Kensington, California 94707

Post Office Address

Citizenship United States of America

Full name of third joint inventor: ADRIAN D. THEWLIS

Inventor's signature 8/9/01 Date

Residence 439 Sherwood Drive, Apt. 204, Sausalito, California 94965

Post Office Address

Citizenship Australia

Attorney Docket No. EQUI0001CIP

Full name of fourth joint inventor: DAVID R. BOYD

Inventor's signature _____ 8/9/01
Date

Residence 1256 Kearny Street, San Francisco, California 94133

Post Office Address _____

Citizenship United States of America

Full name of fifth joint inventor: DAVID C. SALMON

Inventor's signature _____ _____
Date

Residence 42 Sandalwood Court, San Rafael, California 94903

Post Office Address _____

Citizenship United States of America

Full name of sixth joint inventor: JOSHUA N. DEVAN

Inventor's signature _____ _____
Date

Residence 25 Stetson Avenue, Lower, Kentfield, California 94904

Post Office Address _____

Citizenship United States of America

Attorney Docket No. EQUI0001CIP

Full name of fourth joint inventor: DAVID R. BOYD

Inventor's signature _____ _____ Date

Residence 1256 Kearny Street, San Francisco, California 94133

Post Office Address _____

Citizenship United States of America

Full name of fifth joint inventor: DAVID C. SALMON

Inventor's signature David C Salmon 8/9/2001 Date

Residence 42 Sandalwood Court, San Rafael, California 94903

Post Office Address _____

Citizenship United States of America

Full name of sixth joint inventor: JOSHUA N. DEVAN

Inventor's signature Joshua N Devan 8/9/2001 Date

Residence 25 Stetson Avenue, Lower, Kentfield, California 94904

Post Office Address _____

Citizenship United States of America

Attorney Docket No. EQUI0001CIP

Applicant/Patentee: Christopher Samaniego, Nelson H. "Rocky" Offner, Adrian D. Thewlis, David R. Boyd, David C. Salmon, and Joshua N. Devan

Serial or Patent No. _____ Atty Docket No. EQUI0001CIP

Filed or Issued: _____

For: AUTOMATED MEDIA DELIVERY SYSTEM

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS
37 CFR 1.9(f) and 1.27(c)--SMALL BUSINESS CONCERN

I hereby declare that I am
[ ] the owner of the small business concern identified below:
[X] an official empowered to act on behalf of the small business concern identified below:

NAME OF CONCERN: EQUILIBRIUM

ADDRESS: 1101 Fifth Avenue, Suite 200, San Rafael, CA 94901

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR 121.3-18, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees under 41(a) and (b) of Title 35, U.S. Code, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention entitled: AUTOMATED MEDIA DELIVERY SYSTEM, by inventor(s) Christopher Samaniego, Nelson H. "Rocky" Offner, Adrian D. Thewlis, David R. Boyd, David C. Salmon, and Joshua N. Devan, described in

[X] the specification filed herewith.
[ ] application Serial No. _____ filed _____
[ ] patent #_____ issued _____

If the rights held by the above-identified small business concern are not exclusive, each individual, concern or organization having rights to the invention is listed below* and no rights to the invention are held by any person, other than the inventor, who could not qualify as a small business concern under 37 CFR 1.9(d) or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e). *Note: separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

Name: _____

Address: _____

[ ] individual [ ] small business concern [ ] nonprofit organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 1001 of Title 18 of the U.S. Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING: David Monks

TITLE IN ORGANIZATION: Chief Executive Officer

ADDRESS OF PERSON SIGNING: 1101 Fifth Avenue, Suite 200, San Rafael, CA 9490194965

SIGNATURE _____ DATE 8/9/01

United States Patent & Trademark Office

Office of Initial Patent Examination -- Scanning Division

Application deficiencies found during scanning:

☐ Page(s)_____of_____ were not present for scanning.
(Document title)

☐ Page(s)_____of_____were not present for scanning.
(Document title)

☑ ***Scanned copy is best available.***

drawings

08-16-01 A

jc759 U.S. PTO 08/14/01

Please type a plus sign (+) inside this box → [+]

PTO/SB/05 (4/98)
Approved for use through 09/30/2000. OMB 0651-0032
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 displays a valid OMB control number.

UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No.	EQUI0001CIP
First Inventor or Application Identifier	Samaniego et al.
Title	Automated Media Delivery System
Express Mail Label No.	EL816158533US

jc1000 U.S. PTO 09/929904 08/14/01

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231

1. [X] * Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original and a duplicate for fee processing)
2. [X] Specification [Total Pages 35] (preferred arrangement set forth below)
   - Descriptive title of the Invention
   - Cross References to Related Applications
   - Statement Regarding Fed sponsored R & D
   - Reference to Microfiche Appendix
   - Background of the Invention
   - Brief Summary of the Invention
   - Brief Description of the Drawings (if filed)
   - Detailed Description
   - Claim(s)
   - Abstract of the Disclosure
3. [X] Drawing(s) (35 U.S.C. 113) [Total Sheets 23]
4. Oath or Declaration [Total Pages 4]
   a. [X] Newly executed (original or copy)
   b. [ ] Copy from a prior application (37 C.F.R. § 1.63(d)) (for continuation/divisional with Box 16 completed)
      i. [ ] DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

5. [ ] Microfiche Computer Program (Appendix)
6. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
   a. [ ] Computer Readable Copy
   b. [ ] Paper Copy (identical to computer copy)
   c. [ ] Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

7. [X] Assignment Papers (cover sheet & document(s))
8. [X] 37 C.F.R.§3.73(b) Statement (when there is an assignee) [X] Power of Attorney
9. [ ] English Translation Document (if applicable)
10. [ ] Information Disclosure Statement (IDS)/PTO-1449 [ ] Copies of IDS Citations
11. [ ] Preliminary Amendment
12. [X] Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
13. [X] * Small Entity Statement(s) (PTO/SB/09-12) [ ] Statement filed in prior application, Status still proper and desired
14. [ ] Certified Copy of Priority Document(s) (if foreign priority is claimed)
15. [ ] Other: .....

16. **If a CONTINUING APPLICATION,** check appropriate box, and supply the requisite information below and in a preliminary amendment.
[ ] Continuation [ ] Divisional [X] Continuation-in-part (CIP) of prior application No: 09 / 425,326
Prior application information: Examiner Unassigned Group / Art Unit: Unassigned
For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

17. CORRESPONDENCE ADDRESS

[X] Customer Number or Bar Code Label 22862 (Insert Customer No. or Attach bar code label here) or [ ] Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Fax	

Name (Print/Type)	Michael A. Glenn	Registration No. (Attorney/Agent)	30,176
Signature		Date	8/14/01

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

PTO/SB/17 (6/99)
Approved for use through 09/30/2000 OMB 0651-0032
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 displays a valid OMB control number

FEE TRANSMITTAL for FY 1999

Patent fees are subject to annual revision
Small Entity payments must be supported by a small entity statement, otherwise large entity fees must be paid See Forms PTO/SB/09-12
See 37 C F R §§ 1 27 and 1 28

TOTAL AMOUNT OF PAYMENT ($) 475.00

Complete if Known	
Application Number	Unassigned
Filing Date	Herewith
First Named Inventor	Samaniego et al.
Examiner Name	Unassigned
Group / Art Unit	Unassigned
Attorney Docket No.	EQUI0001CIP

METHOD OF PAYMENT (check one)

1. [X] The Commissioner is hereby authorized to charge indicated fees and credit any over payments to

Deposit Account Number: 07-1445

Deposit Account Name: Michael A. Glenn

[X] Charge Any Additional Fee Required Under 37 CFR §§ 1 16 and 1 17

2. [ ] **Payment Enclosed:** [ ] Check [ ] Money Order [ ] Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
101	760	201	380	Utility filing fee	355.00
106	310	206	155	Design filing fee	
107	480	207	240	Plant filing fee	
108	760	208	380	Reissue filing fee	
114	150	214	75	Provisional filing fee	

SUBTOTAL (1) ($) 355.00

2. EXTRA CLAIM FEES

		Extra Claims		Fee from below	Fee Paid
Total Claims	13 -20** =	0	x	9	= 0.00
Independent Claims	4 - 3** =	1	x	40	= 40.00
Multiple Dependent					=

***or number previously paid, if greater, For Reissues, see below*

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description
103	18	203	9	Claims in excess of 20
102	78	202	39	Independent claims in excess of 3
104	260	204	130	Multiple dependent claim, if not paid
109	78	209	39	** Reissue independent claims over original patent
110	18	210	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) ($) 40.00

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code	Large Entity Fee ($)	Small Entity Fee Code	Small Entity Fee ($)	Fee Description	Fee Paid
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for reexamination	
112	920*	112	920*	Requesting publication of SIR prior to Examiner action	
113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for reply within first month	
116	380	216	190	Extension for reply within second month	
117	870	217	435	Extension for reply within third month	
118	1,360	218	680	Extension for reply within fourth month	
128	1,850	228	925	Extension for reply within fifth month	
119	300	219	150	Notice of Appeal	
120	300	220	150	Filing a brief in support of an appeal	
121	260	221	130	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,210	241	605	Petition to revive - unintentional	
142	1,210	242	605	Utility issue fee (or reissue)	
143	430	243	215	Design issue fee	
144	580	244	290	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	240	126	240	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	80.00
146	760	246	380	Filing a submission after final rejection (37 CFR § 1 129(a))	
149	760	249	380	For each additional invention to be examined (37 CFR § 1 129(b))	
Other fee (specify)					
Other fee (specify)					

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) ($) 80.00

SUBMITTED BY				Complete (if applicable)	
Name (Print/Type)	Michael A. Glenn	Registration No. (Attorney/Agent)	30,176	Telephone	650-474-8400
Signature				Date	8/14/01

Burden Hour Statement This form is estimated to take 0 2 hours to complete Time will vary depending upon the needs of the individual case Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231 DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS SEND TO Assistant Commissioner for Patents, Washington, DC 20231

UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/929,904	08/14/2001	Christopher Samaniego	EQUI0001CIP

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

CONFIRMATION NO. 9393
FORMALITIES LETTER
OC000000006577024

Date Mailed: 09/19/2001

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
  - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

A copy of this notice MUST be returned with the reply.

Customer Service Center
Initial Patent Examination Division (703) 308-1202

PART 3 - OFFICE COPY

Express Mail mailing label no. EL556193075US
Date of Deposit: October 19, 2001
I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D. C. 20231.

Jessica Pallach

PATENT & TRADEMARK OFFICE OCT 19 2001 OIPE JC61

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of	Examiner: Unassigned
Samaniego et al.	Art Unit: Unassigned
Serial No. 09/929,904	
Filed: August 14, 2001	October 19, 2001
For: Automated Media Delivery System	

RESPONSE TO NOTICE TO FILE MISSING PARTS

Commissioner of Patents
and Trademarks
BOX MISSING PARTS
Washington, D.C. 20231

Sir:

In response to the Notice to File Missing Parts of Application--Filing Date Granted mailed August 27, 2001, enclosed herewith are the following:

- 23 Sheets of Formal Drawings;
- Copy of Missing Parts Notice; and
- Return Postcard

Applicant believes that there is no fee 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. EQUI0001CIP). A copy of this sheet is enclosed for accounting purposes.

Respectfully submitted,

Kirk D. Wong
Reg. No. 43,284

Customer No. 22862

Attorney Docket No. EQUI0001CIP

1-8-02

0300

PATENT & TRADEMARK OFFICE OCT 19 2001

UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/929,904	08/14/2001	Christopher Samaniego	EQUI0001CIP

CONFIRMATION NO. 9393

FORMALITIES LETTER

OC000000006578419

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

Date Mailed: 09/19/2001

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

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  - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

A copy of this notice MUST be returned with the reply.

Customer Service Center
Initial Patent Examination Division (703) 308-1202
PART 2 - COPY TO BE RETURNED WITH RESPONSE

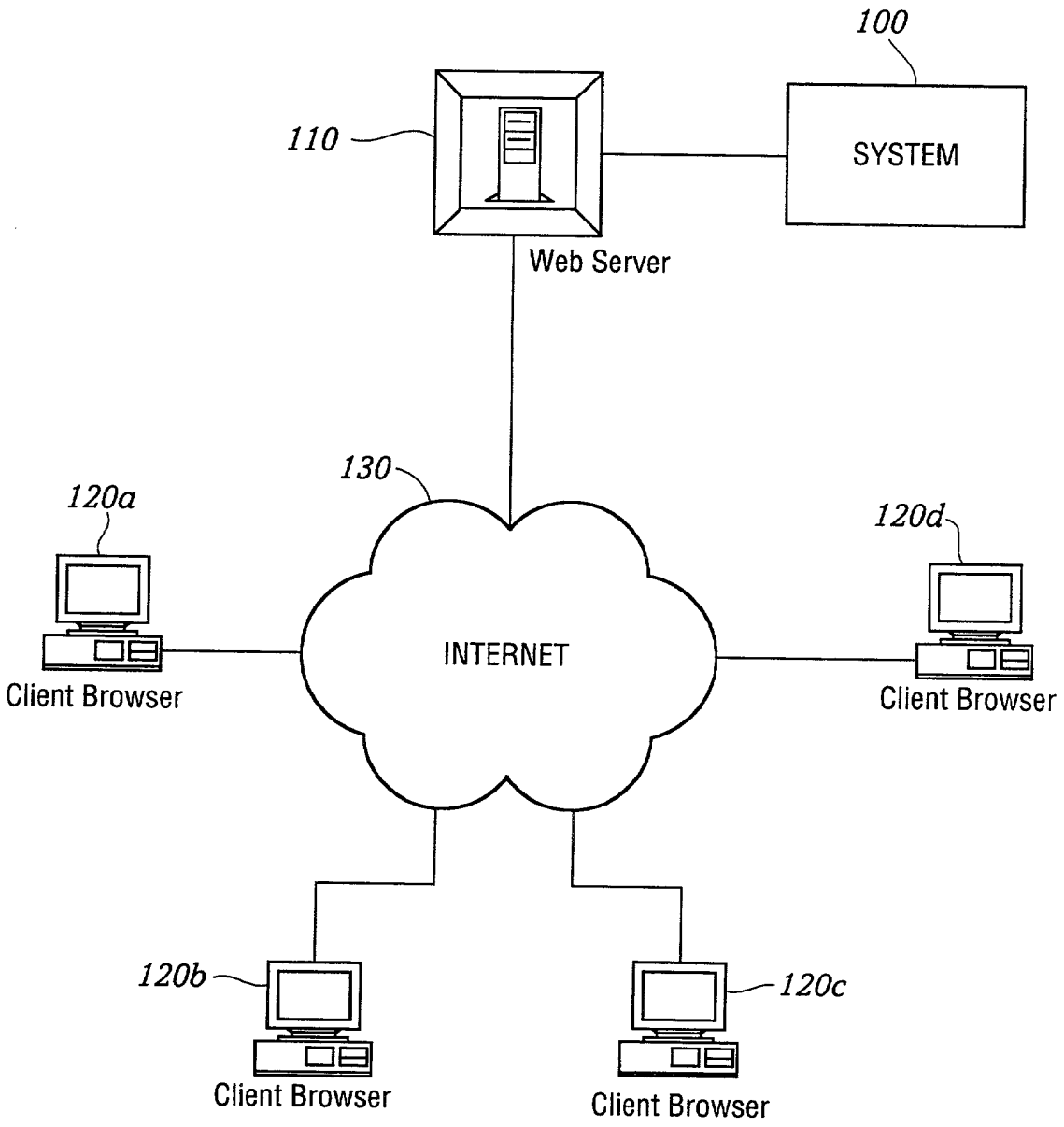

100
SYSTEM
110
Web Server
130
INTERNET
120a
Client Browser
120d
Client Browser
120b
Client Browser
120c
Client Browser

FIG. 1

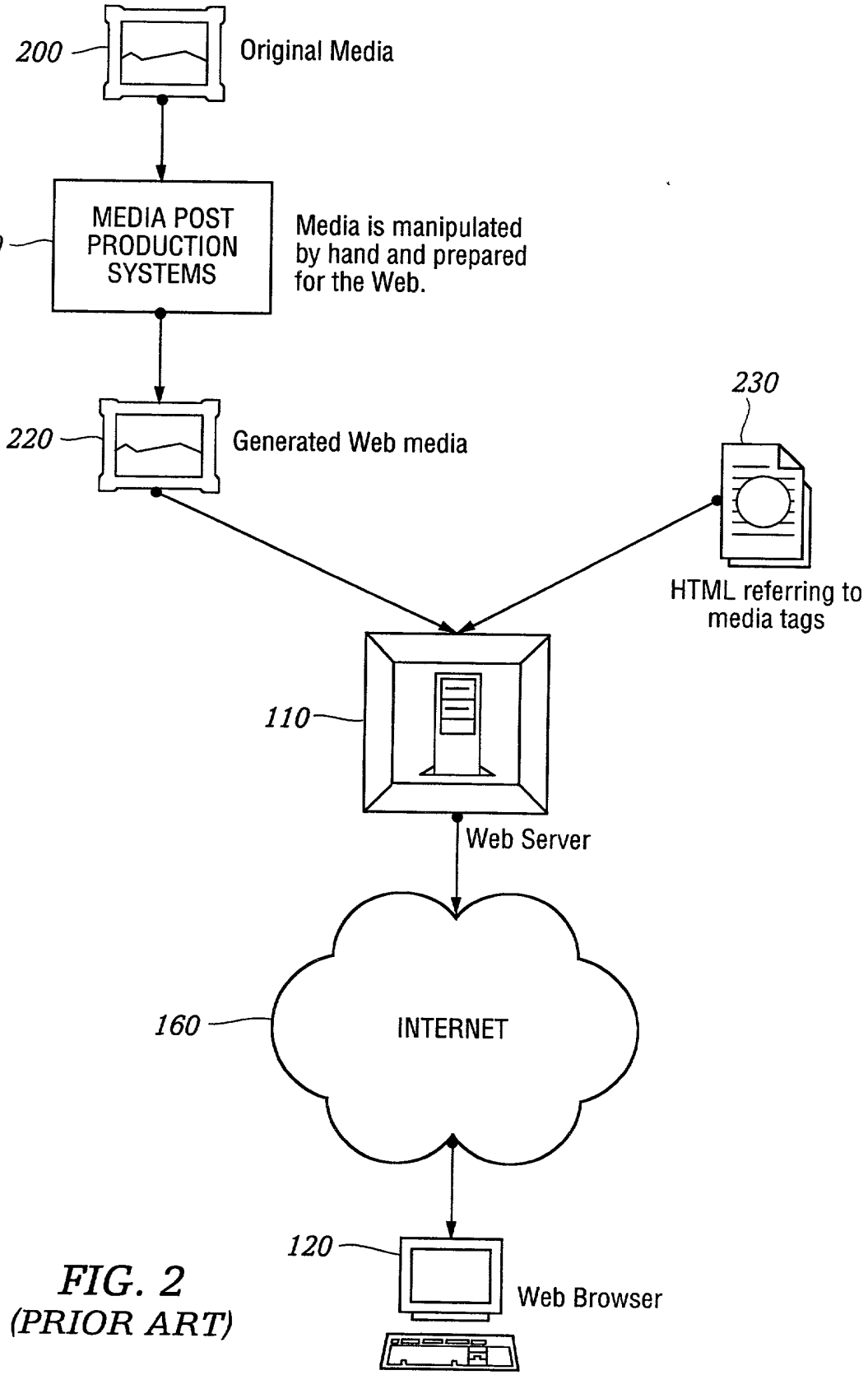


FIG. 2
(PRIOR ART)

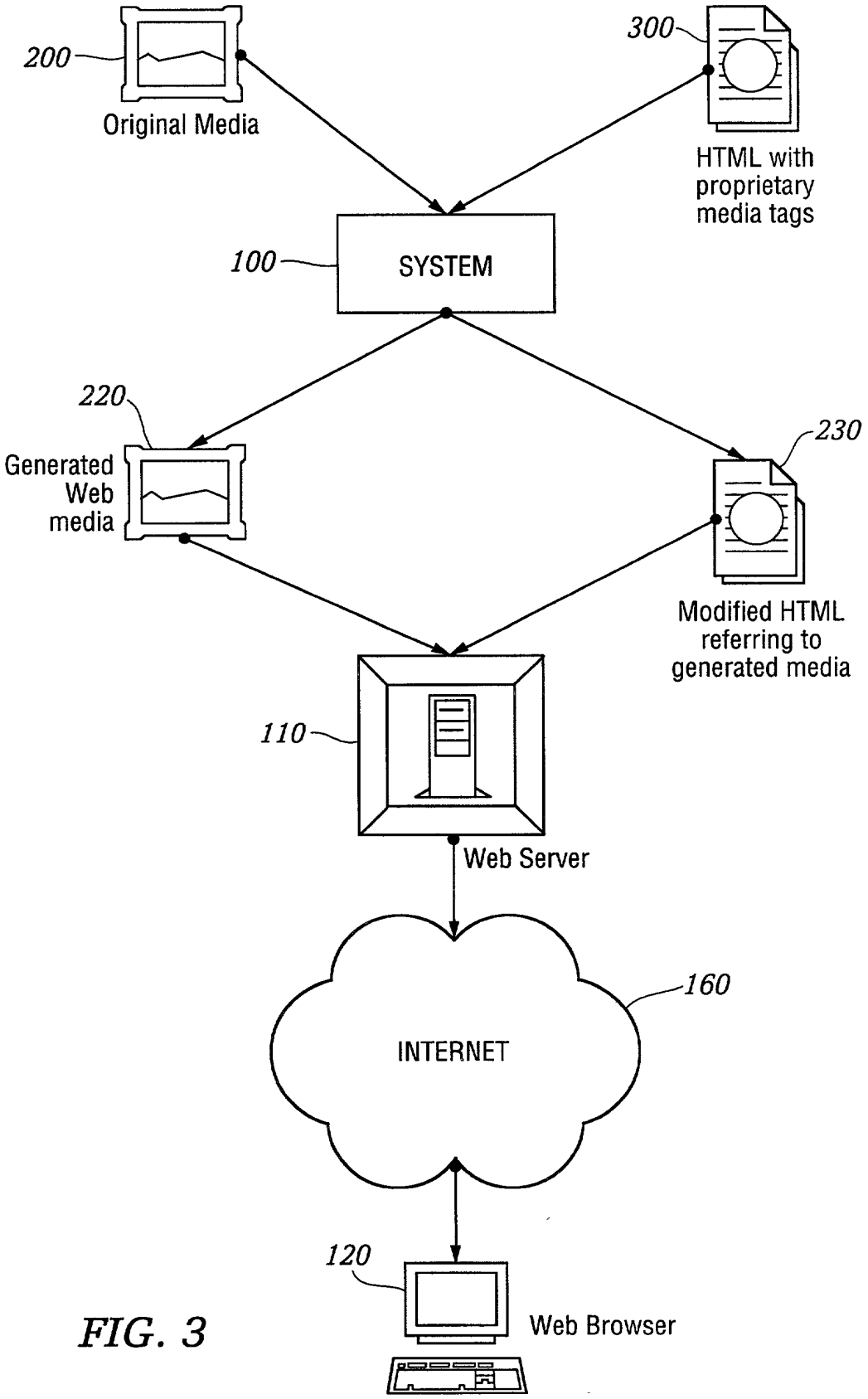

200
Original Media
300
HTML with proprietary media tags
100
SYSTEM
220
Generated Web media
230
Modified HTML referring to generated media
110
Web Server
160
INTERNET
120
Web Browser

FIG. 3

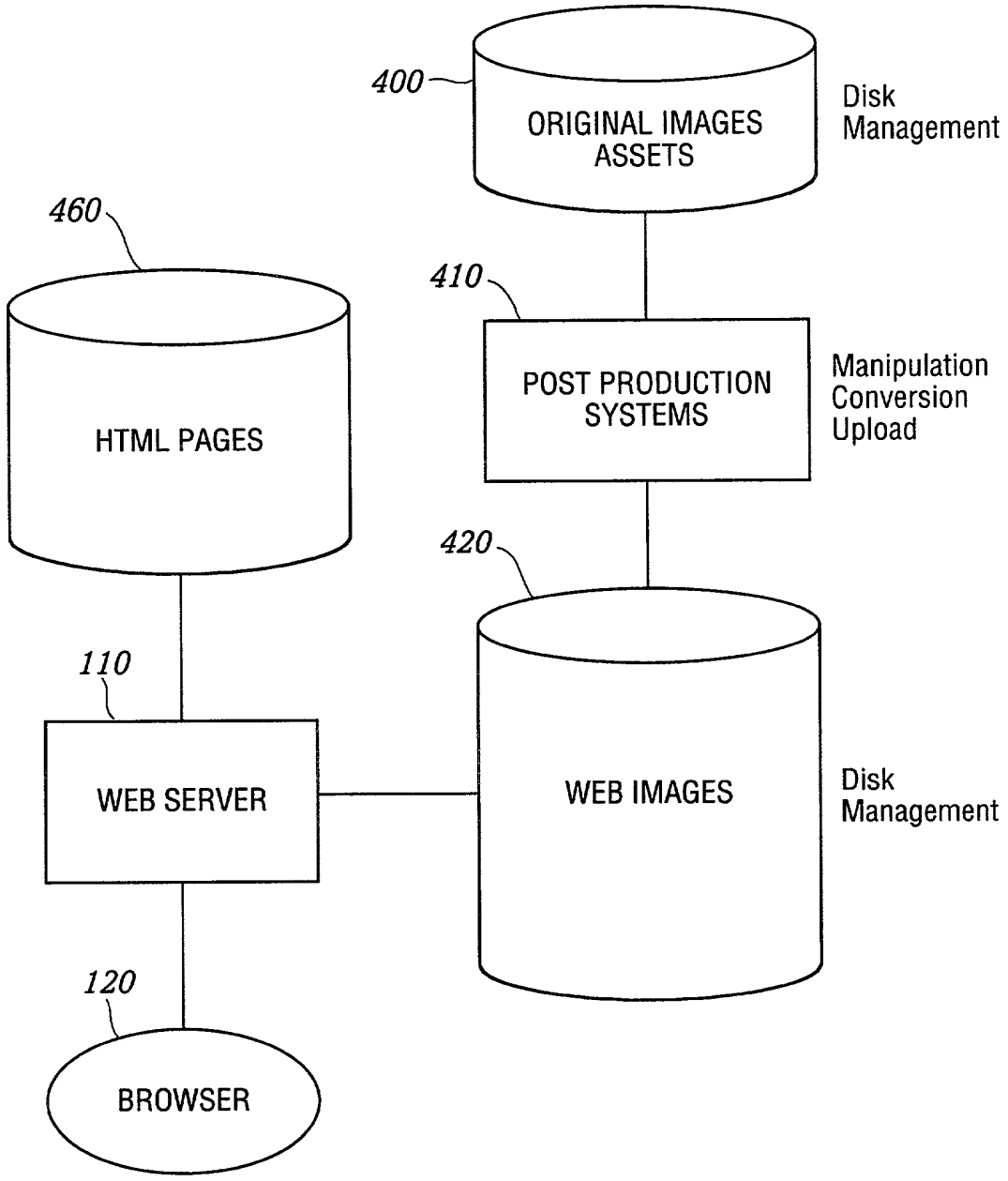


FIG. 4
(PRIOR ART)

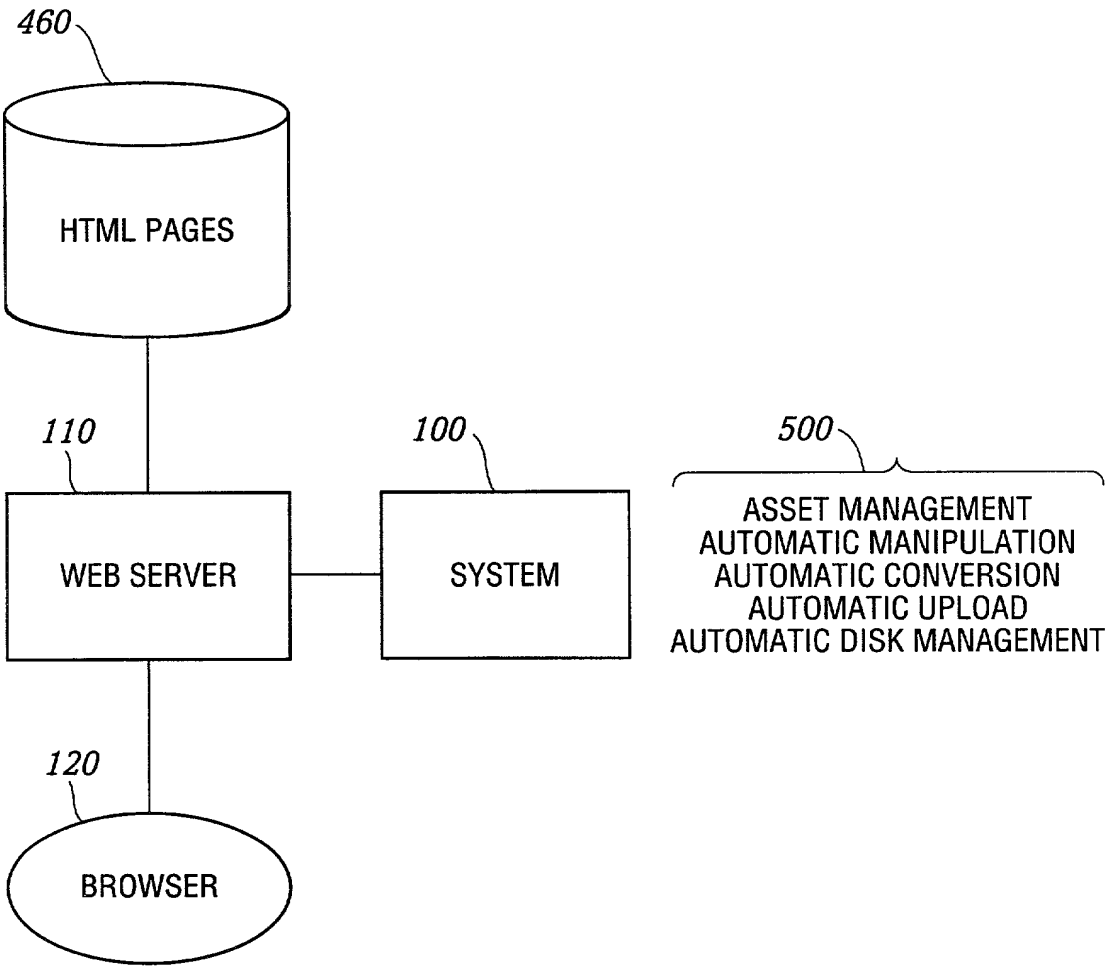

460
HTML PAGES
110
WEB SERVER
100
SYSTEM
500
ASSET MANAGEMENT
AUTOMATIC MANIPULATION
AUTOMATIC CONVERSION
AUTOMATIC UPLOAD
AUTOMATIC DISK MANAGEMENT
120
BROWSER

FIG. 5

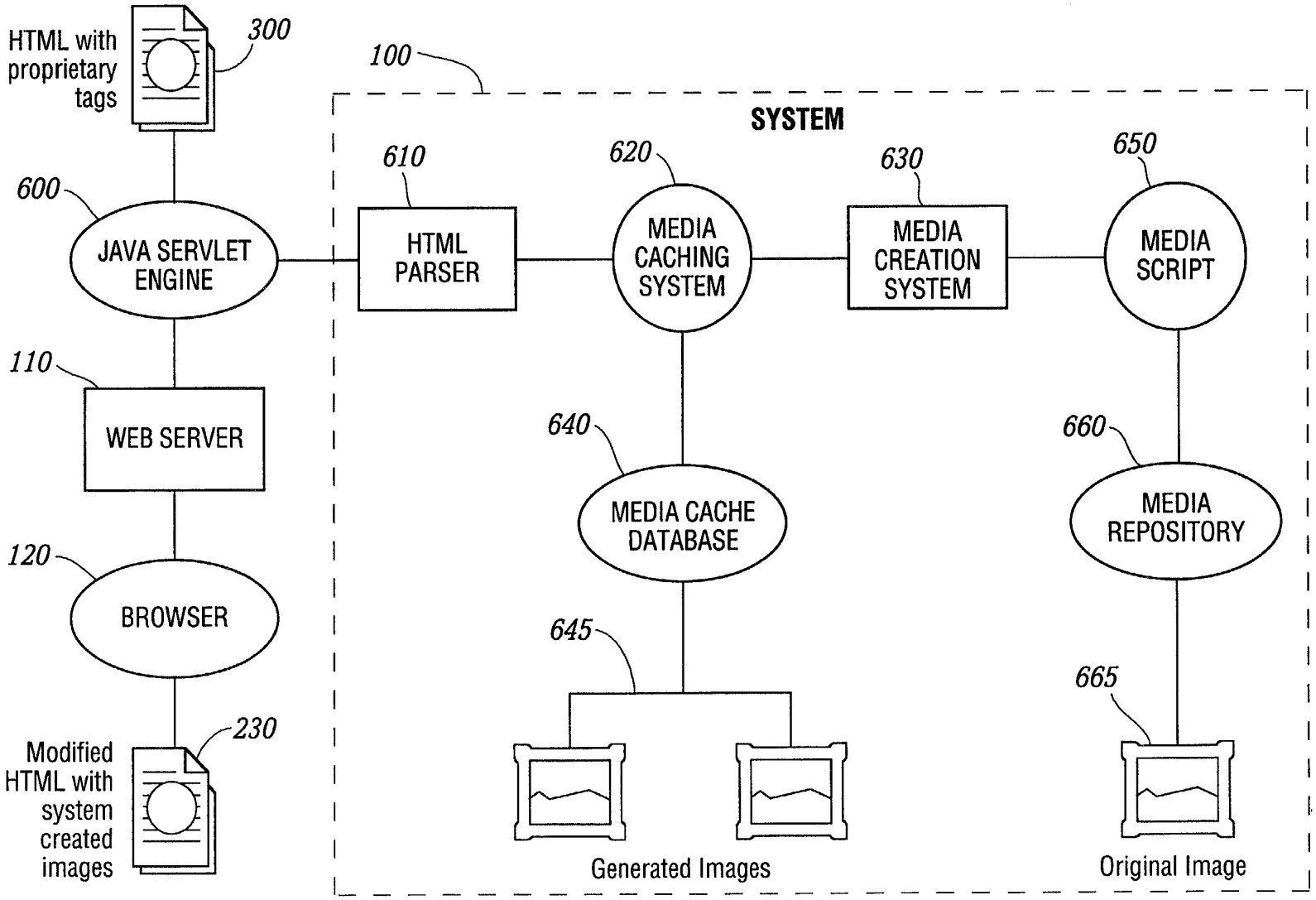

HTML with proprietary tags
300
100
SYSTEM
600
JAVA SERVLET ENGINE
610
HTML PARSER
620
MEDIA CACHING SYSTEM
630
MEDIA CREATION SYSTEM
650
MEDIA SCRIPT
110
WEB SERVER
640
MEDIA CACHE DATABASE
660
MEDIA REPOSITORY
120
BROWSER
645
665
230
Modified HTML with system created images
Generated Images
Original Image

FIG. 6

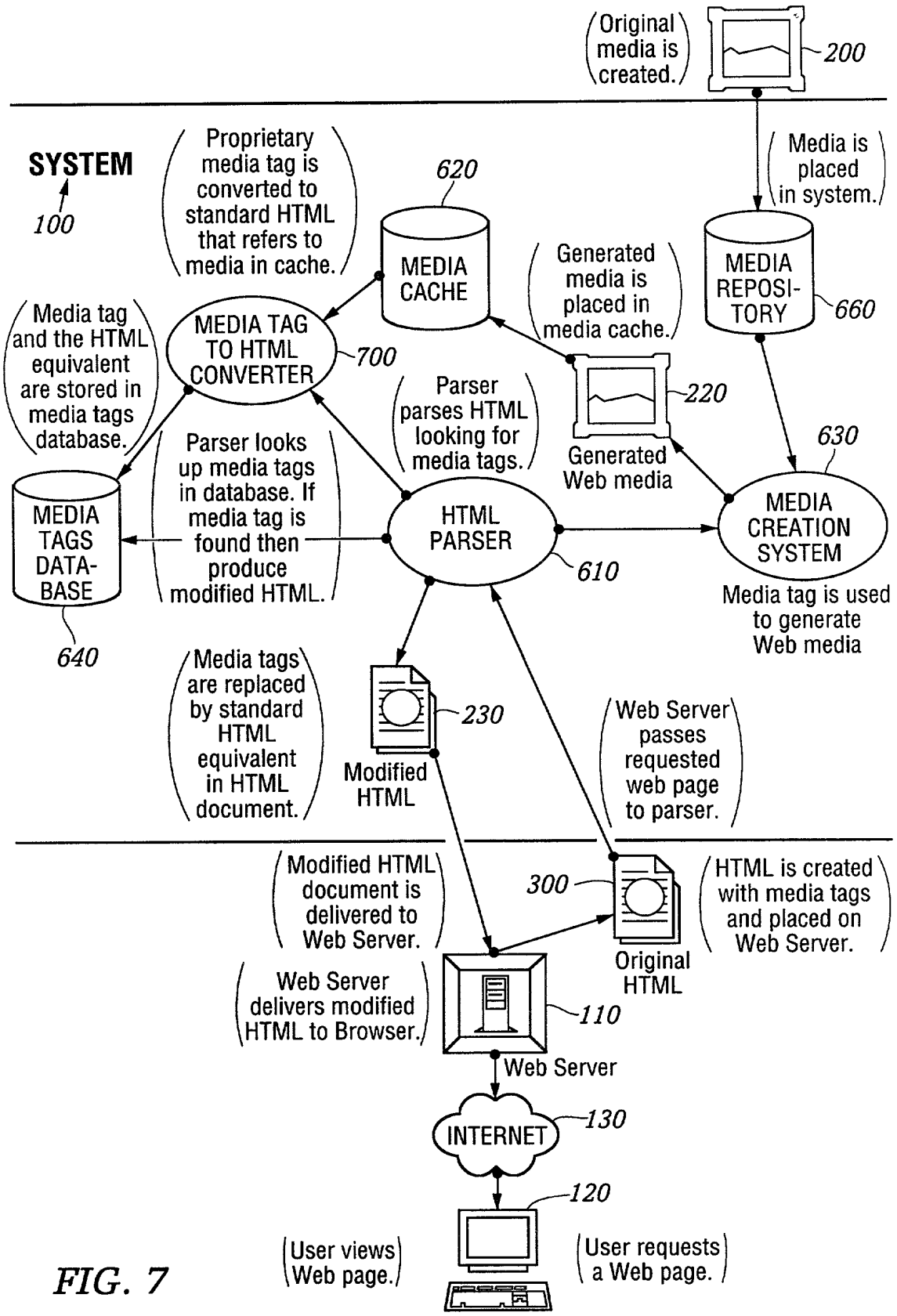

Original media is created.
200
SYSTEM
100
Proprietary media tag is converted to standard HTML that refers to media in cache.
620
MEDIA CACHE
Media is placed in system.
MEDIA REPOSI-TORY
660
Generated media is placed in media cache.
Media tag and the HTML equivalent are stored in media tags database.
MEDIA TAG TO HTML CONVERTER
700
Parser parses HTML looking for media tags.
220
Generated Web media
630
Parser looks up media tags in database. If media tag is found then produce modified HTML.
MEDIA TAGS DATA-BASE
640
HTML PARSER
610
MEDIA CREATION SYSTEM
Media tag is used to generate Web media
Media tags are replaced by standard HTML equivalent in HTML document.
230
Modified HTML
Web Server passes requested web page to parser.
Modified HTML document is delivered to Web Server.
300
Original HTML
HTML is created with media tags and placed on Web Server.
Web Server delivers modified HTML to Browser.
110
Web Server
INTERNET
130
120
User views Web page.
User requests a Web page.

FIG. 7

AUTHORING FLOWCHART

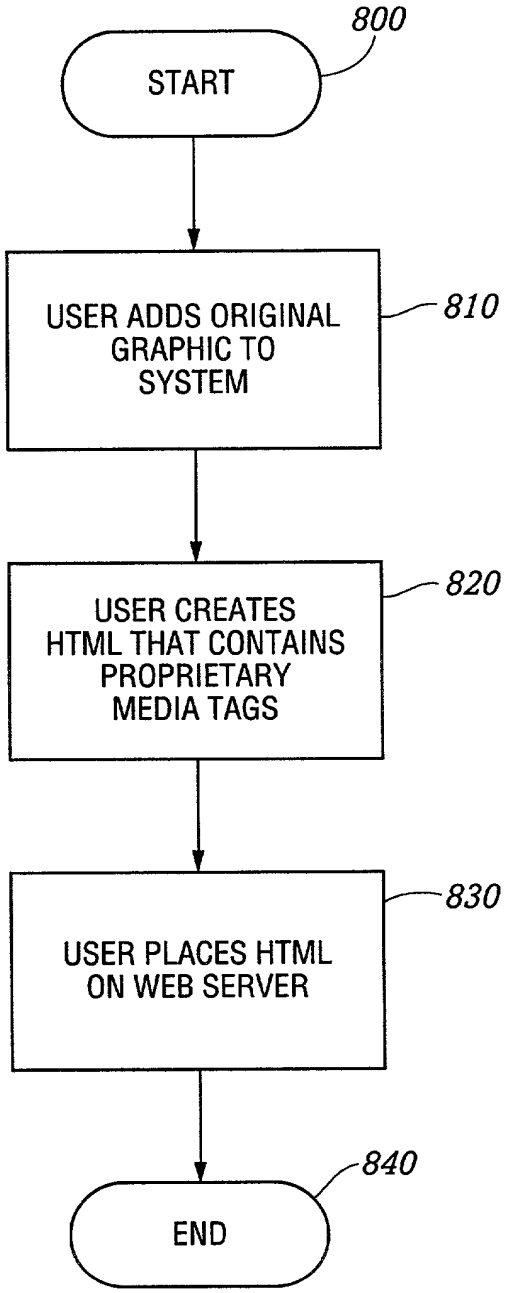


FIG. 8

HTML PARSING FLOWCHART

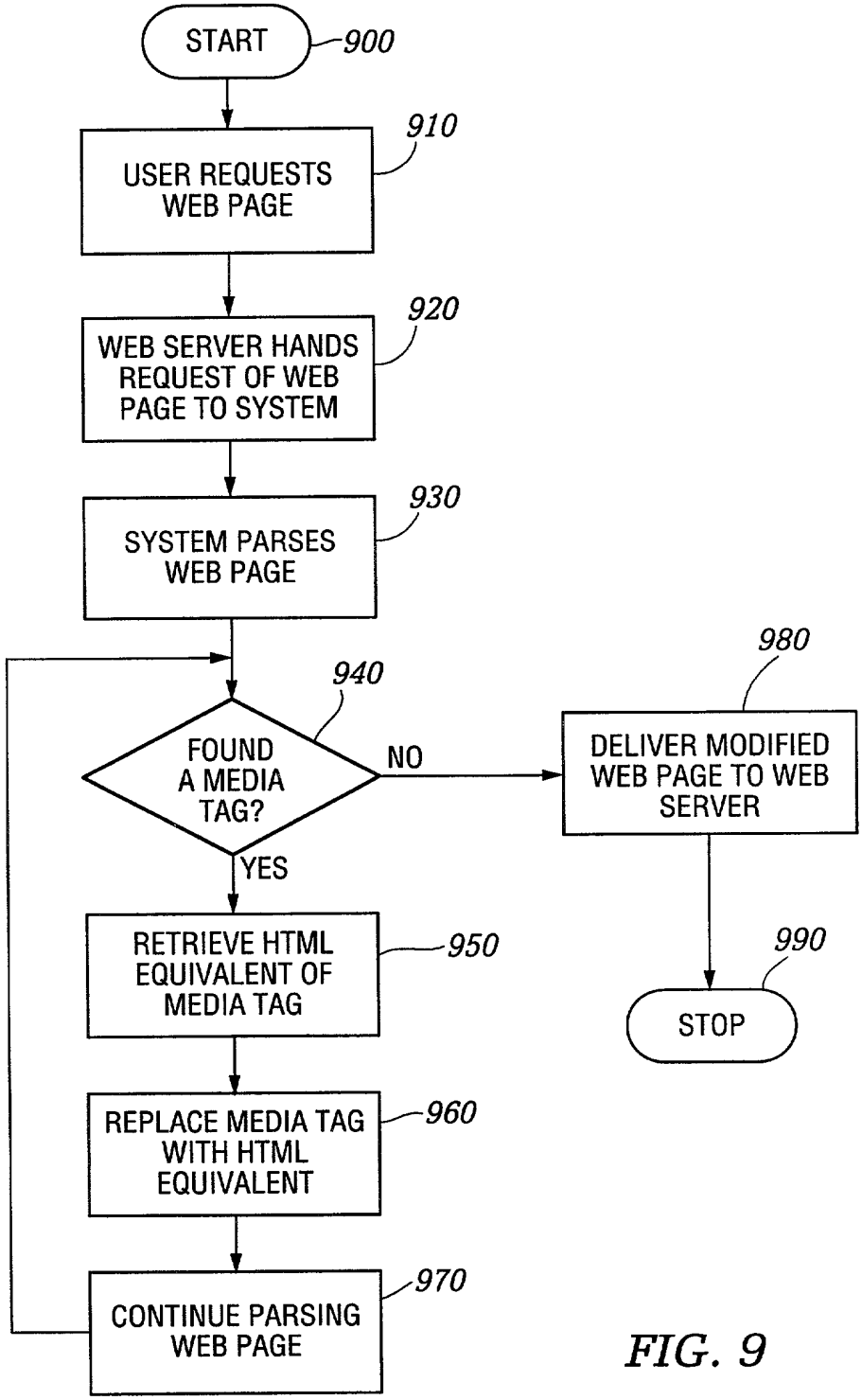


FIG. 9

MEDIA CREATION FLOWCHART

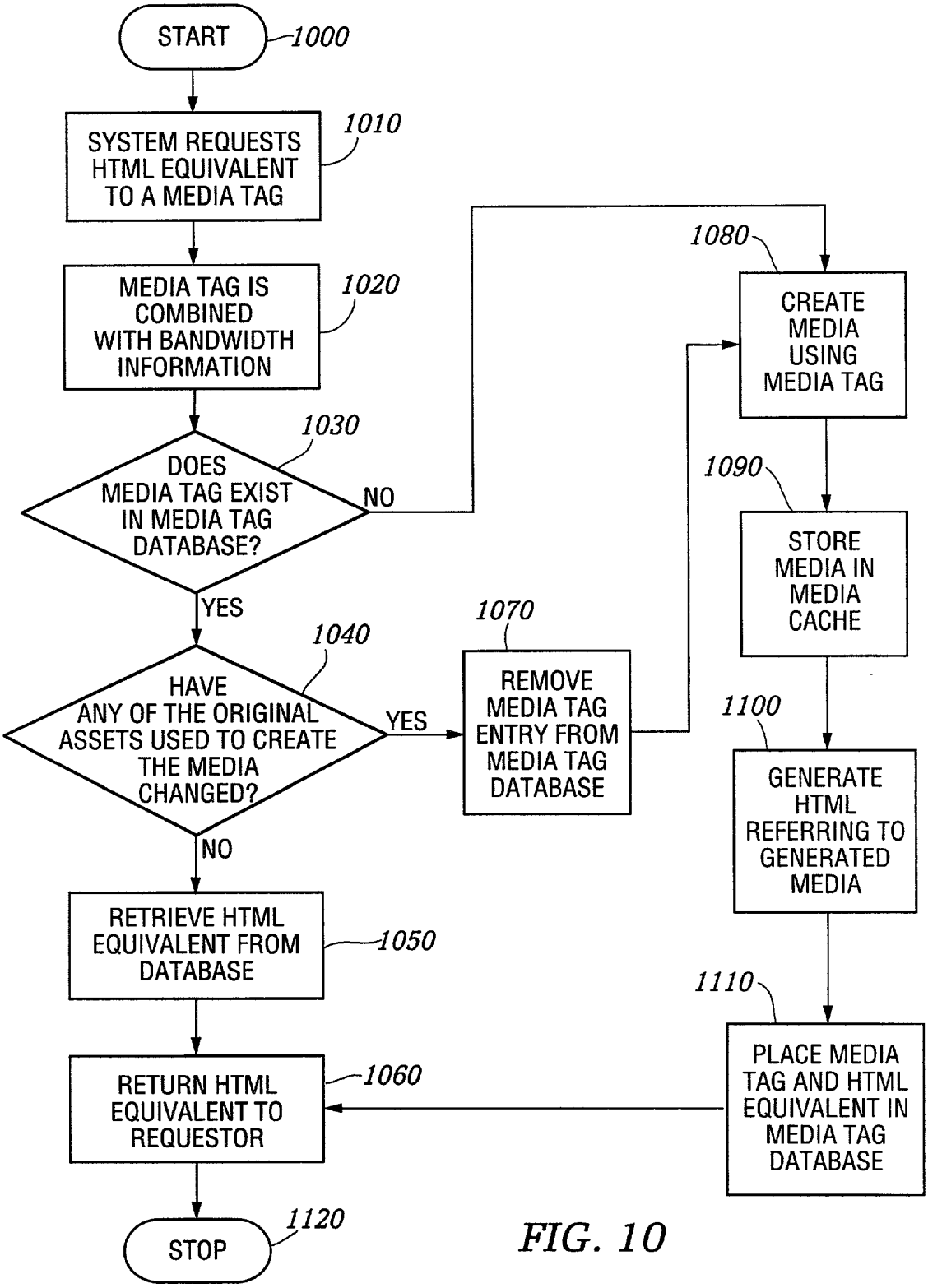


FIG. 10

Equilibrium Freeride Administration

POWERED BY FREERIDE

Equilibrium Freeride Administration

Clear the Freeride Databse

Check Dependencies

MEDIA CURRENTLY IN THE FREERIDE DATABASE

MediaScript	Bandwidth	Generated File(s)	Dependencies
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

FIG. 11

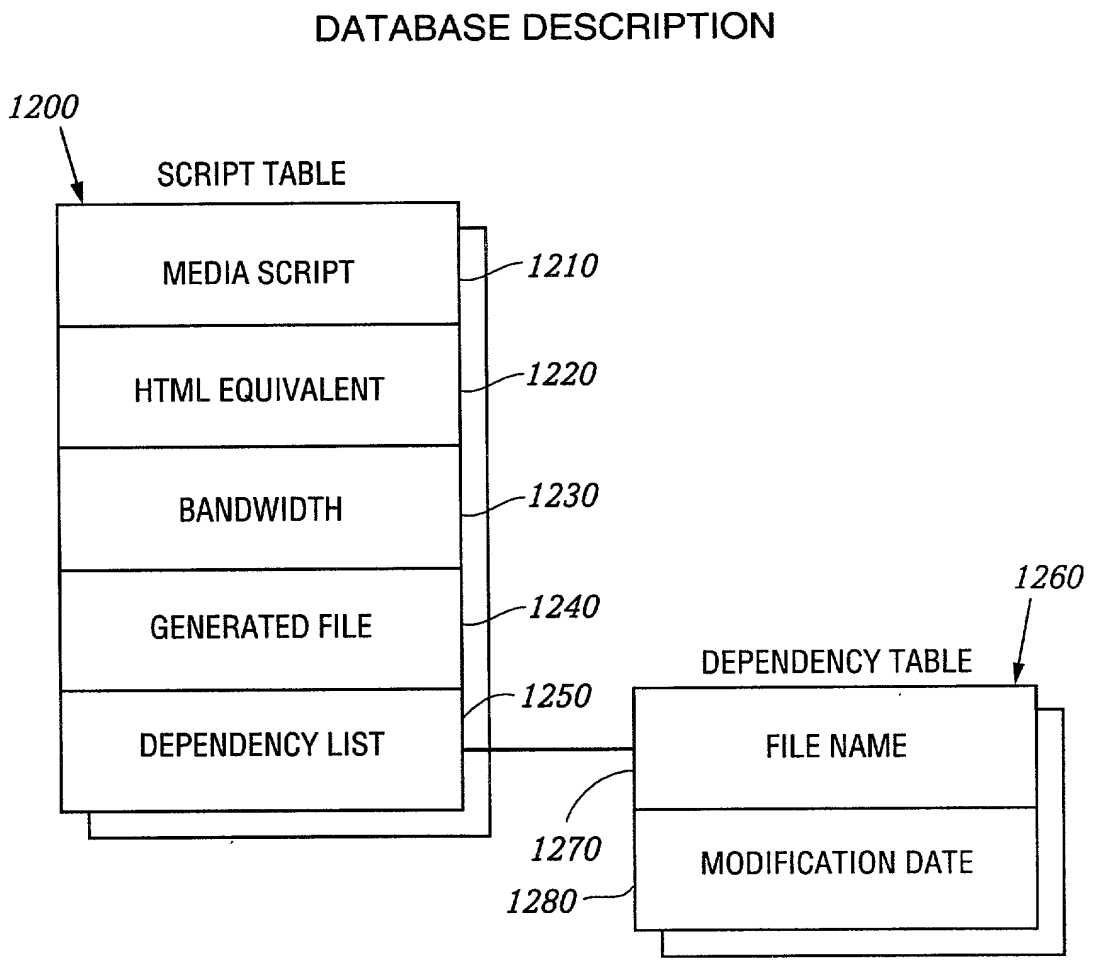

DATABASE DESCRIPTION
1200
SCRIPT TABLE
MEDIA SCRIPT
HTML EQUIVALENT
BANDWIDTH
GENERATED FILE
DEPENDENCY LIST
1210
1220
1230
1240
1250
1260
DEPENDENCY TABLE
FILE NAME
MODIFICATION DATE
1270
1280

FIG. 12

ORIGINAL IMAGES

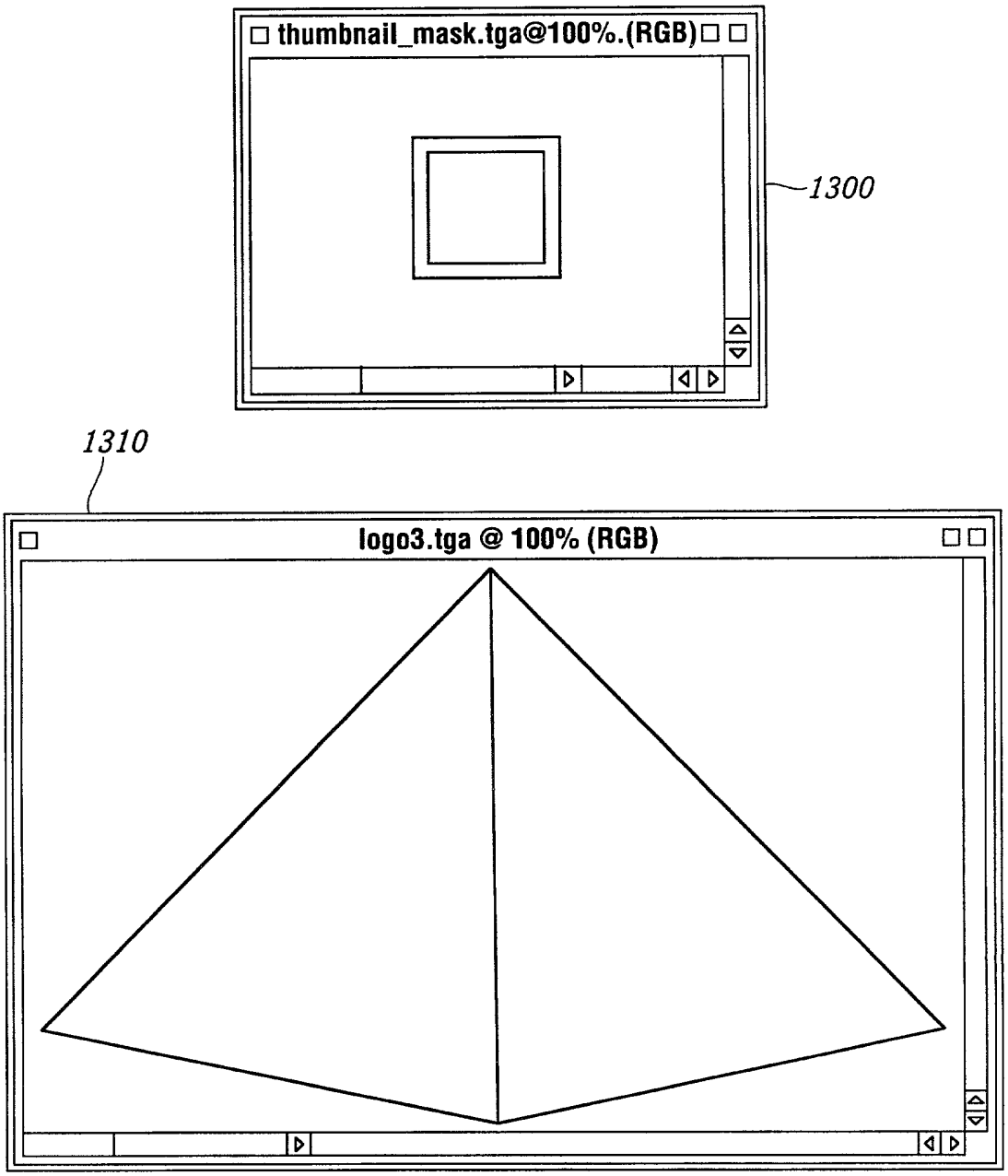


FIG.13

HTML DOCUMENT WITH PROPRIETARY TAG

1400

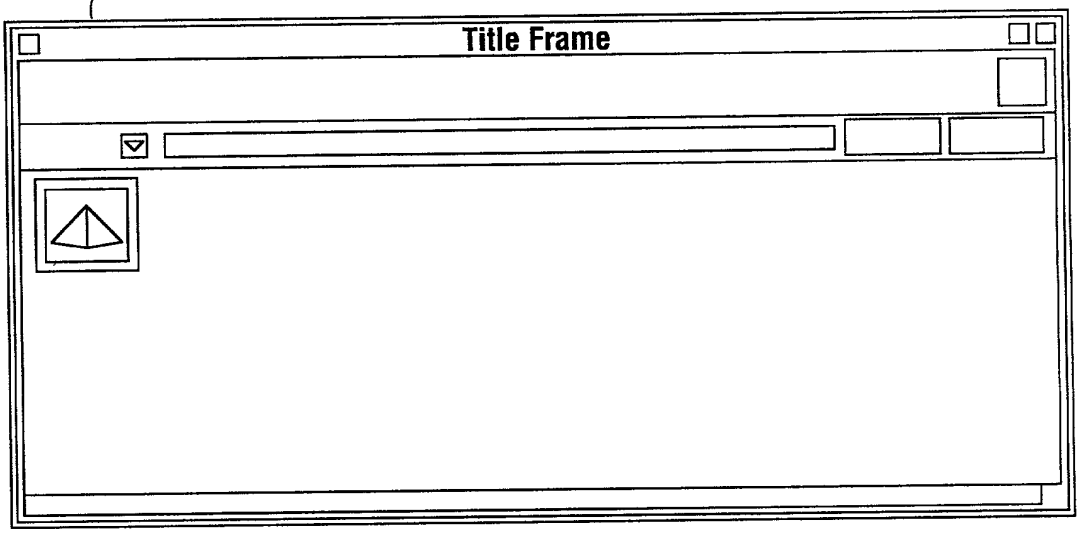
image.html

```
<html>
<head>
<title>
Title Frame
</title>3
</head>
<body>
<imgsrc= <freerideimage>var i = new Media(), i.Load(name @ logo3.tga);
i.Scale(ys @ 65, constrain @ true, alg @ "smooth"); i.Crop(xs@ 60,ys@60,
padcolor @ 0xffffff); var i2 = new Media(); i2.Load(name @
thumbnail_mask.tga), i.Composite(source @ i2); i.Scale(xs @ 60, ys@60,alg
@ "smooth"), i.Reduce(); iSave(type @ "gif"), </freeridimage>
height=60 width=60 border=0><br>
</body>
</html>
```

FIG.14

1500

HTML DOCUMENT VIEWED IN BROWSER



1510

HTML DOCUMENT SOURCE

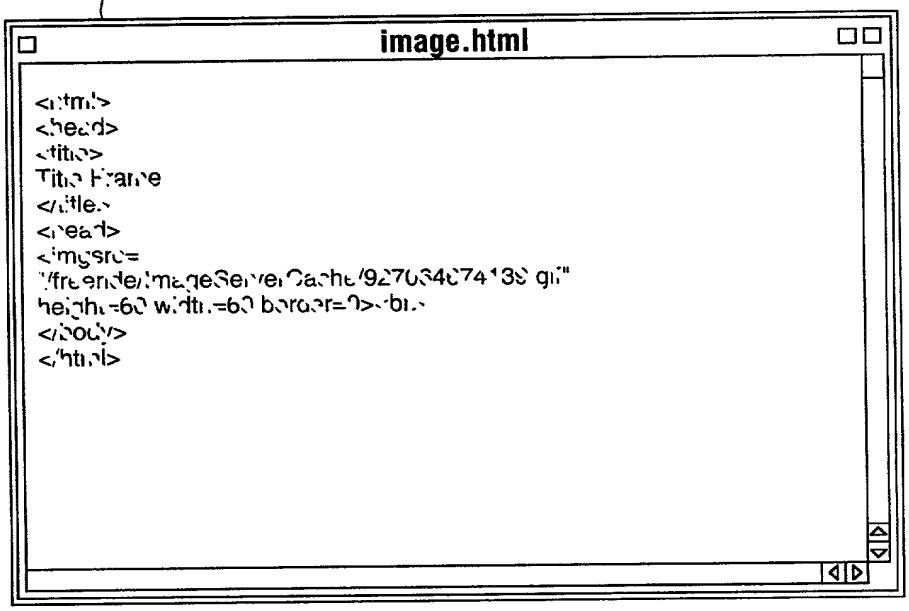


FIG.15

GENERATED GIF IMAGE

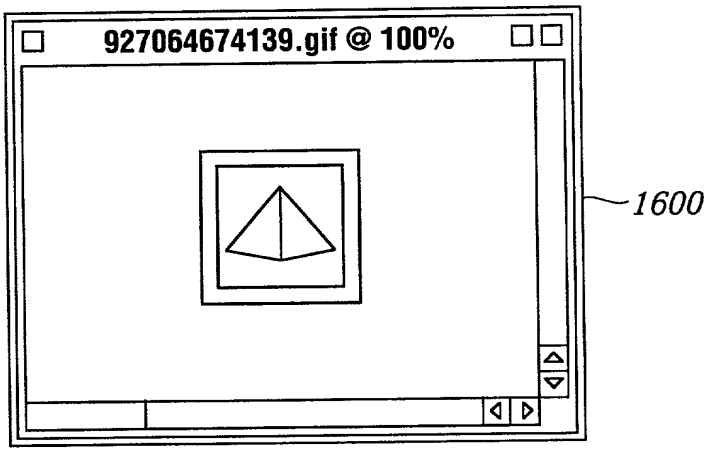


FIG.16

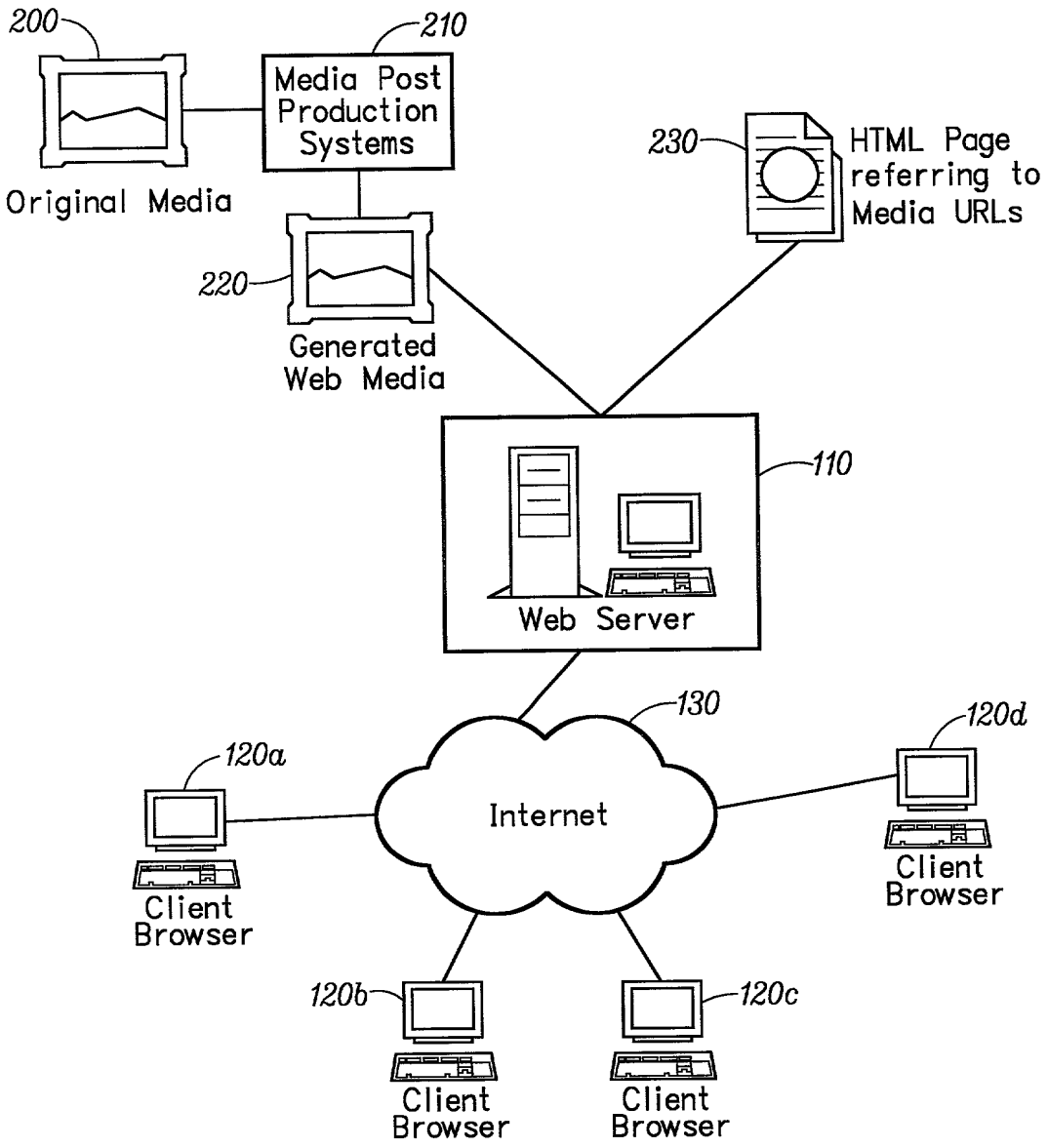

200
210
Media Post Production Systems
Original Media
230
HTML Page referring to Media URLs
220
Generated Web Media
110
Web Server
130
Internet
120a
Client Browser
120d
Client Browser
120b
Client Browser
120c
Client Browser

FIG. 17

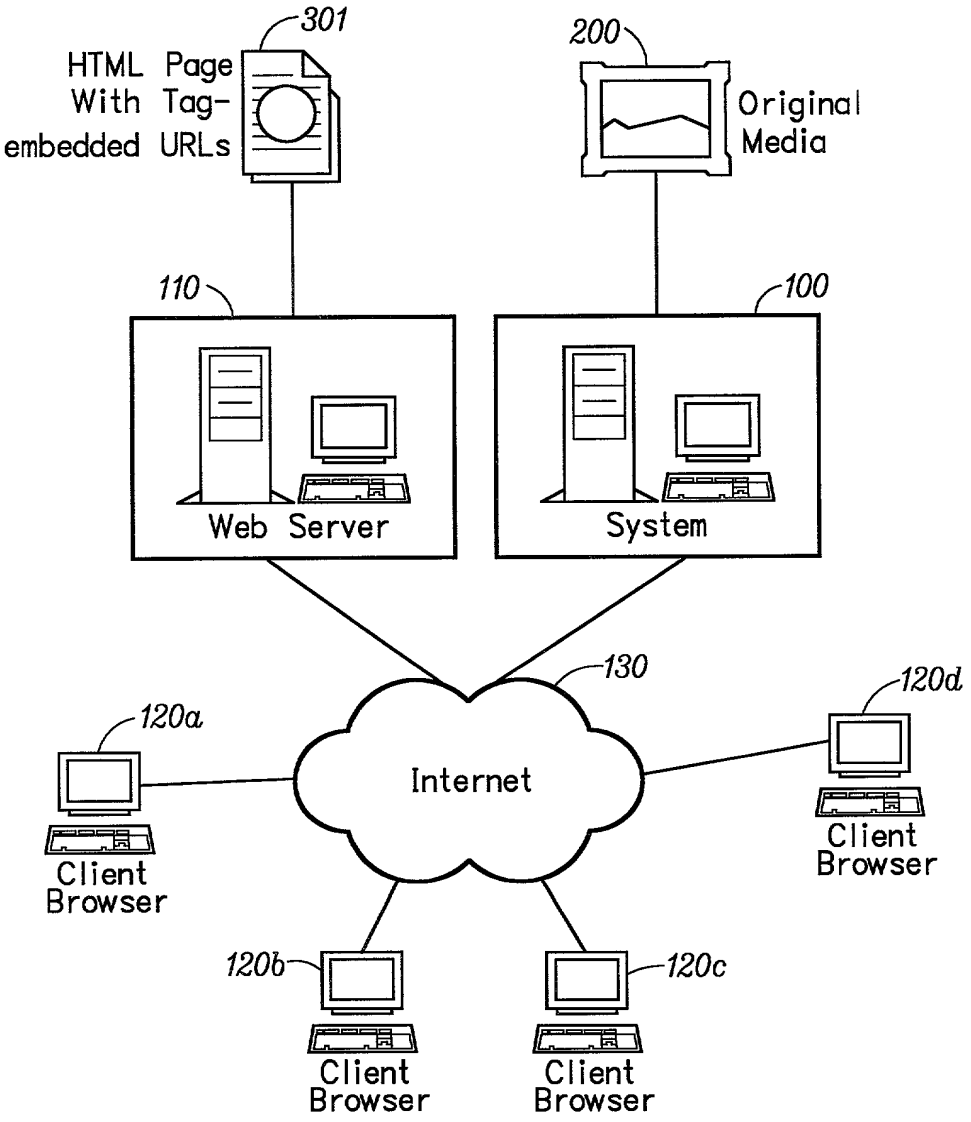

301
HTML Page
With Tag-
embedded URLs
200
Original
Media
110
100
Web Server
System
130
Internet
120a
Client
Browser
120d
Client
Browser
120b
Client
Browser
120c
Client
Browser

FIG. 18

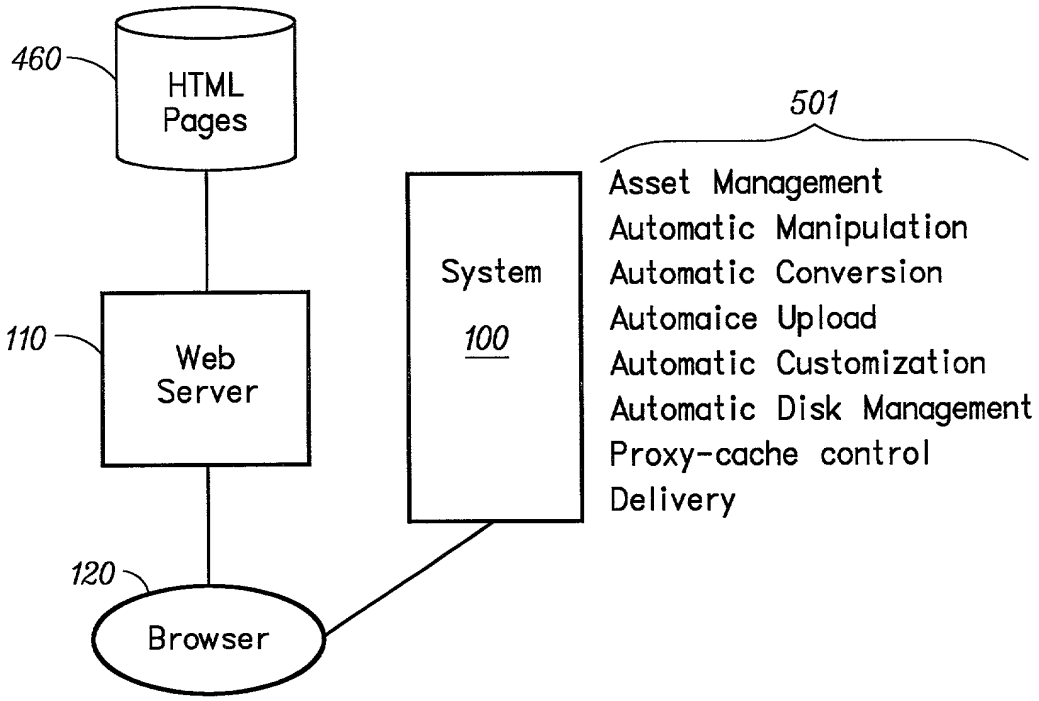

460
HTML Pages
110
Web Server
120
Browser
System
100
501
Asset Management
Automatic Manipulation
Automatic Conversion
Automaice Upload
Automatic Customization
Automatic Disk Management
Proxy-cache control
Delivery

FIG. 19

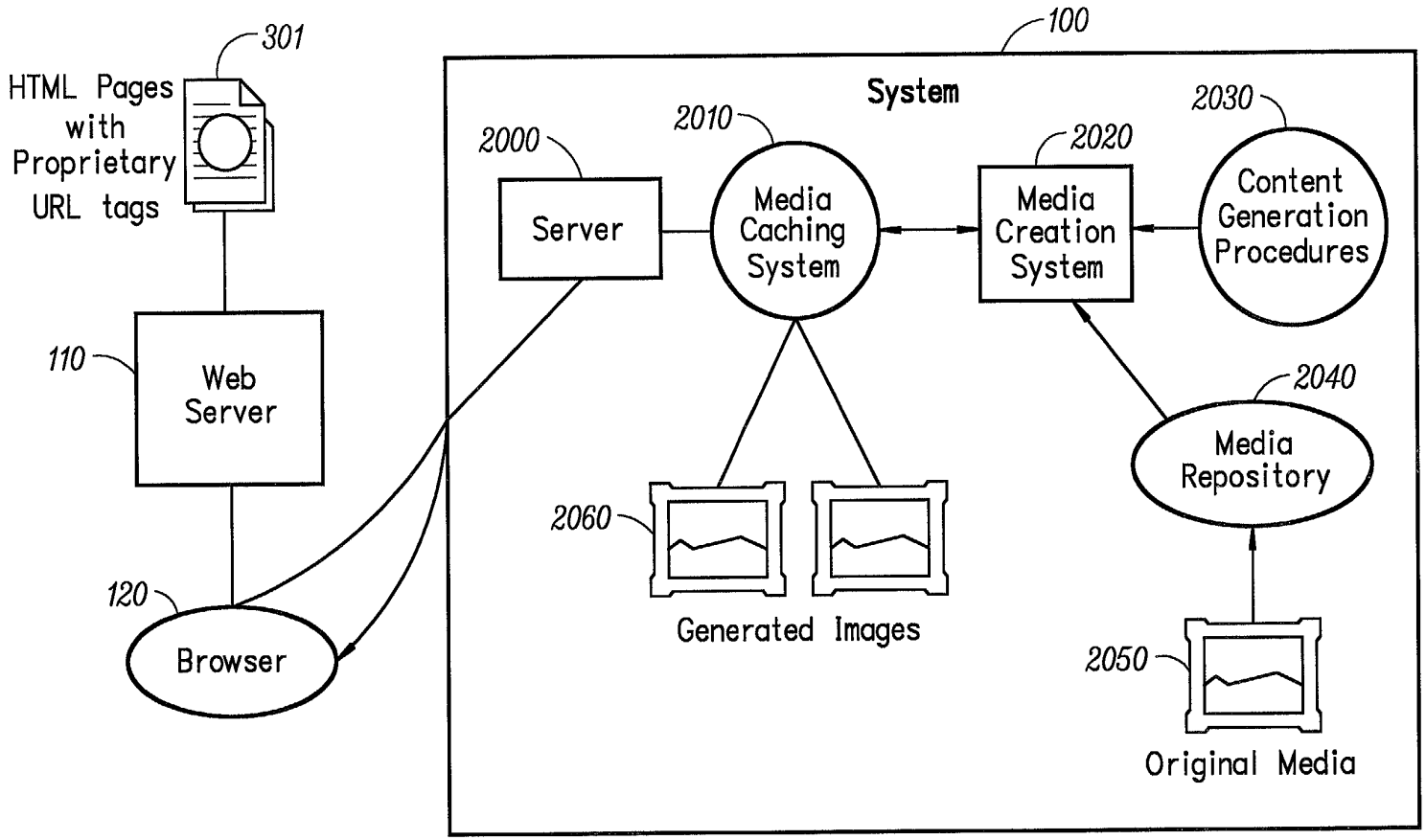

301
HTML Pages with Proprietary URL tags
110
Web Server
120
Browser
100
System
2000
Server
2010
Media Caching System
2020
Media Creation System
2030
Content Generation Procedures
2040
Media Repository
2060
Generated Images
2050
Original Media

FIG. 20

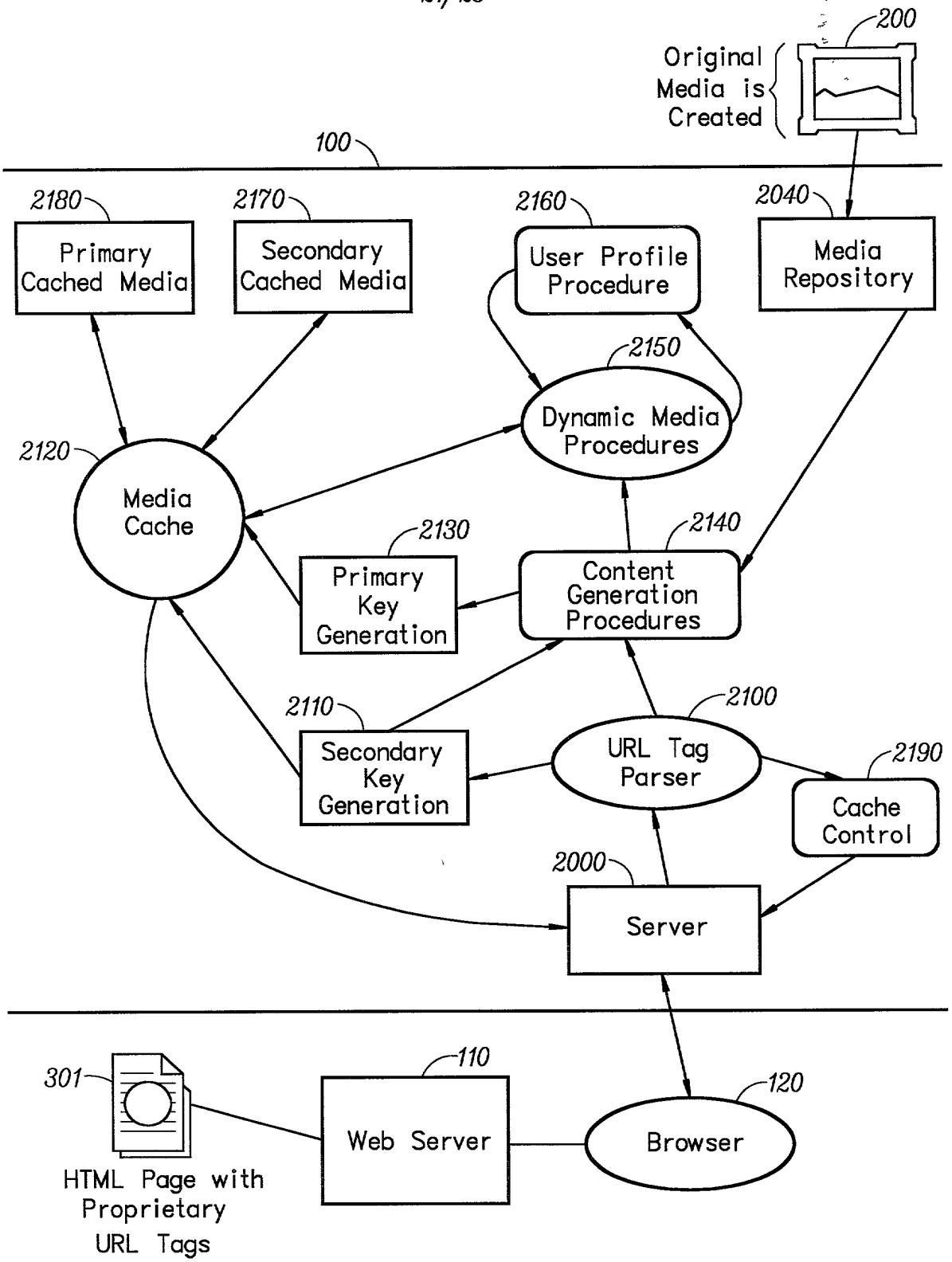

200
Original Media is Created
100
2180
Primary Cached Media
2170
Secondary Cached Media
2160
User Profile Procedure
2040
Media Repository
2150
Dynamic Media Procedures
2120
Media Cache
2130
Primary Key Generation
2140
Content Generation Procedures
2110
Secondary Key Generation
2100
URL Tag Parser
2190
Cache Control
2000
Server
301
HTML Page with Proprietary URL Tags
110
Web Server
120
Browser

FIG. 21

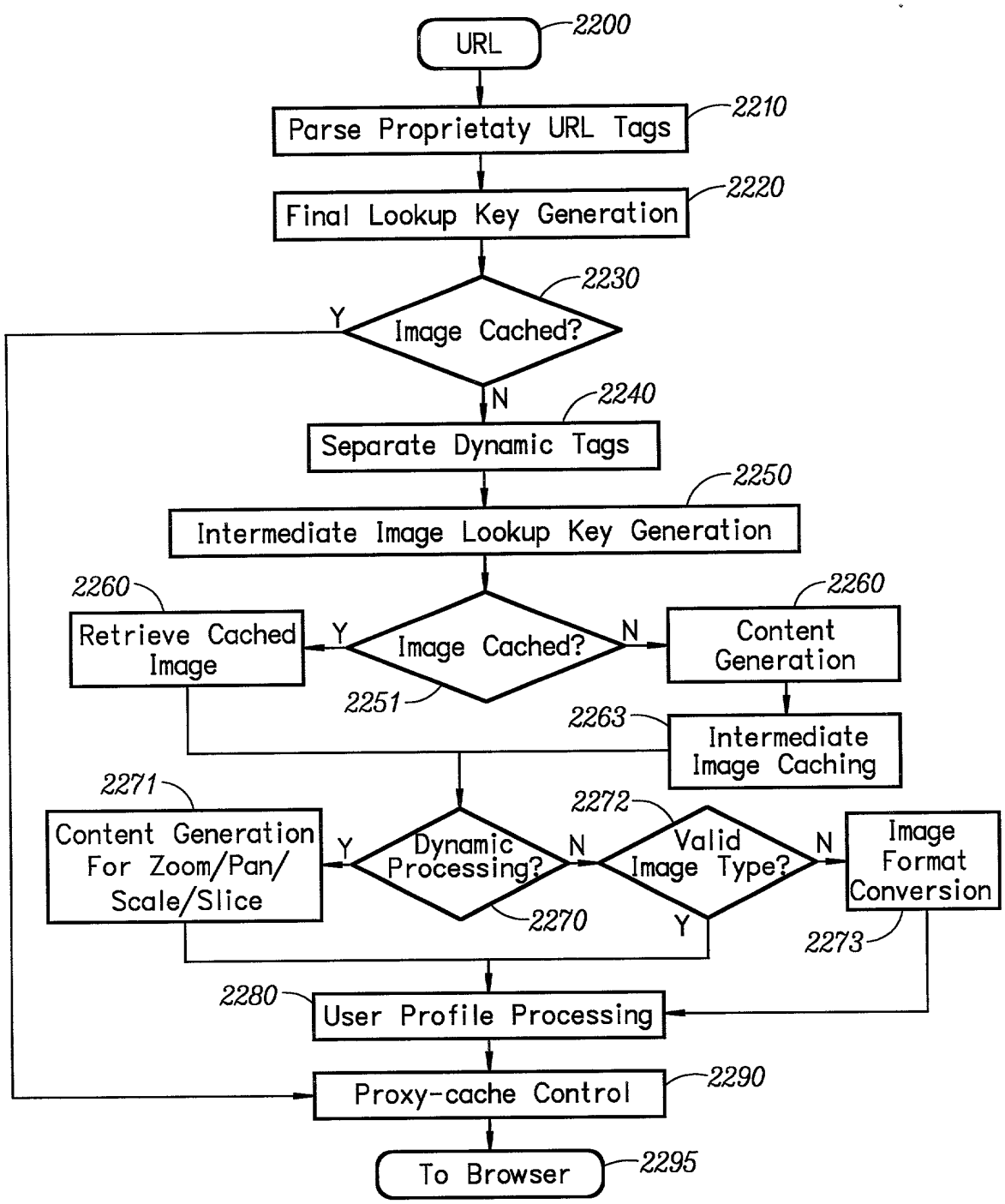

URL
2200
Parse Proprietaty URL Tags
2210
Final Lookup Key Generation
2220
Image Cached?
2230
Y
N
Separate Dynamic Tags
2240
Intermediate Image Lookup Key Generation
2250
Retrieve Cached Image
2260
Image Cached?
2251
Content Generation
2260
Intermediate Image Caching
2263
Content Generation For Zoom/Pan/ Scale/Slice
2271
Dynamic Processing?
2270
Valid Image Type?
2272
Image Format Conversion
2273
User Profile Processing
2280
Proxy-cache Control
2290
To Browser
2295

FIG. 22

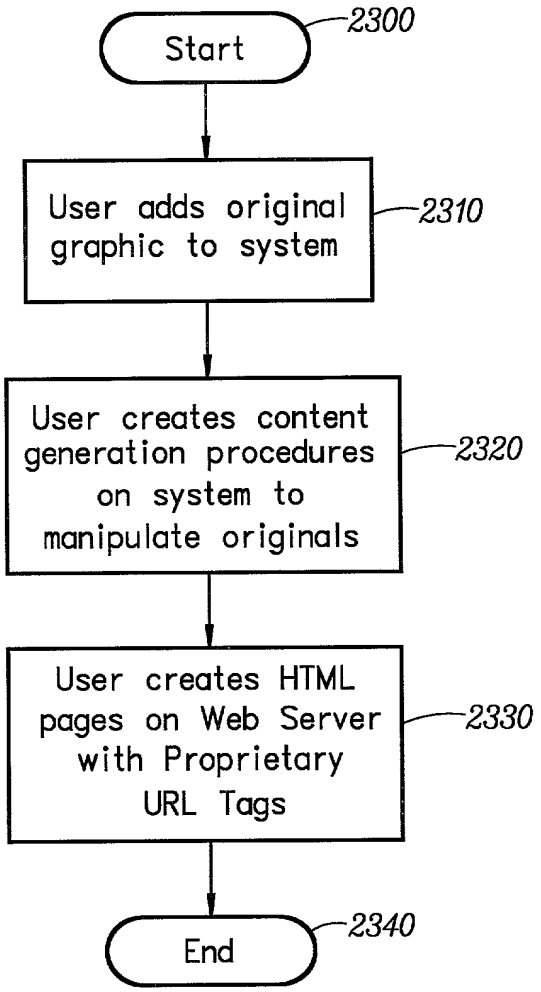

Start
2300
User adds original graphic to system
2310
User creates content generation procedures on system to manipulate originals
2320
User creates HTML pages on Web Server with Proprietary URL Tags
2330
End
2340

FIG. 23

Refine Search

Search Results -

Terms	Documents
(L11 or L12 or L13) and L8	4

Database:
US Pre-Grant Publication Full-Text Database
US Patents Full-Text Database
US OCR Full-Text Database
EPO Abstracts Database
JPO Abstracts Database
Derwent World Patents Index
IBM Technical Disclosure Bulletins

Search:

Refine Search

Recall Text | Clear | Interrupt

Search History

DATE: Monday, November 01, 2004 Printable Copy Create Case

Set Name side by side	Query	Hit Count	Set Name result set
	DB=USPT,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ		
L15	(L11 or L12 or L13) and L8	4	L15
L14	(L11 or L12 or L13) and L1	34	L14
L13	709/203.ccls.	2386	L13
L12	715/517.ccls.	282	L12
L11	715/501.1.ccls.	605	L11
L10	L9 and header$1	12	L10
L9	L8 and profil$3	27	L9
L8	L7 and (custom$8 same (content$1 or media))	45	L8
L7	L2 and database$1	97	L7
L6	L5 and header$1	56	L6
L5	L4 and profil$3	65	L5
L4	L3 and (custom$8 same (content$1 or media))	90	L4
L3	L1 and database$1	174	L3
L2	HTML and unique tag$1	104	L2
L1	HTML and (proprietary same (tag$1 or element$1))	190	L1

09/929,804

END OF SEARCH HISTORY

Hit List

Clear | Generate Collection | Print | Fwd Refs | Bkwd Refs | Generate OACS

Search Results - Record(s) 1 through 34 of 34 returned.

☐ 1. Document ID: US 6792575 B1

Using default format because multiple data bases are involved.

L14: Entry 1 of 34 File: USPT Sep 14, 2004

US-PAT-NO: 6792575
DOCUMENT-IDENTIFIER: US 6792575 B1

TITLE: Automated processing and delivery of media to web servers

DATE-ISSUED: September 14, 2004

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Samaniego; Christopher	San Francisco	CA		
Offner; Nelson H. "Rocky"	Kensington	CA		
Thewlis; Adrian D.	Sausalito	CA		
Boyd; David R.	San Francisco	CA		

US-CL-CURRENT: 715/513; 345/735, 709/203, 709/219, 715/501.1, 715/517

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

---

☐ 2. Document ID: US 6782425 B1

L14: Entry 2 of 34 File: USPT Aug 24, 2004

US-PAT-NO: 6782425
DOCUMENT-IDENTIFIER: US 6782425 B1

TITLE: Session based security profile for internet access of an enterprise server

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

---

☐ 3. Document ID: US 6772216 B1

L14: Entry 3 of 34 File: USPT Aug 3, 2004

US-PAT-NO: 6772216
DOCUMENT-IDENTIFIER: US 6772216 B1

TITLE: Interaction protocol for managing cross company processes among network-distributed applications

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

☐ 4. Document ID: US 6769009 B1

L14: Entry 4 of 34 File: USPT Jul 27, 2004

US-PAT-NO: 6769009
DOCUMENT-IDENTIFIER: US 6769009 B1

TITLE: Method and system for selecting a personalized set of information channels

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

☐ 5. Document ID: US 6763388 B1

L14: Entry 5 of 34 File: USPT Jul 13, 2004

US-PAT-NO: 6763388
DOCUMENT-IDENTIFIER: US 6763388 B1

TITLE: Method and apparatus for selecting and viewing portions of web pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

☐ 6. Document ID: US 6757898 B1

L14: Entry 6 of 34 File: USPT Jun 29, 2004

US-PAT-NO: 6757898
DOCUMENT-IDENTIFIER: US 6757898 B1

TITLE: Electronic provider--patient interface system

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

☐ 7. Document ID: US 6757720 B1

L14: Entry 7 of 34 File: USPT Jun 29, 2004

US-PAT-NO: 6757720
DOCUMENT-IDENTIFIER: US 6757720 B1

TITLE: Profile service architecture

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

☐ 8. Document ID: US 6662343 B1

L14: Entry 8 of 34 File: USPT Dec 9, 2003

US-PAT-NO: 6662343
DOCUMENT-IDENTIFIER: US 6662343 B1

TITLE: Cool ice automatic footer text on HTML pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 9. Document ID: US 6654758 B1

L14: Entry 9 of 34 File: USPT Nov 25, 2003

US-PAT-NO: 6654758
DOCUMENT-IDENTIFIER: US 6654758 B1

TITLE: Method for searching multiple file types on a CD ROM

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 10. Document ID: US 6640238 B1

L14: Entry 10 of 34 File: USPT Oct 28, 2003

US-PAT-NO: 6640238
DOCUMENT-IDENTIFIER: US 6640238 B1
**** See image for Certificate of Correction ****

TITLE: Activity component in a presentation services patterns environment

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 11. Document ID: US 6594692 B1

L14: Entry 11 of 34 File: USPT Jul 15, 2003

US-PAT-NO: 6594692
DOCUMENT-IDENTIFIER: US 6594692 B1
**** See image for Certificate of Correction ****

TITLE: Methods for transacting electronic commerce

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 12. Document ID: US 6578068 B1

L14: Entry 12 of 34 File: USPT Jun 10, 2003

US-PAT-NO: 6578068
DOCUMENT-IDENTIFIER: US 6578068 B1

TITLE: Load balancer in environment services patterns

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 13. Document ID: US 6571282 B1

L14: Entry 13 of 34 File: USPT May 27, 2003

US-PAT-NO: 6571282
DOCUMENT-IDENTIFIER: US 6571282 B1

TITLE: Block-based communication in a communication services patterns environment

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 14. Document ID: US 6496850 B1

L14: Entry 14 of 34 File: USPT Dec 17, 2002

US-PAT-NO: 6496850
DOCUMENT-IDENTIFIER: US 6496850 B1

TITLE: Clean-up of orphaned server contexts

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 15. Document ID: US 6446117 B1

L14: Entry 15 of 34 File: USPT Sep 3, 2002

US-PAT-NO: 6446117
DOCUMENT-IDENTIFIER: US 6446117 B1

TITLE: Apparatus and method for saving session variables on the server side of an on-line dat base management system

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 16. Document ID: US 6438594 B1

L14: Entry 16 of 34 File: USPT Aug 20, 2002

US-PAT-NO: 6438594
DOCUMENT-IDENTIFIER: US 6438594 B1

TITLE: Delivering service to a client via a locally addressable interface

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 17. Document ID: US 6434568 B1

L14: Entry 17 of 34 File: USPT Aug 13, 2002

US-PAT-NO: 6434568
DOCUMENT-IDENTIFIER: US 6434568 B1

TITLE: Information services patterns in a netcentric environment

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 18. Document ID: US 6411995 B1

L14: Entry 18 of 34 File: USPT Jun 25, 2002

US-PAT-NO: 6411995
DOCUMENT-IDENTIFIER: US 6411995 B1

TITLE: Cool ice workstation directory/file browser

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 19. Document ID: US 6374247 B1

L14: Entry 19 of 34 File: USPT Apr 16, 2002

US-PAT-NO: 6374247
DOCUMENT-IDENTIFIER: US 6374247 B1

TITLE: Cool ice service templates

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 20. Document ID: US 6370532 B1

L14: Entry 20 of 34 File: USPT Apr 9, 2002

US-PAT-NO: 6370532
DOCUMENT-IDENTIFIER: US 6370532 B1

TITLE: Cool ICE batch interface

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 21. Document ID: US 6360249 B1

L14: Entry 21 of 34 File: USPT Mar 19, 2002

US-PAT-NO: 6360249
DOCUMENT-IDENTIFIER: US 6360249 B1

TITLE: Enterprise interaction hub for managing an enterprise web system

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 22. Document ID: US 6356949 B1

L14: Entry 22 of 34 File: USPT Mar 12, 2002

US-PAT-NO: 6356949
DOCUMENT-IDENTIFIER: US 6356949 B1

TITLE: Automatic data collection device that receives data output instruction from data consumer

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 23. Document ID: US 6353850 B1

L14: Entry 23 of 34 File: USPT Mar 5, 2002

US-PAT-NO: 6353850
DOCUMENT-IDENTIFIER: US 6353850 B1

TITLE: Force feedback provided in web pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 24. Document ID: US 6351746 B1

L14: Entry 24 of 34 File: USPT Feb 26, 2002

US-PAT-NO: 6351746
DOCUMENT-IDENTIFIER: US 6351746 B1

TITLE: Cool ice icons

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 25. Document ID: US 6317777 B1

L14: Entry 25 of 34 File: USPT Nov 13, 2001

US-PAT-NO: 6317777
DOCUMENT-IDENTIFIER: US 6317777 B1
**** See image for Certificate of Correction ****

TITLE: Method for web based storage and retrieval of documents

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 26. Document ID: US 6314422 B1

L14: Entry 26 of 34 File: USPT Nov 6, 2001

US-PAT-NO: 6314422
DOCUMENT-IDENTIFIER: US 6314422 B1

TITLE: Method for softlinking between documents in a vehicle diagnostic system

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

---

☐ 27. Document ID: US 6243750 B1

L14: Entry 27 of 34 File: USPT Jun 5, 2001

US-PAT-NO: 6243750
DOCUMENT-IDENTIFIER: US 6243750 B1

TITLE: Method and system for measuring Web site access requests

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

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☐ 28. Document ID: US 6240442 B1

L14: Entry 28 of 34 File: USPT May 29, 2001

US-PAT-NO: 6240442
DOCUMENT-IDENTIFIER: US 6240442 B1

TITLE: Systems and methods for executing application programs from a memory device linked to server at an internet site

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

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☐ 29. Document ID: US 6161126 A

L14: Entry 29 of 34 File: USPT Dec 12, 2000

US-PAT-NO: 6161126
DOCUMENT-IDENTIFIER: US 6161126 A

TITLE: Implementing force feedback over the World Wide Web and other computer networks

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

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☐ 30. Document ID: US 6125385 A

L14: Entry 30 of 34 File: USPT Sep 26, 2000

US-PAT-NO: 6125385
DOCUMENT-IDENTIFIER: US 6125385 A

TITLE: Force feedback implementation in web pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

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☐ 31. Document ID: US 6065043 A

L14: Entry 31 of 34 File: USPT May 16, 2000

US-PAT-NO: 6065043
DOCUMENT-IDENTIFIER: US 6065043 A
**** See image for Certificate of Correction ****

TITLE: Systems and methods for executing application programs from a memory device linked to server

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

☐ 32. Document ID: US 6029175 A

L14: Entry 32 of 34 File: USPT Feb 22, 2000

US-PAT-NO: 6029175
DOCUMENT-IDENTIFIER: US 6029175 A
**** See image for Certificate of Correction ****

TITLE: Automatic retrieval of changed files by a network software agent

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

☐ 33. Document ID: US 5937160 A

L14: Entry 33 of 34 File: USPT Aug 10, 1999

US-PAT-NO: 5937160
DOCUMENT-IDENTIFIER: US 5937160 A

TITLE: Systems, methods and computer program products for updating hypertext documents via electronic mail

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

☐ 34. Document ID: US 5838910 A

L14: Entry 34 of 34 File: USPT Nov 17, 1998

US-PAT-NO: 5838910
DOCUMENT-IDENTIFIER: US 5838910 A

TITLE: Systems and methods for executing application programs from a memory device linked to server at an internet site

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

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Terms	Documents
(L11 or L12 or L13) and L1	34

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Hit List

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Search Results - Record(s) 1 through 4 of 4 returned.

☐ 1. Document ID: US 6363363 B1

Using default format because multiple data bases are involved.

L15: Entry 1 of 4 File: USPT Mar 26, 2002

US-PAT-NO: 6363363
DOCUMENT-IDENTIFIER: US 6363363 B1

TITLE: System, method and article of manufacture for managing transactions in a high availability system

DATE-ISSUED: March 26, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Haller; Daniel R.	Menlo Park	CA		
Nguyen; Trong	Sunnyvale	CA		
Rowney; Kevin T. B.	San Francisco	CA		
Berger; David A.	San Mateo	CA		
Kramer; Glenn A.	San Francisco	CA		

US-CL-CURRENT: 705/40; 705/26, 705/27, 705/77, 709/203, 709/230, 709/245, 709/249, 709/250

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

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☐ 2. Document ID: US 6205485 B1

L15: Entry 2 of 4 File: USPT Mar 20, 2001

US-PAT-NO: 6205485
DOCUMENT-IDENTIFIER: US 6205485 B1
**** See image for Certificate of Correction ****

TITLE: Simulcast WEB page delivery using a 3D user interface system

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw Desc | Image

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☐ 3. Document ID: US 5931917 A

L15: Entry 3 of 4 File: USPT Aug 3, 1999

US-PAT-NO: 5931917
DOCUMENT-IDENTIFIER: US 5931917 A

TITLE: System, method and article of manufacture for a gateway system architecture with syste administration information accessible from a browser

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

4. Document ID: US 5812134 A

L15: Entry 4 of 4 File: USPT Sep 22, 1998

US-PAT-NO: 5812134
DOCUMENT-IDENTIFIER: US 5812134 A

TITLE: User interface navigational system & method for interactive representation of information contained within a database

Full | Title | Citation | Front | Review | Classification | Date | Reference | Claims | KWIC | Draw Desc | Image

Clear | Generate Collection | Print | Fwd Refs | Bkwd Refs | Generate OACS

Terms	Documents
(L11 or L12 or L13) and L8	4

Display Format: - Change Format

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/929,904	08/14/2001	Christopher Samaniego	EQUI0001CIP	9393

22862 7590 11/02/2004

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

EXAMINER
BASHORE, WILLIAM L

ART UNIT	PAPER NUMBER
2176	

DATE MAILED: 11/02/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

Office Action Summary	Application No.	Applicant(s)	
	09/929,904	CHRISTOPHER SAMANIEGO	
	Examiner	Art Unit	
	William L. Bashore	2176	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *19 October 2001*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-13* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-13* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.

4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .

5) ☐ Notice of Informal Patent Application (PTO-152)

6) ☐ Other: _____.

DETAILED ACTION

1. This action is responsive to communications: original application filed 8/14/2001, with priority to **10/21/1999.**

2. Claims 1-13 are pending. Claims 1, 3, 5, 11 are independent claims.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

> The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Regarding claims 2, 10, the phrase "and the like" renders the claim(s) indefinite because the claim(s) include(s) elements not actually disclosed (those encompassed by "and the like"), thereby rendering the scope of the claim(s) unascertainable. See MPEP § 2173.05(d).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. **Claims 1, 3-9, 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Davis et al. (hereinafter Davis), U.S. Patent No. 5,937,160 issued August 1999.**

In regard to independent claim 1, Davis teaches updating a hypertext document (residing on a server) via an e-mail message (Davis Abstract). Davis teaches a target web page containing special tags (<RPM> tags) identifying where content from said e-mail is to be inserted, said e-mail containing CGI commands (Davis Figure 7, 14A, column 9 lines 26-37, column 10 lines 30-41). Davis also teaches said e-mail incorporating revisions/additions to other data formats, including graphics, audio, video, etc. (i.e. Web media) (Davis column 3 lines 36-42).

Davis does not specifically teach parsing of data, as claimed. However, it is known in the art that in order for URL/HTML content to be interpreted, the tags and data must be parsed for identification of each said tag and data, therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate parsing to search for specific tags within an HTML document, providing the benefit of parsing to efficiently find tags.

Davis teaches a hypertext page containing proprietary HTML tags indicating where data (from the incoming e-mail) is to be inserted and/or modified (Davis column 10 lines 30-41, column 14 lines 65-67 to column 15 lines 1-34). Davis does not specifically teach that said proprietary tags are related to an original media, or lookup keys. However, Davis teaches that an incoming e-mail can include additions to other media formats associated with the hypertext document (i.e. graphics, audio, video media, etc.) (Davis column 3 lines 36-41). Since Davis's proprietary <RPM> tag is replaced by the e-mail's contents (Davis Abstract), and since special tags (i.e. <RPMTD>) can be included within said e-mail and/or HTML document (Davis column 3 lines 49-52, column 15 lines 20-25), the combined teachings provides the suggestion of a proprietary tag related to original (i.e. video) media. Davis also teaches its invention can be bundled with databases (for storing data, repository purposes, etc.) (Davis column 17 lines 19-23), providing the suggestion of utilizing primary/secondary keys for query purposes. It would have been obvious to one of ordinary skill in the art at the time of the invention to interpret Davis as explained above, providing Davis the benefit of adding multimedia to a web page, for enhancement purposes and the increased organization that databases bring.

Davis teaches generating a web page (on a server) incorporating replacement of proprietary tags with

e-mail content, said content comprising CGI commands and other media related data (Davis Abstract, Figure 14A). Davis also teaches hypertext revisions can take the form of other data formats associated with a hypertext document (i.e. graphics, audio, video, etc.) (Davis column 3 lines 35-42).

Davis teaches an e-mail submission including CGI commands, said submission replaces various hypertext code, resulting in a final document (Davis Figures 14A, 14D-1). Within said Figure 14D1, the applied CGI creates a "Profile Questionaire" submission form (below item 95), when activated, therefore supporting a plurality of media operations (i.e. editing of an input form, etc.).

Davis teaches "real time" (dynamic) web page updating utilizing e-mail submissions (Davis column 8 lines 40-46).

Davis teaches a cache used in a computer for holding data related to communication purposes (Davis column 6 lines 55-59). Since typical operating systems generally incorporate specific (i.e. intelligent) algorithms to manage hardware/software caches for temporarily storing frequently used data, it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate an intelligent caching mechanism for holding various data, providing the benefit of caching for quicker data access.

In regard to independent claim 3, claim 3 incorporates substantially similar subject matter as claimed in claim 1, and is rejected along the same rationale.

In regard to dependent claim 4, Davis teaches an e-mail authoring subsystem (Davis Abstract).

In regard to independent claim 5, claim 5 reflects the apparatus comprising computer readable instructions used for implementing the methods as claimed in claim 1, and in further view of the following, is rejected along the same rationale.

Davis teaches Web page headers (Davis column 8 lines 31-39).

In regard to dependent claim 6, claim 6 incorporates substantially similar subject matter as claimed in claim 1, and in further view of the following, is rejected along the same rationale.

Davis teaches "real time" (dynamic) web page updating utilizing e-mail submissions (Davis column 8 lines 40-46).

In regard to dependent claims 7, 8, Davis teaches utilizing various editors on a computer (i.e. client/server) for creating and sending an e-mail for submission, as well as a target Web page residing on a Web server, or other server (Davis Abstract, column 8 lines 45-50, column 10 lines 7-14).

In regard to dependent claim 9, claim 3 incorporates substantially similar subject matter as claimed in claim 5, and is rejected along the same rationale.

In regard to independent claim 11, and dependent claims 12, 13, claims 11, 12, 13 reflect the apparatus comprising computer readable instructions used for implementing the methods as claimed in claim 1, and are rejected along the same rationale.

6. **Claims 2, 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Davis, as applied to claims 1 and 5 above, and further in view of Halliday et al. (hereinafter Halliday), U.S. Patent No. 5,880,740 issued March 1999.**

In regard to dependent claim 2, Davis does not specifically teach panning/zooming. However, Halliday teaches manipulation of HTML based composite graphic images utilizing changes in image size (i.e. zooming, panning, etc.) (Halliday column 3 lines 40-46). It would have been obvious to one of ordinary skill in

the art at the time of the invention to apply Halliday's zooming feature into Davis's updatable web pages, providing Davis the benefit of zooming/panning to see image more clearly.

In regard to dependent claim 10, claim 10 reflects the system comprising computer executable (process) methods as claimed in claim 2, and is rejected along the same rationale.

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to William L. Bashore whose telephone number is (571) 272-4088. The examiner can normally be reached on 11:30am - 8:00pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph Feild can be reached on (571) 272-4090. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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).

William L. Bashore
Patent Examiner AU 2176
October 31, 2004

Notice of References Cited	Application/Control No. 09/929,904	Applicant(s)/Patent Under Reexamination CHRISTOPHER SAMANIEGO	
	Examiner William L. Bashore	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-5,937,160	08-1999	Davis et al.	709/203
	B	US-5,880,740	03-1999	Halliday et al.	345/629
	C	US-6,456,305	09-2002	Qureshi et al.	345/800
	D	US-5,870,552	02-1999	Dozier et al.	709/219
	E	US-6,563,517	05-2003	Bhagwat et al.	345/735
	F	US-6,009,436	12-1999	Motoyama et al.	707/102
	G	US-6,591,280	07-2003	Orr, Stephen Jonathan	715/513
	H	US-5,895,476	04-1999	Orr et al.	715/517
	I	US-6,623,529	09-2003	Lakritz, David	715/536
	J	US-5,890,170	03-1999	Sidana, Ashmeet S.	715/501.1
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FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
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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.

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Bib Data Sheet

CONFIRMATION NO. 9393

SERIAL NUMBER	FILING DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
09/929,904	08/14/2001 RULE	~~707~~ 715	~~2171~~ 2176	EQUI0001CIP

APPLICANTS

Christopher Samaniego, San Francisco, CA;
Nelson H. Rocky Offner, Kensington, CA;
Adrian D. Thewlis, Sausalito, CA;
David R. Boyd, San Francisco, CA;
David C. Salmon, San Rafael, CA;
Joshua N. Devan, Kentfield, CA;

** CONTINUING DATA **********

THIS APPLICATION IS A CIP OF 09/425,326 10/21/1999 OK
AND CLAIMS BENEFIT OF 60/226,043 08/16/2000 OK

** FOREIGN APPLICATIONS **********

IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** SMALL ENTITY **
** 09/18/2001

		STATE OR COUNTRY	SHEETS DRAWING	TOTAL CLAIMS	INDEPENDENT CLAIMS
Foreign Priority claimed	☑ yes ☐ no	CA	23	13	4
35 USC 119 (a-d) conditions met	☑ yes ☐ no ☐ Met after Allowance				
Verified and Acknowledged	Wilson F. Barbone OK Examiner's Signature Initials				

ADDRESS

22862

TITLE

Automated media delivery system

FILING FEE RECEIVED		
395	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

Index of Claims

Application No.	Applicant(s)
09/929,904	CHRISTOPHER SAMANIEGO
Examiner	**Art Unit**
William L. Bashore	2176

√	Rejected	–	(Through numeral) Cancelled	N	Non-Elected	A	Appeal
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Claim Final	Claim Original	Date 10/31/04								
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Search Notes	Application No.	Applicant(s)	
	09/929,904	CHRISTOPHER SAMANIEGO	
	Examiner	Art Unit	
	William L. Bashore	2176	

SEARCHED			
Class	Subclass	Date	Examiner
715	501.1	10/31/2004	WLB
715	517	10/31/2004	WLB
709	203	10/31/2004	WLB
715	513	10/31/2004	WLB
345	629	10/31/2004	WLB

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
WEST 2.2 (search enclosed)	10/31/2004	WLB
Searched related patent 6,792,575	10/31/2004	WLB

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1. Amendment and Response (9 pages)

This collection of information is required by 37 CFR 1.8. 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 1.8 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.

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Della Revecho

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Christopher Samaniego	**Docket No. :**	EQUI0001CIP
Serial No.	09/929,904	**Group Art Unit:**	2176
Filed:	August 14, 2001	**Examiner:**	Bashore, William L

Title: AUTOMATED MEDIA DELIVERY SYSTEM

February 2, 2005

Commissioner of Patents
Mail Stop Non-Fee Amendment
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT AND RESPONSE

Examiner,

In response to the Office Action mailed November 2, 2004, Applicant respectfully submits the following amendment in the above referenced application and requests the consideration of the following remarks.

PAGE 2/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

35 USC Section 112 Rejection:

Examiner stated that Claims 2 and 10 are rejected due to the indefiniteness under 35 USC 112. Applicant amends the claims and deletes "the like" in the Claims 2 and 10.

Therefore, Applicant respectfully requests that the rejection be withdrawn.

35 USC 103 Rejection:

Claims 1, 3-9, 11-13 are rejected under 35 U.S.C. 103 (a) as being unpatentable over Davis et al., U.S. Patent No. 5,937,160 issued August 1999.

Examiner indicated in the office action that Davis teaches a target web page containing special tags (<RPM>) tags), identifying where content from said email is to be inserted, said email containing CGI commands (Davis Figure 7, 14A,column 9, lines 26-37, column 10 lines 30-41).

Applicant respectfully reminds Examiner that Davis in Figure 7, (14A, and column 9, lines 26-37, column 10 lines 30-41) did not suggest emails contain CGI commands. Instead, Davis teaches an EOM command, which is a mark to indicate the end of the content to be used to replace <RPM> tag. A person skilled in the art would understand that a CGI command is not the same as an EOM command.

Most importantly, Davis in Figure 7, (14A, and column 9, lines 26-37, column 10 lines 30-41) did not teach a method of generating and delivering web page content comprising media that comprises parsing a URL containing proprietary tags to determine a content generation procedure to execute and corresponding input to said procedure. Instead, Davis teaches a method of updating a hypertext document residing on a server via an email message.

PAGE 3/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

In addition, in Davis, the <RPM> tag is in the target webs page instead of the URL that is taught by the instant application. Davis teaches a method of generating of revising a static hypertext document stored within a server in communication with a computer network, said static hypertext document having at least one designated area there within configured to receive content revisions from a user, wherein each designated area therewithin configured to receive content revisions from a user, wherein each designated area is identified by a respective markup tag that is not visible when the static hypertext document is displayed via a browser.

A person skilled in the art would understand that the <RPM> tag in the HTML web page is not the same as in the URL. The subject matter of Davis is completely different from that of the instant application.

Claims 3 and its dependent claim 4, Claims 6-13 are rejected under the same rationale presented in the rejection of the Claim 1.

Applicant respectfully submits that these claims are not obvious because of the same reason stated above.

Claims, 2, 10 are rejected under 35 USC 103 as being unpatentable over Davis, as applied to claims 1 and 5 above, and further in view of Halliday et al, U.S. Patent No. 5, 880740 issued March 1999.

Applicant respectfully submits that these claims are not obvious because of the same reason stated above.

In addition, nowhere in either Davis or Halliday suggests the same subject matter as the instant application.

Therefore, Applicant respectfully requests that the rejections be withdrawn.

PAGE 4/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

SUMMARY

Claim 2 and 10 are amended. Claims 1-13 are pending. No new matter has been added. Applicant respectfully submits that, in view of the amendments and discussion set forth herein, the pending claims are patentable over the prior art.

The examiner is invited to call Ivy Y. Mei at 650-474-8400 to discuss the pending claims.

Respectfully Submitted,

Michael A. Glenn
Reg. No. 30,176

Customer number 22862

PAGE 5/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

AMENDMENTS TO THE CLAIMS

Please amend claims as follows.

1. (Original) A method for generating and delivering Web page content comprising media, said method comprising:

parsing a URL containing proprietary tags to determine:

a content generation procedure to execute and corresponding input to said procedure;

dynamic modifications to perform on said media;

user profile characteristics; and

proxy-cache control;

generating a unique final lookup key for said media;

checking a media cache, using said final lookup key;

if said media exists in said media cache, then

passing control to said proxy-cache control; and

delivering said media;

if said media does not exist in said media cache, then

separating dynamic media system tags from content generation control tags; and

generating a unique intermediate image lookup key;

checking said media cache using said intermediate image lookup key;

if said intermediate media exists in said media cache, then

using said intermediate media for further processing;

if said intermediate media does not exist in said media cache, then

generating and caching said media, using said intermediate image lookup key;

determining if dynamic processing is required and, if affirmative, then

operating upon said media by a dynamic content generator;

PAGE 6/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

determining if content type is valid and, if negative, then

converting said media automatically to a valid type;

customizing said media for specified browser or client attributes using a user profiling system;

attaching any specified cache-control directives to a response; and

delivering said media.

2. (Currently Amended) The method of Claim 1, wherein dynamic processing comprises directives for zoom, pan, and slice~~, and the like~~.

3. (Original) A method for an end user to generate Web page content comprising media, said method comprising:

adding original media to an image system;

creating a content generation procedure containing instruction for processing said original media for said Web page content; and

creating an HTML document referring to said processed media by using a URL pointing to said content generation procedure on said image system.

4. (Original) The method of Claim 3, further comprising:

providing an authoring subsystem, said subsystem assisting with choosing parameters and with designing said content generation procedure.

5. (Original) An apparatus for generating Web-safe media, using an HTML page having a URL, said URL having encoded proprietary tags, said apparatus comprising:

a server for receiving media requests and delivering said Web-safe media;

a media repository for storing original media;

PAGE 7/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

a content generation procedure containing instructions for transforming said original media into said Web-safe media;

a URL tag parser for determining:

said content generation procedure to execute and any corresponding input parameters to be used by said procedure for generating a primary media to be cached;

dynamic content processing to be performed, if necessary by dynamic media procedures;

user profile information, if any to be used for modification of a resulting image; and

cache control HTTP headers, if any to accompany said resulting image;

a unique primary lookup key generated by said parser and associated with said primary cached media, wherein said primary cached media, if existing, is delivered as said Web-safe media through a media cache; and

a unique secondary lookup key corresponding to intermediate media requiring said dynamic media processing by said dynamic media procedures, thereby generating corresponding derivative intermediate media, and said unique secondary lookup key corresponding to said derivative intermediate media stored in a secondary media cache.

6. (Original) The apparatus of Claim 5, wherein any of said original media, said content generation procedure, and said proprietary URL tags are modified, thereby rendering an automatically updated Web-safe media.

7. (Original) The apparatus of Claim 5, wherein said apparatus is configured in parallel to a Web server infrastructure, said existing Web server infrastructure providing said media requests.

PAGE 8/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

8. (Original) The apparatus of Claim 7, wherein said apparatus is configurable to work either on-site or off-site to said Web server infrastructure.

9. (Original) The apparatus of Claim 5, wherein said primary cached media is composed of one or more original media images acquired from said media repository.

10. (Currently Amended) The apparatus of Claim 5, wherein said derivative intermediate media is suitably modified for the needs of zooming, panning, and slicing~~, or the like~~.

11. (Original) An apparatus for delivering an HTML document and derivative Web-safe media, comprising:

means for placing within said HTML document universal resource locators, herein referred to as URLs, said URLs having proprietary tags, and said HTML document accessible to a Web server by a browser;

means for through a browser said URLs generating a request for media from an image system;

means for said image system:

processing said URLs by interpreting proprietary tags;

executing an image generation procedure on said media, said procedure indicated within said tags; and

returning derivative Web-safe media and said HTML document.

12. (Original) The apparatus of Claim 11, wherein said generated media is cached on said image system, and, whereby upon subsequent requests for said cached media, said image system retrieves and delivers said cached media.

PAGE 9/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

13. (Original) The apparatus of Claim 11, wherein original media is stored in a media repository.

PAGE 10/10 * RCVD AT 2/2/2005 2:38:01 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/3 * DNIS:8729306 * CSID:650 474 8401 * DURATION (mm-ss):02-56

PATENT APPLICATION FEE DETERMINATION RECORD
Effective October 1, 2000

Application or Docket Number: 09929904

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
TOTAL CLAIMS	13	
FOR	NUMBER FILED	NUMBER EXTRA
TOTAL CHARGEABLE CLAIMS	13 minus 20=	* 0
INDEPENDENT CLAIMS	4 minus 3 =	* 1
MULTIPLE DEPENDENT CLAIM PRESENT		☐

* If the difference in column 1 is less than zero, enter "0" in column 2

SMALL ENTITY TYPE ☐		OR	OTHER THAN SMALL ENTITY	
RATE	FEE		RATE	FEE
BASIC FEE	355.00	OR	BASIC FEE	710.00
X$ 9=		OR	X$18=	
X40=	40.00	OR	X80=	
+135=		OR	+270=	
TOTAL	395.00	OR	TOTAL	

2/2/05 JW

CLAIMS AS AMENDED - PART II

AMENDMENT A

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	* 13	Minus	** 20	=
Indep ndent	* 4	Minus	*** 4	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
X$ 9=		OR	X$18=	
X40=		OR	X80=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
X$ 9=		OR	X$18=	
X40=		OR	X80=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT C

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independ nt	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
X$ 9=		OR	X$18=	
X40=		OR	X80=	
+135=		OR	+270=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

* If the entry in column 1 is less than the ntry in column 2, writ "0" in column 3.
** If the "Highest Number Pr viously Paid F r" IN THIS SPACE is less than 20, ent r "20."
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3."
Th "Highest Number Previously Paid F r" (Total or Independent) is the highest number found in the appropriat box in column 1.

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1 Mediators over taxonomy-based information sources
Yannis Tzitzikas, Nicolas Spyratos, Panos Constantopoulos
March 2005 **The VLDB Journal — The International Journal on Very Large Data Bases**, Volume 14 Issue 1
Full text available: pdf(428.09 KB) Additional Information: full citation, abstract

We propose a mediator model for providing integrated and unified access to multiple taxonomy-based sources. Each source comprises a taxonomy and a database that indexes objects under the terms of the taxonomy. A mediator comprises a taxonomy and a set of relations between the mediator's and the sources' terms, called articulations. By combining different modes of query evaluation at the sources and the mediator and different types of query translation, a flexible, efficient scheme ...

Keywords: Approximate query translation, Information integration, Mediators, Taxonomies

2 Image Retrieval from the World Wide Web: Issues, Techniques, and Systems
M. L. Kherfi, D. Ziou, A. Bernardi
March 2004 **ACM Computing Surveys (CSUR)**, Volume 36 Issue 1
Full text available: pdf(294.13 KB) Additional Information: full citation, abstract, references, index terms

With the explosive growth of the World Wide Web, the public is gaining access to massive amounts of information. However, locating needed and relevant information remains a difficult task, whether the information is textual or visual. Text search engines have existed for some years now and have achieved a certain degree of success. However, despite the large number of images available on the Web, image search engines are still rare. In this article, we show that in order to allow people to profi ...

Keywords: Image-retrieval, World Wide Web, crawling, feature extraction and selection, indexing, relevance feedback, search, similarity

3 An analysis of XML database solutions for the management of MPEG-7 media descriptions
Utz Westermann, Wolfgang Klas
December 2003 **ACM Computing Surveys (CSUR)**, Volume 35 Issue 4
Additional Information: full citation, abstract, references, index terms,

Full text available: pdf(448.76 KB) review

MPEG-7 constitutes a promising standard for the description of multimedia content. It can be expected that a lot of applications based on MPEG-7 media descriptions will be set up in the near future. Therefore, means for the adequate management of large amounts of MPEG-7-compliant media descriptions are certainly desirable. Essentially, MPEG-7 media descriptions are XML documents following media description schemes defined with a variant of XML Schema. Thus, it is reasonable to investigate curren ...

Keywords: MPEG-7, XML database systems, multimedia databases

4 Context-aware Web Information Systems
Aleksander Binemann-Zdanowicz, Roland Kaschek, Klaus-Dieter Schewe, Bernhard Thalheim
January 2004 **Proceedings of the first Asian-Pacific conference on Conceptual modelling - Volume 31**
Full text available: pdf(413.81 KB) Additional Information: full citation, abstract, references

Apart from completeness usability, performance and maintainability are the key quality aspects for Web information systems. Considering usability as key implies taking usage processes into account right from the beginning of systems development. Context-awareness appears as a promising idea for increasing usability of Web Information Systems. In the present paper we propose an approach to context-awareness of Web Information Systems that systematically distinguishes among the various important k ...

Keywords: SiteLang, Web Information Systems, Web services, context-aware information systems, media objects

5 Towards second and third generation web-based multimedia
Jacco van Ossenbruggen, Joost Geurts, Frank Cornelissen, Lynda Hardman, Lloyd Rutledge
April 2001 **Proceedings of the 10th international conference on World Wide Web**
Full text available: pdf(563.48 KB) Additional Information: full citation, references, citings, index terms

Keywords: SMIL, XML, XSLT, multimedia, transformations

6 Supporting active database learning and training through interactive multimedia
Claus Pahl, Ronan Barrett, Claire Kenny
June 2004 **ACM SIGCSE Bulletin , Proceedings of the 9th annual SIGCSE conference on Innovation and technology in computer science education**, Volume 36 Issue 3
Full text available: pdf(130.80 KB) Additional Information: full citation, abstract, references, index terms

The learning objectives of a database course include aspects from conceptual and theoretical knowledge to practical development and implementation skills. We present an interactive educational multimedia system based on the virtual apprenticeship model for the knowledge- and skills-oriented Web-based education of database course students. Combining knowledge learning and skills training in an integrated environment is a central aspect of our system. We show that tool-mediated independent learnin ...

Keywords: database courseware, knowledge and skills, multimedia, tool-mediated independent learning, virtual apprenticeship theory

7 Multimedia: Towards a multimedia formatting vocabulary

Jacco van Ossenbruggen, Lynda Hardma, Joost Geurts, Lloyd Rutledge
May 2003 **Proceedings of the 12th international conference on World Wide Web**

Full text available: pdf(189.77 KB) Additional Information: full citation, abstract, references, index terms

Time-based, media-centric Web presentations can be described declaratively in the XML world through the development of languages such as SMIL. It is difficult, however, to fully integrate them in a complete document transformation processing chain. In order to achieve the desired processing of data-driven, time-based, media-centric presentations, the text-flow based formatting vocabularies used by style languages such as XSL, CSS and DSSSL need to be extended. The paper presents a selection of u ...

Keywords: Cuypers, document transformation, formatting objects, hyper-media, multimedia

8 Learning I: Researchexplorer: gaining insights through exploration in multimedia scientific data

Bo Gong, Rahul Singh, Ramesh Jain
October 2004 **Proceedings of the 6th ACM SIGMM international workshop on Multimedia information retrieval**

Full text available: pdf(927.08 KB) Additional Information: full citation, abstract, references, index terms

An increasing amount of heterogeneous information about scientific research is becoming available on-line. This potentially allows users to explore the information from multiple perspectives and derive insights and not just raw data about a topic of interest. However, most current scientific information search systems lag behind this trend; being text-based, they are fundamentally incapable of dealing with multimedia data. An even more important limitation is that their information environmen ...

Keywords: event, exploration, interaction environment, isight, multimedia data, research event, spatio-temporal data

9 Mining multimedia data

Osmar R. Zaïane, Jiawei Han, Ze-Nian Li, Jean Hou
November 1998 **Proceedings of the 1998 conference of the Centre for Advanced Studies on Collaborative research**

Full text available: pdf(377.84 KB) Additional Information: full citation, abstract, references, citings, index terms

Data Mining is a young but flourishing field. Many algorithms and applications exist to mine different types of data and extract different types of knowledge. Mining multimedia data is, however, at an experimental stage.We have implemented a prototype for mining high-level multimedia information and knowledge from large multimedia databases. MultiMedia Miner has been designed based on our years of experience in the research and development of a relational data mining system, DBMiner, in the Inte ...

Keywords: data cube, data mining, data warehousing, image analysis, information retrieval, multimedia, world-wide web

10 The internet as an engine of scholarship

Joseph S. Fulda
March 2000 **ACM SIGCAS Computers and Society**, Volume 30 Issue 1

Full text available: pdf(1.21 MB) Additional Information: full citation

11 sTeam: structuring information in team-distributed knowledge management in cooperative learning environments
August 2001 **Journal on Educational Resources in Computing (JERIC)**

Full text available: pdf(179.03 KB) Additional Information: full citation, abstract, references, index terms, review

Learning is a socially embedded design process. But most of todays hypermedia systems fail to properly support the design-related and the social aspects of learning. Authoring and Web-publishing systems aim to support the authors design processes. Consequently, the activities of learners are confined to selecting and reading. Based on some fundamental reflections on the role of technology in learning processes, we conclude that top priority must be given to the construction of infrastructur ...

Keywords: cooperative learning, cooperative support, learner-centered approaches, sTeam (structuring information in a team), web-based learning and teaching

12 Reusability and adaptability of interactive resources in Web-based educational systems
Abdulmotaleb El Saddik, Stephan Fischer, Ralf Steinmetz
March 2001 **Journal on Educational Resources in Computing (JERIC)**

Full text available: pdf(257.16 KB) Additional Information: full citation, abstract, references, citings, index terms, review

The production of interactive multimedia content is in most cases an expensive task in terms of time and cost. Hence, optimizing production by exploiting the reusability of interactive multimedia elements is mandatory. Reusability can be triggered by a combination of resuable multimedia components and the appropriate use of metadata to control the components as well as their combination. In this article, we discuss the reusability aspects of interactive multimedia content in web ...

13 Building a successful e-business: the FedEx story
Ali F. Farhoomand, Pauline S. P. Ng, William L. Conley
April 2003 **Communications of the ACM**, Volume 46 Issue 4

Full text available: pdf(325.80 KB) html(22.10 KB) Additional Information: full citation, abstract, references, index terms

The company famous for transporting goods from anywhere to anywhere around the globe has used its impressive information infrastructure to expand into a channel logistics business.

14 Web engineering: A visual environment for dynamic web application composition
Kimihito Ito, Yuzuru Tanaka
August 2003 **Proceedings of the fourteenth ACM conference on Hypertext and hypermedia**

Full text available: pdf(1.56 MB) Additional Information: full citation, abstract, references, citings, index terms

HTML-based interface technologies enable end-users to easily use various remote Web applications. However, it is difficult for end-users to compose new integrated tools of both existing Web applications and legacy local applications such as spreadsheets, chart tools and database. In this paper, the authors propose a new framework where end-users can wrap remote Web applications into visual components called *pads*, and functionally combine them together through drag & drop-paste operations. ...

Keywords: hypermedia, intelligentPad, personalization, web application linkage, web application wrapping

15 Effective access to large audiovisual assets based on user preferences
S. Ioannou, G. Moschovitis, K. Ntalianis, K. Karpouzis, S. Kollias
November 2000 **Proceedings of the 2000 ACM workshops on Multimedia**

Full text available: pdf(1.01 MB) Additional Information: full citation, abstract, references, index terms

Current multimedia databases contain a wealth of information in the form of audiovisual, as well as text data. Even though efficient search algorithms have been developed for either media, there still exists the need for abstract presentation and summarization of the results of database users' queries. Moreover, multimedia retrieval systems should be capable of providing the user with additional information related to the specific subject of the query, as well as suggest other topics which us ...

Keywords: multimedia databases, query expansion, text-based search, user profiling, web access

16 Database techniques for the World-Wide Web: a survey
Daniela Florescu, Alon Levy, Alberto Mendelzon
September 1998 **ACM SIGMOD Record**, Volume 27 Issue 3

Full text available: pdf(1.79 MB) Additional Information: full citation, citings, index terms

17 Surveys: Structured databases on the web: observations and implications
Kevin Chen-Chuan Chang, Bin He, Chengkai Li, Mitesh Patel, Zhen Zhang
September 2004 **ACM SIGMOD Record**, Volume 33 Issue 3

Full text available: pdf(393.19 KB) Additional Information: full citation, abstract, references, citings

The Web has been rapidly "deepened" by the prevalence of databases online. With the potentially unlimited information hidden behind their query interfaces, this "deep Web" of searchable databses is clearly an important frontier for data access. This paper surveys this relatively unexplored frontier, measuring characteristics pertinent to both exploring and integrating structured Web sources. On one hand, our "macro" study surveys the deep Web at large, in April 2004, adopting the random IP-sa ...

18 Hypermedia semantics: Finding the story: broader applicability of semantics and discourse for hypermedia generation
Lloyd Rutledge, Martin Alberink, Rogier Brussee, Stanislav Pokraev, William van Dieten, Mettina Veenstra
August 2003 **Proceedings of the fourteenth ACM conference on Hypertext and hypermedia**

Full text available: pdf(396.48 KB) Additional Information: full citation, abstract, references, citings, index terms

Generating hypermedia presentations requires processing constituent material into coherent, unified presentations. One large challenge is creating a generic process for producing hypermedia presentations from the semantics of potentially unfamiliar domains. The resulting presentations must both respect the underlying semantics and appear as coherent, plausible and, if possible, pleasant to the user. Among the related unsolved problems is the inclusion of discourse knowledge in the generation pro ...

Keywords: RDF, SMIL, clustering, concept lattices, discourse, hypermedia, narrative,

semantics

19 EIU's ViewsWire: new wine in a new bottle
Peter Lovelock, Ali F. Farhoomand
December 2000 **Proceedings of the twenty first international conference on Information systems**
Full text available: pdf(516.64 KB) Additional Information: full citation, references, index terms

20 Contextualizing the information space in federated digital libraries
M. P. Papazoglou, J. Hoppenbrouwers
March 1999 **ACM SIGMOD Record**, Volume 28 Issue 1
Full text available: pdf(695.20 KB) Additional Information: full citation, abstract, citings, index terms

Rapid growth in the volume of documents, their diversity, and terminological variations render federated digital libraries increasingly difficult to manage. Suitable abstraction mechanisms are required to construct meaningful and scalable document clusters, forming a cross-digital library information space for browsing and semantic searching. This paper addresses the above issues, proposes a distributed semantic framework that achieves a logical partitioning of the information space accordi ...

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L8	709/203.ccls.	5359	L8
L7	715/513|517.ccls.	1246	L7
L6	715/501.1.ccls.	1027	L6
L5	(L4 or L2 or L1) and (profil$3 and header$1)	186	L5
L4	L3 and (custom$8 same (content$1 or media))	338	L4
L3	(L1 or L2) and database$1	945	L3
L2	HTMl and unique tag$1	382	L2
L1	HTML and (proprietary same (tag$1 or element$1))	663	L1

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PGPUB-DOCUMENT-NUMBER: 20050081144
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PGPUB-DOCUMENT-NUMBER: 20040177148
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20040177148 A1

TITLE: Method and apparatus for selecting and viewing portions of web pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

3. Document ID: US 20040148571 A1

L9: Entry 3 of 42 File: PGPB Jul 29, 2004

PGPUB-DOCUMENT-NUMBER: 20040148571
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20040148571 A1

TITLE: Method and apparatus for adapting web contents to different display area

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

4. Document ID: US 20040049737 A1

L9: Entry 4 of 42 File: PGPB Mar 11, 2004

PGPUB-DOCUMENT-NUMBER: 20040049737

PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20040049737 A1

TITLE: System and method for displaying information content with selective horizontal scrolling

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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5. Document ID: US 20040049589 A1

L9: Entry 5 of 42 File: PGPB Mar 11, 2004

PGPUB-DOCUMENT-NUMBER: 20040049589
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20040049589 A1

TITLE: Arrangement and a method relating to session management in a portal structure

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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6. Document ID: US 20030177202 A1

L9: Entry 6 of 42 File: PGPB Sep 18, 2003

PGPUB-DOCUMENT-NUMBER: 20030177202
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20030177202 A1

TITLE: Method and apparatus for executing an instruction in a web page

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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7. Document ID: US 20030078960 A1

L9: Entry 7 of 42 File: PGPB Apr 24, 2003

PGPUB-DOCUMENT-NUMBER: 20030078960
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20030078960 A1

TITLE: Architecture and process for creating software applications for multiple domains

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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8. Document ID: US 20030014500 A1

L9: Entry 8 of 42 File: PGPB Jan 16, 2003

PGPUB-DOCUMENT-NUMBER: 20030014500
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20030014500 A1

TITLE: Transactional data communications for process control systems

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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9. Document ID: US 20030014483 A1

L9: Entry 9 of 42 File: PGPB Jan 16, 2003

PGPUB-DOCUMENT-NUMBER: 20030014483
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20030014483 A1

TITLE: Dynamic networked content distribution

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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10. Document ID: US 20020169885 A1

L9: Entry 10 of 42 File: PGPB Nov 14, 2002

PGPUB-DOCUMENT-NUMBER: 20020169885
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020169885 A1

TITLE: Digital television application protocol for interactive television

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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11. Document ID: US 20020169851 A1

L9: Entry 11 of 42 File: PGPB Nov 14, 2002

PGPUB-DOCUMENT-NUMBER: 20020169851
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020169851 A1

TITLE: Internet-based system for dynamically creating and delivering customized content within remote web pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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12. Document ID: US 20020129094 A1

L9: Entry 12 of 42 File: PGPB Sep 12, 2002

PGPUB-DOCUMENT-NUMBER: 20020129094

PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020129094 A1

TITLE: Software and method for automatically sending a data object that includes user demographics

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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13. Document ID: US 20020038349 A1

L9: Entry 13 of 42 File: PGPB Mar 28, 2002

PGPUB-DOCUMENT-NUMBER: 20020038349
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20020038349 A1

TITLE: Method and system for reusing internet-based applications

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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14. Document ID: US 20010037361 A1

L9: Entry 14 of 42 File: PGPB Nov 1, 2001

PGPUB-DOCUMENT-NUMBER: 20010037361
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20010037361 A1

TITLE: Methods and systems for transactional tunneling

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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15. Document ID: US 20010037359 A1

L9: Entry 15 of 42 File: PGPB Nov 1, 2001

PGPUB-DOCUMENT-NUMBER: 20010037359
PGPUB-FILING-TYPE: new
DOCUMENT-IDENTIFIER: US 20010037359 A1

TITLE: System and method for a server-side browser including markup language graphical user interface, dynamic markup language rewriter engine and profile engine

Full | Title | Citation | Front | Review | Classification | Date | Reference | Sequences | Attachments | Claims | KWIC | Draw De

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16. Document ID: US 6859910 B2

L9: Entry 16 of 42 File: USPT Feb 22, 2005

US-PAT-NO: 6859910
DOCUMENT-IDENTIFIER: US 6859910 B2

TITLE: Methods and systems for transactional tunneling

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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17. Document ID: US 6834306 B1

L9: Entry 17 of 42 File: USPT Dec 21, 2004

US-PAT-NO: 6834306
DOCUMENT-IDENTIFIER: US 6834306 B1

TITLE: Method and apparatus for notifying a user of changes to certain parts of web pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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18. Document ID: US 6792575 B1

L9: Entry 18 of 42 File: USPT Sep 14, 2004

US-PAT-NO: 6792575
DOCUMENT-IDENTIFIER: US 6792575 B1

TITLE: Automated processing and delivery of media to web servers

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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19. Document ID: US 6779178 B1

L9: Entry 19 of 42 File: USPT Aug 17, 2004

US-PAT-NO: 6779178
DOCUMENT-IDENTIFIER: US 6779178 B1

TITLE: System and method for personalizing electronic mail messages

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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20. Document ID: US 6772216 B1

L9: Entry 20 of 42 File: USPT Aug 3, 2004

US-PAT-NO: 6772216
DOCUMENT-IDENTIFIER: US 6772216 B1
**** See image for Certificate of Correction ****

TITLE: Interaction protocol for managing cross company processes among network-

distributed applications

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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21. Document ID: US 6769009 B1

L9: Entry 21 of 42 File: USPT Jul 27, 2004

US-PAT-NO: 6769009
DOCUMENT-IDENTIFIER: US 6769009 B1

TITLE: Method and system for selecting a personalized set of information channels

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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22. Document ID: US 6763388 B1

L9: Entry 22 of 42 File: USPT Jul 13, 2004

US-PAT-NO: 6763388
DOCUMENT-IDENTIFIER: US 6763388 B1

TITLE: Method and apparatus for selecting and viewing portions of web pages

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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23. Document ID: US 6763343 B1

L9: Entry 23 of 42 File: USPT Jul 13, 2004

US-PAT-NO: 6763343
DOCUMENT-IDENTIFIER: US 6763343 B1

TITLE: Preventing duplication of the data in reference resource for XML page generation

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

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24. Document ID: US 6757898 B1

L9: Entry 24 of 42 File: USPT Jun 29, 2004

US-PAT-NO: 6757898
DOCUMENT-IDENTIFIER: US 6757898 B1

TITLE: Electronic provider--patient interface system

Full | Title | Citation | Front | Review | Classification | Date | Reference | | | Claims | KWIC | Draw De

UNITED STATES PATENT AND TRADEMARK OFFICE

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United States Patent and Trademark Office
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NOTICE OF ALLOWANCE AND FEE(S) DUE

22862 7590 06/06/2005

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

EXAMINER
BASHORE, WILLIAM L

ART UNIT	PAPER NUMBER
2176	

DATE MAILED: 06/06/2005

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/929,904	08/14/2001	Christopher Samaniego	EQUI0001CIP	9393

TITLE OF INVENTION: AUTOMATED MEDIA DELIVERY SYSTEM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$700	$300	$1000	09/06/2005

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. 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. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE REFLECTS A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE APPLIED IN THIS APPLICATION. THE PTOL-85B (OR AN EQUIVALENT) MUST BE RETURNED WITHIN THIS PERIOD EVEN IF NO FEE IS DUE OR THE APPLICATION WILL BE REGARDED AS ABANDONED.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL should be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). Even if the fee(s) have already been paid, Part B - Fee(s) Transmittal should be completed and returned. 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.

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.

PTOL-85 (Rev. 12/04) Approved for use through 04/30/2007.

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 (703) 746-4000

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)

22862 7590 06/06/2005

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

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.

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 (703) 746-4000, on the date indicated below.

(Depositor's name)

(Signature)

(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/929,904	08/14/2001	Christopher Samaniego	EQUI0001CIP	9393

TITLE OF INVENTION: AUTOMATED MEDIA DELIVERY SYSTEM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$700	$300	$1000	09/06/2005

EXAMINER	ART UNIT	CLASS-SUBCLASS
BASHORE, WILLIAM L	2176	707-501100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "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.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys 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.

1_____

2_____

3_____

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)

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

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

☐ Issue Fee

☐ Publication Fee (No small entity discount permitted)

☐ Advance Order - # of Copies _____

4b. Payment of Fee(s):

☐ A check in the amount of the fee(s) is enclosed.

☐ Payment by credit card. Form PTO-2038 is attached.

☐ The Director is hereby authorized by charge the required fee(s), or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above.
NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information 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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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22862 7590 06/06/2005

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

EXAMINER
BASHORE, WILLIAM L

ART UNIT	PAPER NUMBER
2176	

DATE MAILED: 06/06/2005

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 754 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 754 day(s).

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 Customer Service Center of the Office of Patent Publication at (703) 305-8283.

PTOL-85 (Rev. 12/04) Approved for use through 04/30/2007.

Notice of Allowability	Application No.	Applicant(s)	
	09/929,904	SAMANIEGO ET AL.	
	Examiner	Art Unit	
	William L. Bashore	2176	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY 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.

1. ☒ This communication is responsive to *2/2/2005*.

2. ☒ The allowed claim(s) is/are *1-2, 5-10, renumbered as 1-8 respectively*.

3. ☒ The drawings filed on *14 August 2001* are accepted by the Examiner.

4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☐ Copies of the certified copies of the priority documents 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 this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

William L. Bashore
WILLIAM BASHORE
PRIMARY EXAMINER

May 29, 2005

EXAMINER'S AMENDMENT

1. Claims 1-2, 5-10 (renumbered as 1-8 respectively), are allowed. The following is an examiner's amendment to the claims.

Permission for this amendment has been granted by Applicant via telephone call to Michael A. Glenn on May 25, 2005, and to Ivy Y. Mei on May 27, 2005.

2. Please amend the claims as follows:

Please cancel claims 3-4, 11-13 without prejudice.

Please replace claim 1 with the following claim:

1. (Currently Amended) A <u>computer implemented</u> method for generating and delivering Web page content comprising media, said method comprising:

parsing a URL containing proprietary tags to determine:

a content generation procedure to execute and corresponding input to said procedure;

dynamic modifications to perform on said media;

user profile characteristics; and

proxy-cache control;

generating a unique final lookup key for said media;

checking a media cache, using said final lookup key;

if said media exists in said media cache, then

passing control to said proxy-cache control; and

delivering said media;

if said media does not exist in said media cache, then

separating dynamic media system tags from content generation control tags; and

generating a unique intermediate image lookup key;

checking said media cache using said intermediate image lookup key;

if said intermediate media exists in said media cache, then

using said intermediate media for further processing;

if said intermediate media does not exist in said media cache, then

generating and caching said media, using said intermediate image lookup key;

determining if dynamic processing is required and, if affirmative, then

operating upon said media by a dynamic content generator,

determining if content type is valid and, if negative, then

converting said media automatically to a valid type;

customizing said media for specified browser or client attributes using a user profiling system;

attaching any specified cache-control directives to a response; and

delivering said media.

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to William L. Bashore whose telephone number is (571) 272-4088. The examiner can normally be reached on 11:30am - 8:00pm EST.

4. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph Feild can be reached on (571) 272-4090. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

5. 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).

William L. Bashore

WILLIAM BASHORE
PRIMARY EXAMINER

May 29, 2005

Notice of References Cited	Application/Control No. 09/929,904	Applicant(s)/Patent Under Reexamination SAMANIEGO ET AL.	
	Examiner William L. Bashore	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Zaiane et al., Mining multimedia data, 1998 ACM Conference of the Center for Advanced Studies on Collaborative research, November 1998, pages 1-18.
	V	
	W	
	X	

*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.

Issue Classification	Application/Control No.	Applicant(s)/Patent under Reexamination	
	09/929,904	SAMANIEGO ET AL.	
	Examiner	Art Unit	
	William L. Bashore	2176	

ISSUE CLASSIFICATION

ORIGINAL						CROSS REFERENCE(S)							
CLASS				SUBCLASS	CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)							
715				501.1	715	513	517						
INTERNATIONAL CLASSIFICATION					709	203							
G	0	6	F	15/00									
G	0	6	F	17/00									
G	0	6	F	15/16									
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(Assistant Examiner) (Date)	WILLIAM BASHORE PRIMARY EXAMINER	Total Claims Allowed: 1-8	
S. Chapman 6-2-05 (Legal Instruments Examiner) (Date)	William L. Bashore 5/29/2005 (Primary Examiner) (Date)	O.G. Print Claim(s) 1	O.G. Print Fig. 7

☐ 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
1	1		31		61		91		121		151		181
2	2		32		62		92		122		152		182
	3		33		63		93		123		153		183
	4		34		64		94		124		154		184
3	5		35		65		95		125		155		185
4	6		36		66		96		126		156		186
5	7		37		67		97		127		157		187
6	8		38		68		98		128		158		188
7	9		39		69		99		129		159		189
8	10		40		70		100		130		160		190
	11		41		71		101		131		161		191
	12		42		72		102		132		162		192
	13		43		73		103		133		163		193
	14		44		74		104		134		164		194
	15		45		75		105		135		165		195
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	29		59		89		119		149		179		209
	30		60		90		120		150		180		210

Search Notes	Application/Control No.	Applicant(s)/Patent under Reexamination	
	09/929,904	SAMANIEGO ET AL.	
	Examiner	Art Unit	
	William L. Bashore	2176	

SEARCHED			
Class	Subclass	Date	Examiner
715	501.1	5/29/2005	WLB
715	517	5/29/2005	WLB
709	203	5/29/2005	WLB
715	513	5/29/2005	WLB

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner
715	**501.1**	**5/29/2005**	**WLB**
715	513, 517	5/29/2005	WLB
709	203	5/29/2005	WLB

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
WEST 2.2 (updated search enclosed)	5/29/2005	WLB
ACM (search enclosed)	5/29/2005	WLB

Index of Claims	Application/Control No.	Applicant(s)/Patent under Reexamination
	09/929,904	SAMANIEGO ET AL.
	Examiner	Art Unit
	William L. Bashore	2176

√	Rejected	–	(Through numeral) Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

Claim Final	Claim Original	5/27/05	Date								Claim Final	Claim Original	Date								Claim Final	Claim Original	Date							
1	1	=										51										101								
2	2	=										52										102								
	~~3~~											53										103								
	~~4~~											54										104								
3	5	=										55										105								
4	6	=										56										106								
5	7	=										57										107								
6	8	=										58										108								
7	9	=										59										109								
8	10	=										60										110								
	~~11~~											61										111								
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22862 7590 06/06/2005

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

09/06/2005 TBESHAH2 00000040 071445 09929904

01 FC:2501 700.00 DA
02 FC:1504 300.00 DA
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Della Revecho (Depositor's name)
(Signature)
2 September 2005 (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/929,904	08/14/2001	Christopher Samaniego	EQUI0001CIP	9393

TITLE OF INVENTION: AUTOMATED MEDIA DELIVERY SYSTEM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$700	$300	$1000	09/06/2005

EXAMINER	ART UNIT	CLASS-SUBCLASS
BASHORE, WILLIAM L	2176	707-501100

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "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.

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1 Glenn Patent Group
2 Michael A. Glenn
3

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Automated Media Processing Solutions, Inc. dba Equilibrium, \"AMPS"\ Inc. Mill Valley, California USA

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

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☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature Julia A. Thomas Date 2 September 2005
Typed or printed name Julia A. Thomas Registration No. 52,283

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PAGE 3/4 * RCVD AT 9/2/2005 6:49:16 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-5/24 * DNIS:7464000 * CSID:650 474 8401 * DURATION (mm-ss):01-50

OIPE IAP78
SEP 02 2005
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samaniego et al
Serial No. 09/929,904
Filed: August 14, 2001
William
Title: Automated Media Delivery System

Docket No. : EQUI0001CIP
Group Art Unit: 2176
Examiner: Bashore,

Date: 02 September 2005

Commissioner of Patents
Mail Stop - Issue Fee
P.O. Box 1450
Alexandria, VA 22313-1450

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Respectfully submitted,

Julia A. Thomas

Julia A. Thomas
Reg. No. 52,283

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Della Revecho
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