

UTILITY PATENT APPLICATION TRANSMITTAL (Only for new nonprovisional applications under 37 CFR 1.53(b))	Attorney Docket No.	EQUI0016D-C
	First Inventor	Sean BARGER
	Title	AUTOMATED MEDIA DELIVERY SYSTEM
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APPLICATION ELEMENTS <i>See MPEP chapter 600 concerning utility patent application contents.</i>	ADDRESS TO: Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450
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1. ☐ Fee Transmittal Form. (PTO/SB/17 or equivalent)	ACCOMPANYING APPLICATION PARTS 9. ☐ Assignment Papers. (cover sheet & document(s)) Name of Assignee _____ 10. ☐ 37 CFR 3.73(c) Statement. (when there is an assignee) ☒ Power of Attorney. 11. ☐ English Translation Document. (if applicable) 12. ☒ Information Disclosure Statement. (PTO/SB/08 or PTO-1449) ☐ Copies of citations attached 13. ☐ Preliminary Amendment. 14. ☐ Return Receipt Postcard. (MPEP § 503) (Should be specifically itemized) 15. ☐ Certified Copy of Priority Document(s). (if foreign priority is claimed) 16. ☐ Nonpublication Request. Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent. 17. ☐ Other: _____
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Application Number	Application submitted herewith
Filing Date	January 28, 2013
First Named Inventor	Sean BARGER
Title	AUTOMATED MEDIA DELIVERY SYSTEM
Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	EQUI0016D-C

SIGNATURE of Applicant or Patent Practitioner

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Name	Deborah L. Caswell	Telephone	650-474-8400
Registration Number	61766		

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AUTOMATED MEDIA DELIVERY SYSTEM

BACKGROUND OF THE INVENTION

5 CROSS REFERENCE TO RELATED APPLICATIONS

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

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TECHNICAL FIELD

The invention relates to software systems. More particularly, the invention relates to
20 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

25 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
30 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.

5 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
10 state of the customer's workflow to produce graphics for Web pages can be described as follows:

Current Workflow for Creating Web Graphics

- 15
 - Original Artwork/Asset Creation
 - Use third-party point products
 - Asset Editing
 - Scale/reduce/slice
 - Asset Format Conversion
- 20
 - JPEG/GIF/PNG
 - Asset Staging
 - Place in Web file system
 - Edit HTML
 - Create/Modify HTML for particular page
- 25
 - Store HTML on Web server
 - View final pages
 - Repeat process for each version of each graphic on each page

Estimated time

- 30
 - 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.

5

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."

15

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

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

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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.”

5 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.”

15 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.

5

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.

10

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

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

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

1) The original images must be created. It is suggested that the image be converted to Flashpix for better performance.

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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.

30

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.

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

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

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

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

- 20 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.

- 25 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

- 30 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.

- 5 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
10 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
15 associated Web pages.

BRIEF DESCRIPTION OF THE DRAWINGS

- 20 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;
25

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

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

Fig. 5 is a schematic diagram showing the components of the system involved in Web site administration according to the invention;

5 Fig. 6 is a simple overview showing the components of the system according to the invention;

Fig. 7 is a schematic diagram showing the process flow of a proprietary enabled page delivered to a Web browser according to the invention;

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

Fig. 9 is a flow chart showing an HTML parsing process according to the invention;

15 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;

20 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;

25 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;

30 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
5 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;

10 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

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

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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
25 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.

30

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.

- 5 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.
- 10 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
15 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
20 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
25 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
30 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
5 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
10 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
15 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.

20 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
25 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.

30 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.

5

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
5 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
10 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
15 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
20 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).

25 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.

30

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

Adjust RGB

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

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

10 **Blur**

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

This command applies a simple blur filter on the image.

Blur Convolve

15 Blur_Blur()

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

Blur Convolve More

Blur_MoreBlur()

20 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.

25

Blur Motion

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

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

30

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>])

35 This command composites the specified “brush” (foreground) image onto the current “target” (background) image.

Colorize

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

40 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>)

- 5 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>])

10

This command crops the media to a specified size.

Discard

Discard()

15

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>])

20

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

Equal

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

25

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>])

30

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>)

35

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

Find Edges

Stylize_FindEdges([threshold=<value 0..255>] [grayscale] [mono] [invert])

40

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.

5

Frame Add

FrameAdd(Source @ <filename>)

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

10

Glow/Halo

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

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

15

High Pass

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

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

20

Import Channel

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

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

25

Load

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

This command loads a media from the specified file.

30

Maximum

Other_Maximum([radius=<value 1..10>])

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

35

Minimum

Other_Minimum([radius=<value 1..10>])

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

40

Normalize

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

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

Pixellate Mosaic

45

Pixellate_Mosaic([size=<value 2..64>])

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

Pixellate Fragment

5 Pixellate_Fragment([radius=<value 1..16>])

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

Quad Warp

10 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

15 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

20 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.

25

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

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

This command saves a media to the specified file.

Scale

35 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

40 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.

45

Set Color

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

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

Set Resolution

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

This command changes the DPI of the image in memory.

Sharpen

Sharpen_Sharpen()

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

Sharpen More

Sharpen_SharpenMore()

15 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])

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

Stylize Emboss

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

25 This command converts the image to an embossed version.

Text Drawing

DrawText(Text @ <string> Font @ [size @ <value>
[color @ <color in hexadecimal>] [smooth @ <true, false>] [<left, right, top, bottom> @ <true,
false>]
30 [x @ <pixel>] [y @ <pixel>] [wrap @ <pixel-width>] [justify @ {left,center,right}] [angle @ <angle>])

This command composites the specified text string onto the image.

Text Making

MakeText(text @ <string> font @ [path @ <path to font directory>] [size @ <value
1..4095>]
35 [color @ <color in hexadecimal>] [smooth @ <true, false>] [wrap @ <pixel-width>]
[justify @ {left,center,right}] [angle @ <angle>])

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

40 **Trace Contour**

Stylize_TraceContour([level=<value 0..255>] [upper] [invert])

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

Unsharpen Mask

Sharpen_UnsharpMask([amount=<percentage 1..500>] [radius=<value 0.1..250>]
[threshold=<value 0..255>])

5 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>])

10 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

- 20 • 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;
- 25 • 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:
- 30 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,
5 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.

10 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
15 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
20 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
25 updated. Any change to the original image automatically propagates throughout the system. The Web site is easier to manage. Testing of the Web site is easier because there is no need to test all 100 combinations. A small subset of combinations will guarantee adequate coverage.

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

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

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

5

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.

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

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

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

An automatic graphics delivery system that operates in parallel with an existing Web site infrastructure is provided. The system streamlines the post-production process by automating the production of media through content generation procedures controlled by proprietary tags placed within URLs embedded within Web documents. The author simply places the original media in the system, and adds proprietary tags to the URLs for accessing that media. The system automatically processes the URL encoded tags and automatically produces derivative media for the web site from the original media.

25

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.

30

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.

5

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.

10

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.

15

20

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.

25

30

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
5 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
10 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,
15 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
20 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
25 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
30 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
5 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
10 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
15 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
20 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
25 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
30 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.

5

Table D – Tags

f=function

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

args=arguments

10

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

15

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

sp= slice position

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

20

is=image size parameter

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

p=user profile string

25

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.

30

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

5 Table E – Content Creation Commands

Adjust HSB

Allows the HSB of an image to be altered.

Adjust RGB

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

10 Colorize

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

Brush Composite

Composites the specified brush image onto the current target image.

Convert

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

Crop

Crops the media to the specified size.

Dropshadow

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

20 Equalize

Performs an equalization on the relevant components of the media.

FixAlpha

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

Flip

25 Flips the media vertically or horizontally.

Glow

Produces a glow or halo around the image.

Load

Loads in a media from the specified file.

Normalize

Similar to equalize, but for audio.

Reduce

Reduces the image to a specified palette.

5

Rotate

Rotates the media clockwise by the specified *angle* in degrees.

Save

Saves the media to the specified file.

Scale

10

Scales the media to the specified size.

SetColor

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

Text Drawing

Composites the specified text onto the image.

15

Text Making

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

Zoom

20

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.

25

Table F - System Features

30

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;

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

Uses intelligent scaling of line drawings;

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

Preserves original image assets;

10 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

15 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
20 enhancements may be made without departing from the spirit and scope of the claims that follow.

CLAIMS

5

LISTING OF CLAIMS

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

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

10

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

determining whether a previously-generated first intermediate media content is available for reuse, the previously-generated first intermediate media content

15

having been created using the first original media content and the first set of content generation operations; and

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

20

previously-generated first intermediate media content; and

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

25

set of transformation operations on the first intermediate media content; and

sending the first optimized media content to the first playback device.

2. The method of Claim 1, further comprising:

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

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

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

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

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

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

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

sending the second optimized media content to the second playback device.

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

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

5 4. The method of Claim 2, wherein the first set of content generation operations and the second set of content generation operations are different, and the first set of transformation operations and the second set of transformation operations are different.

10 5. The method of Claim 1, further comprising:

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

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

6. The method of Claim 1, further comprising:

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

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

25 transformation operations;

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

7. The method of Claim 6, wherein the first optimized media content is at a first

5 level of quality and the alternate first optimized media content is at a second level of quality, wherein the first level of quality is higher than the second level of quality;

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

10

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

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

wherein the first request contains information, the information indicating a first

15 original media content, first content generation operations, and first transformation operations;

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

20 generation operations; and

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

25 responsive to determining that a previously-generated first intermediate

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

5 sending the first optimized media content to the first playback device.

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

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

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

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

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

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

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

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

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

5

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

10

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

15

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

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

20

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

25

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

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

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

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

14. The method of Claim 13, wherein the first optimized media content is at a first level of quality and the alternate first optimized media content is at a second level of quality, wherein the first level of quality is higher than the second level of quality;

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

20

AUTOMATED MEDIA DELIVERY SYSTEM

5

ABSTRACT

10 An automatic graphics delivery system that operates in parallel with an existing Web site infrastructure is provided. The system streamlines the post-production process by automating the production of media through content generation procedures controlled by proprietary tags placed by an author within URLs embedded within Web documents.

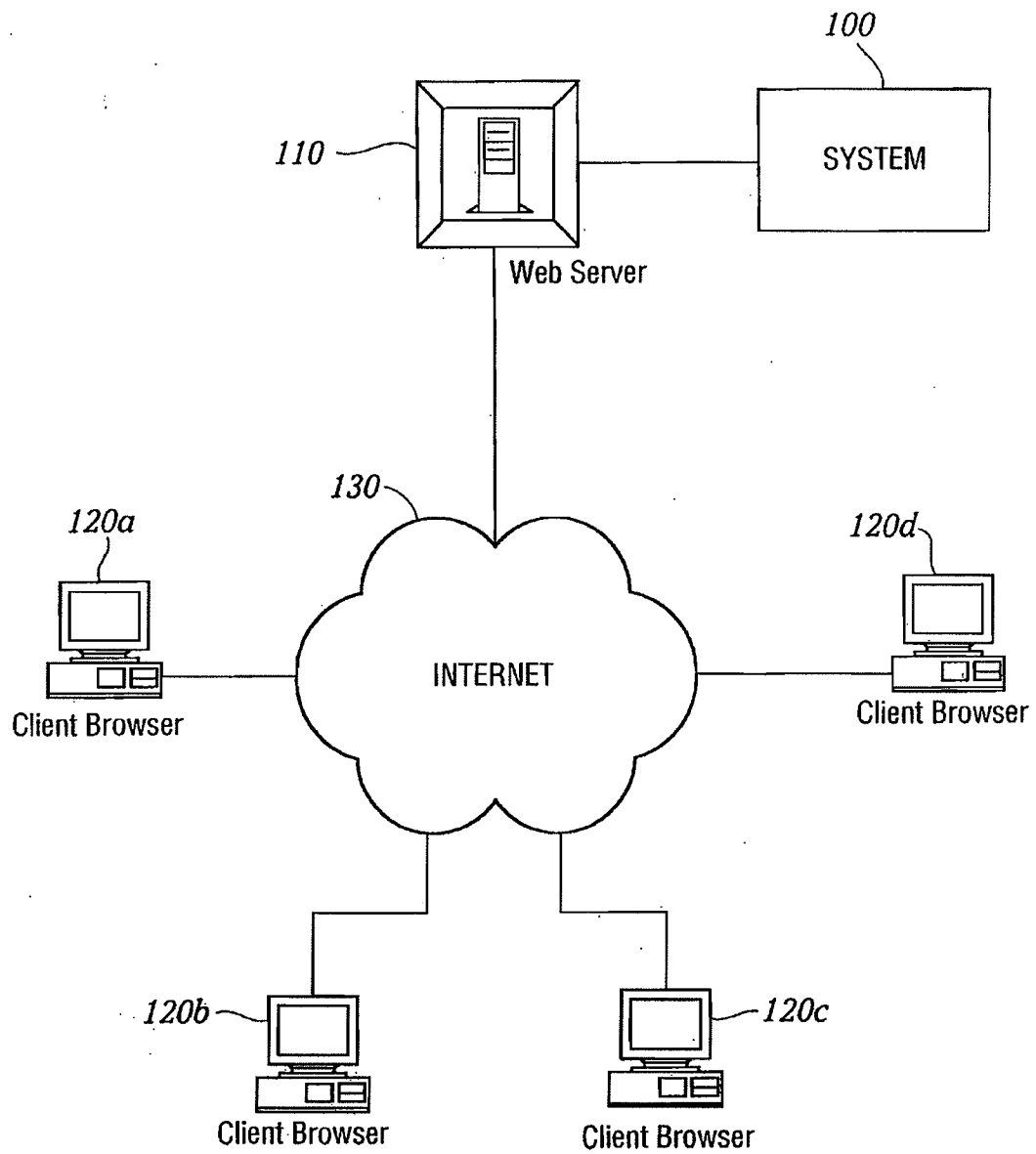


FIG. 1

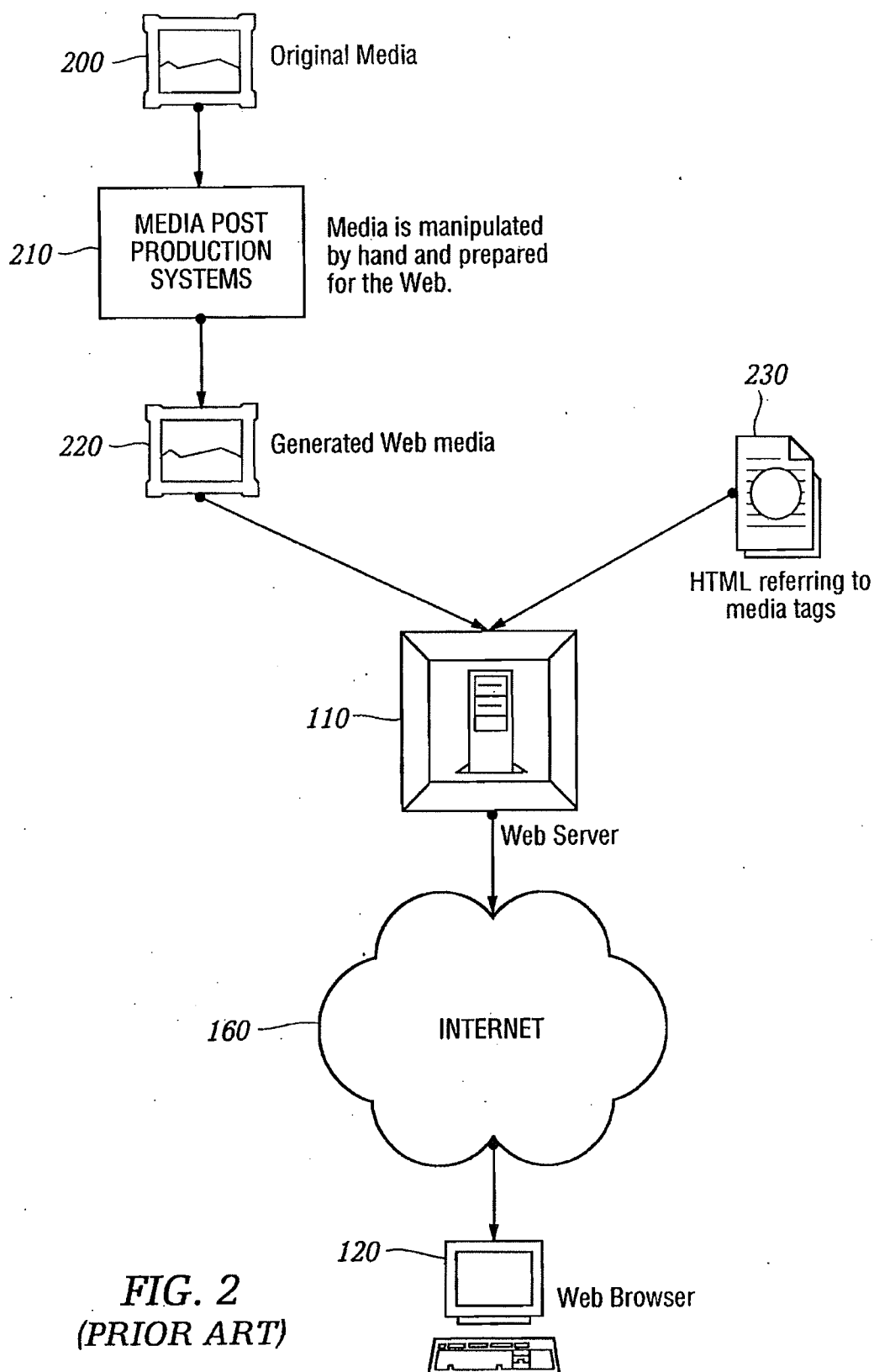
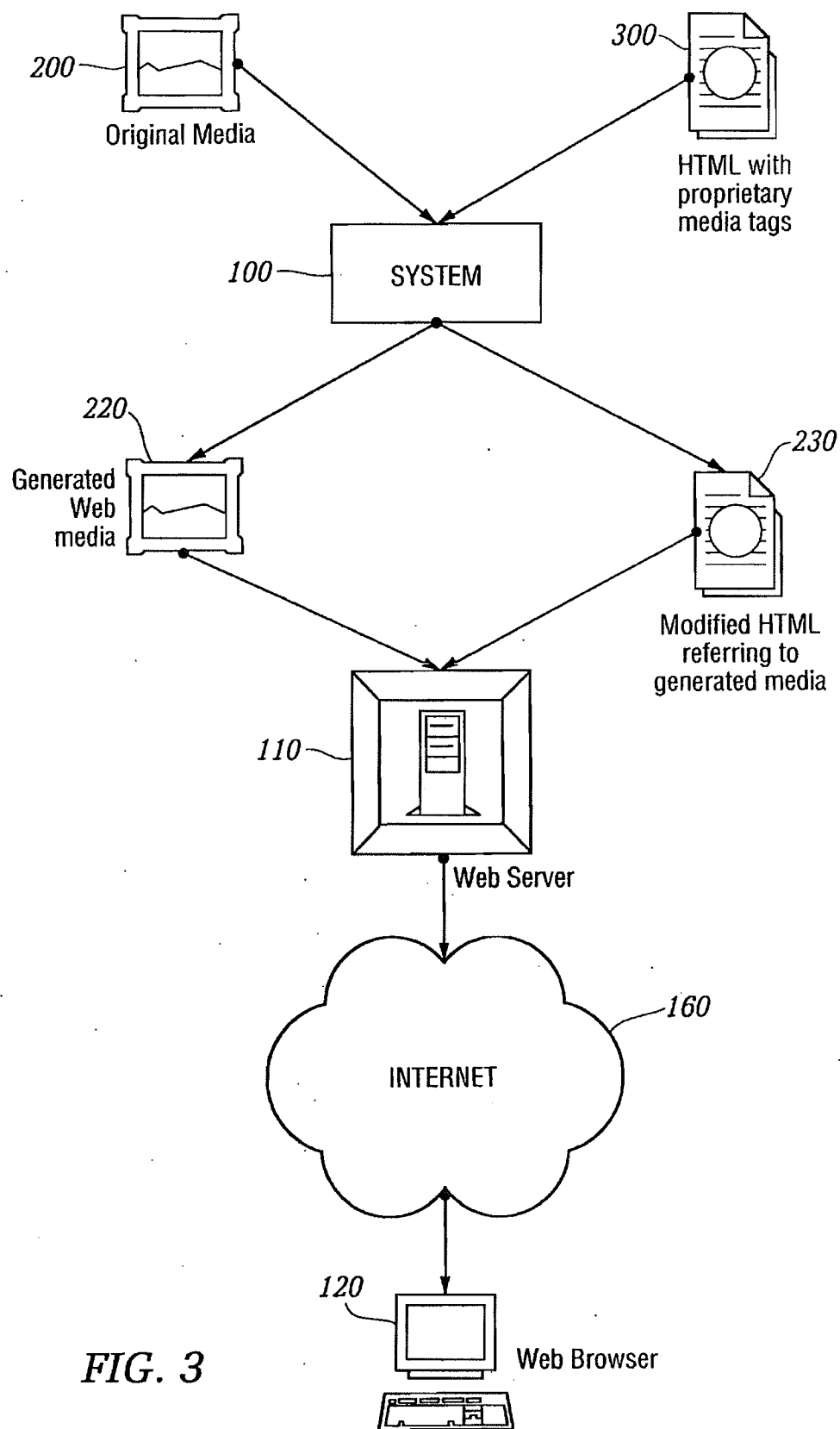


FIG. 2
(PRIOR ART)

**FIG. 3**

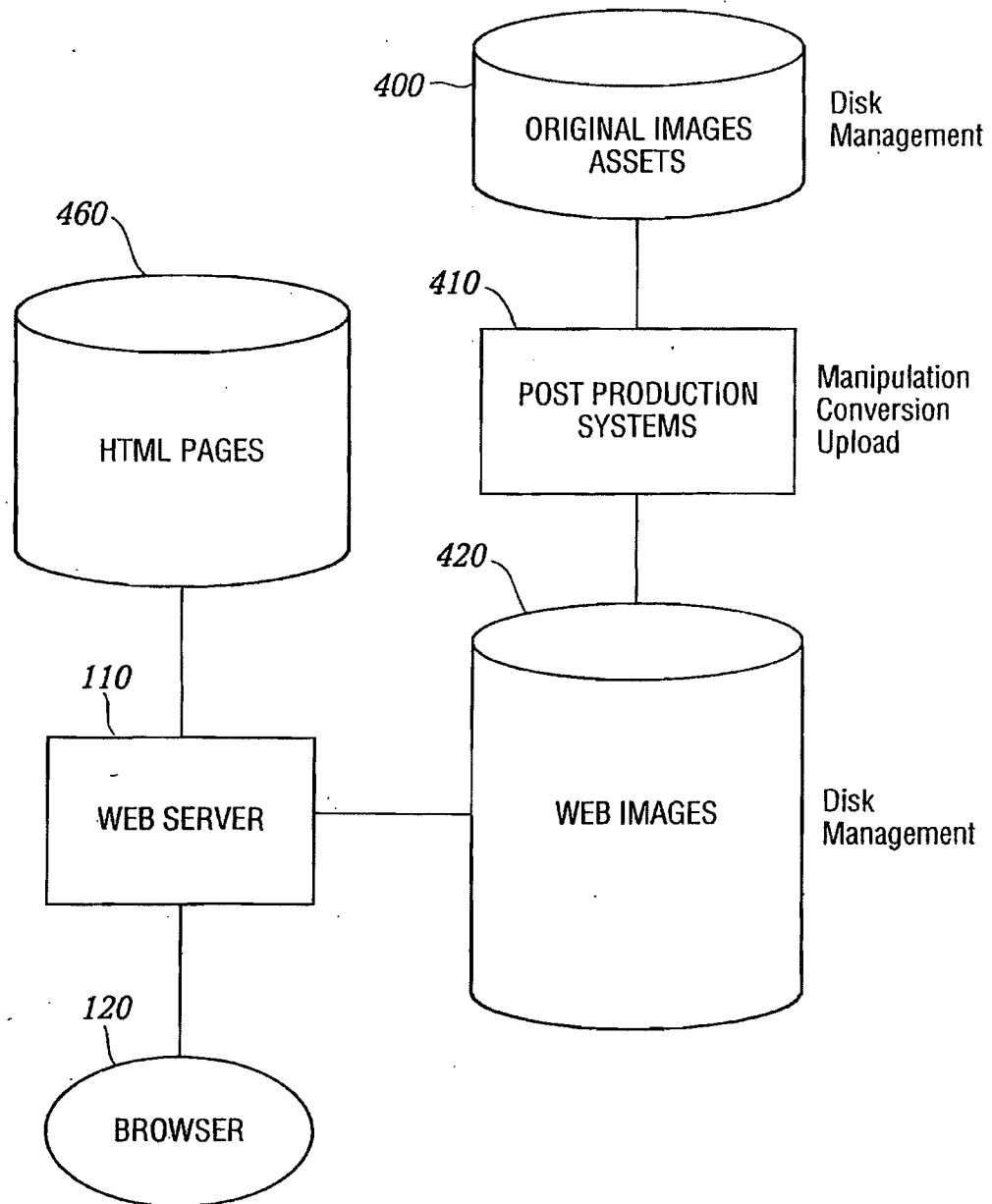


FIG. 4
(PRIOR ART)

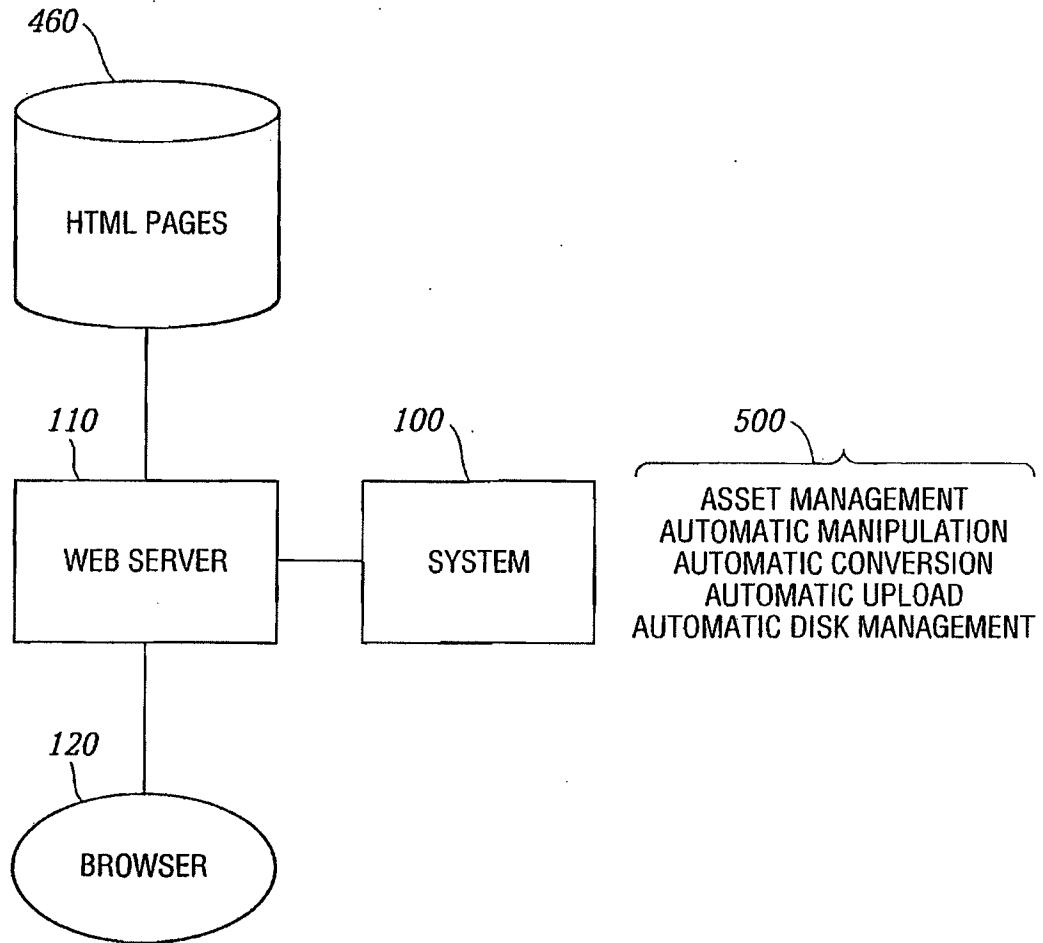


FIG. 5

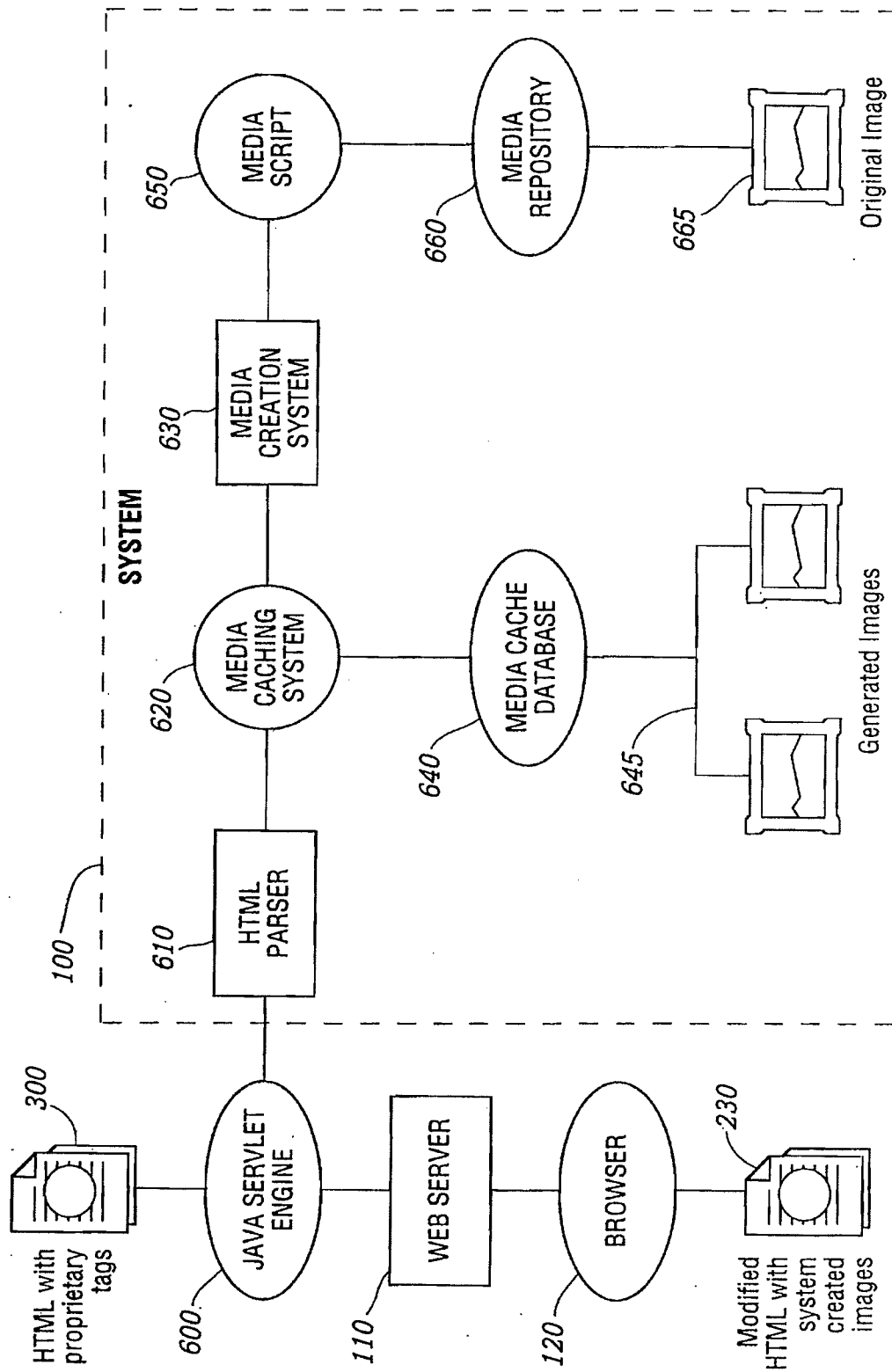
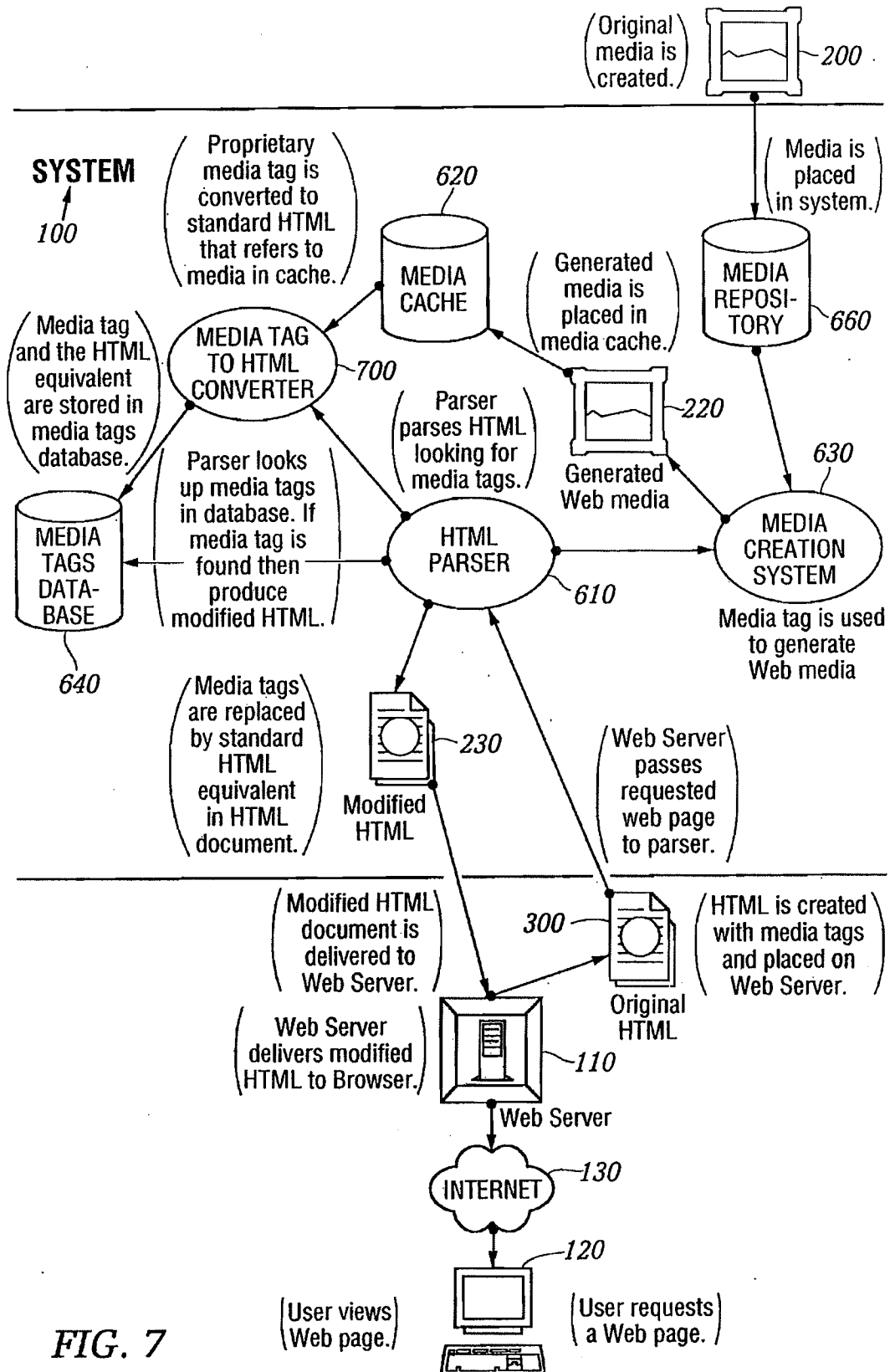
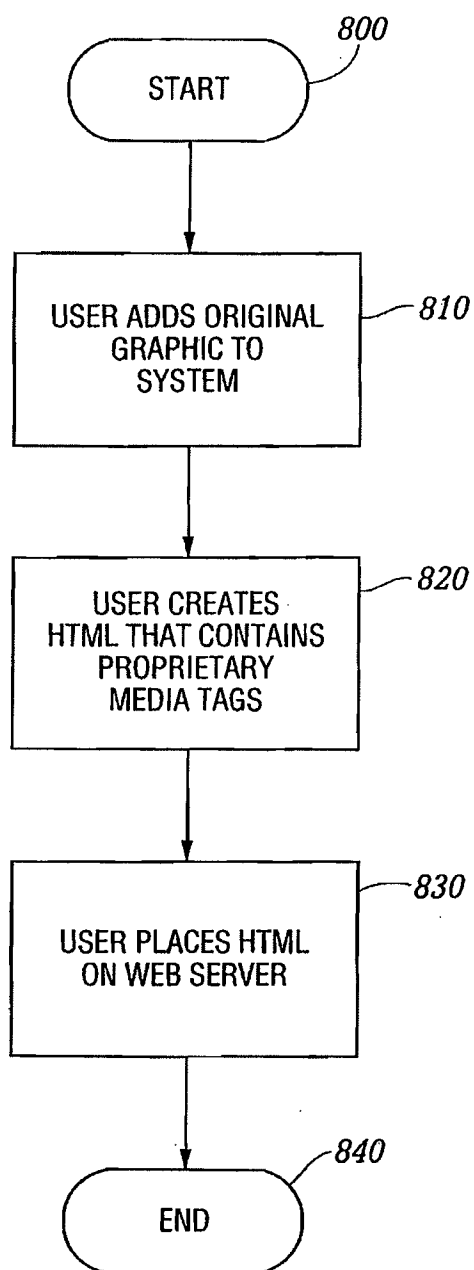


FIG. 6



AUTHORING FLOWCHART

*FIG. 8*

HTML PARSING FLOWCHART

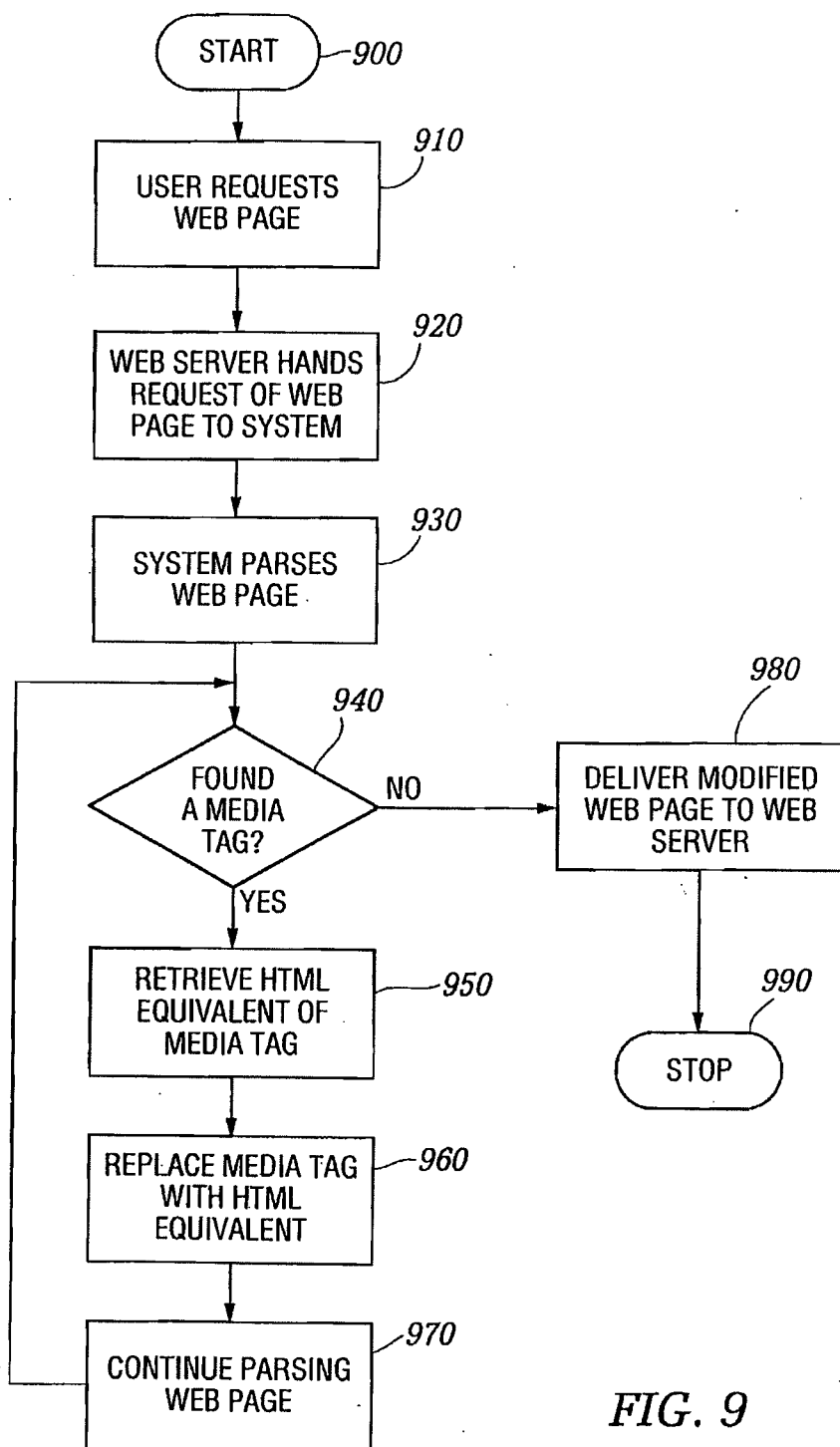


FIG. 9

MEDIA CREATION FLOWCHART

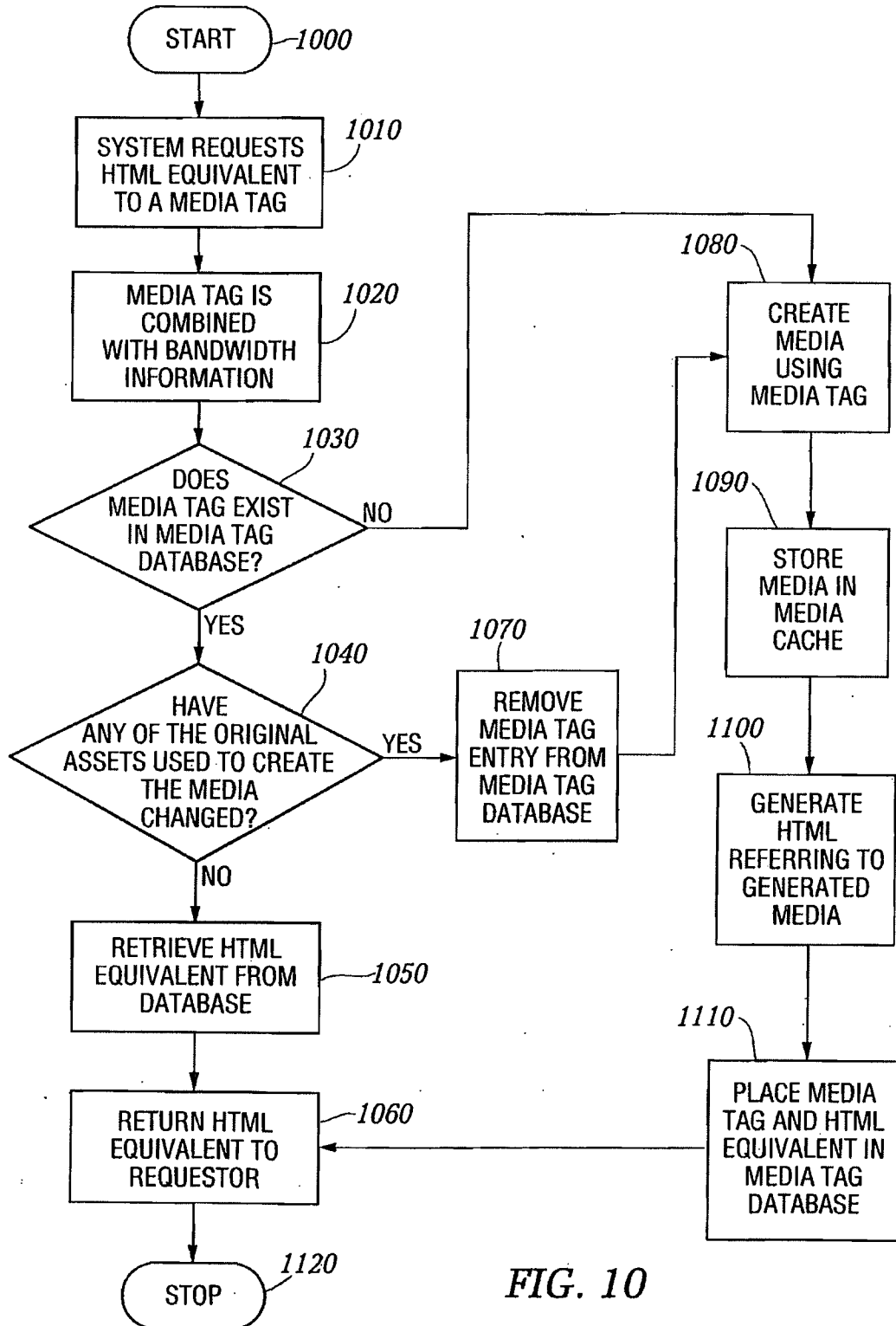


FIG. 10

DATABASE DESCRIPTION

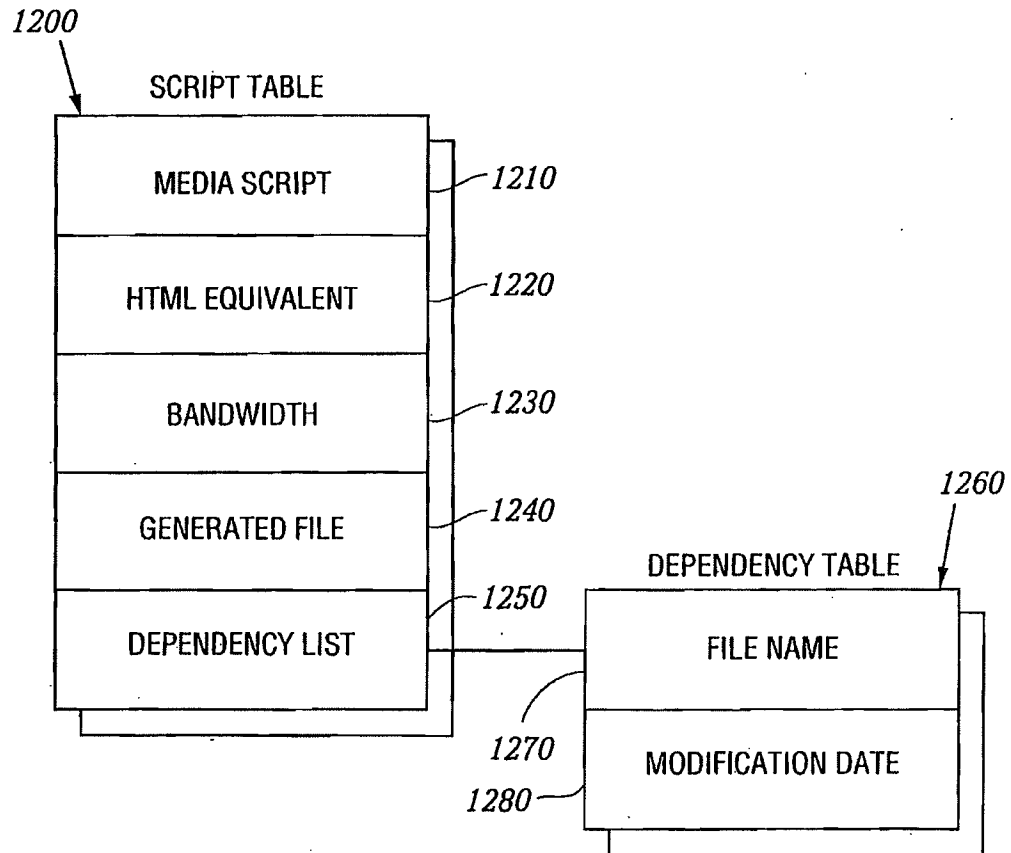


FIG. 12

ORIGINAL IMAGES

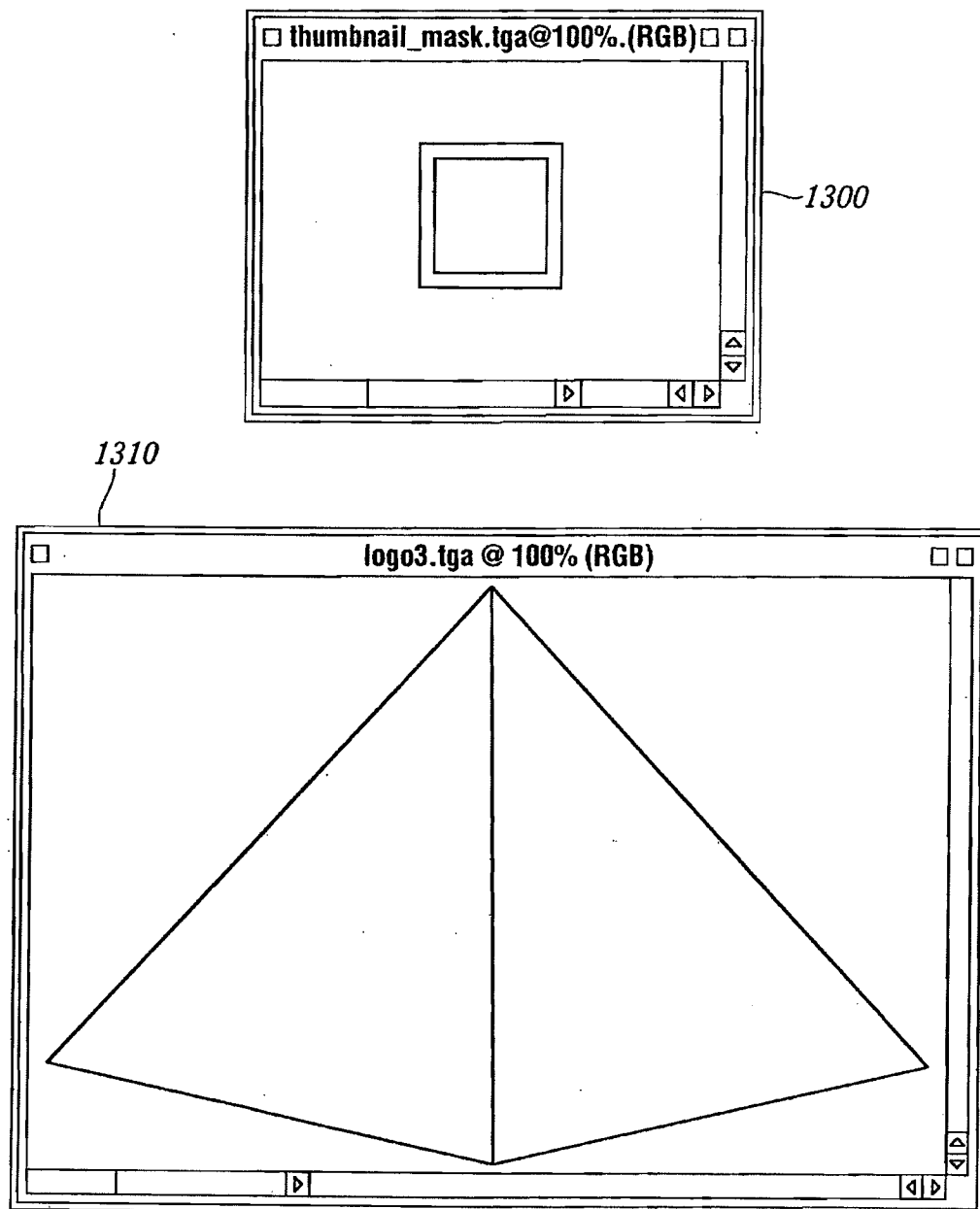


FIG.13

HTML DOCUMENT WITH PROPRIETARY TAG

1400

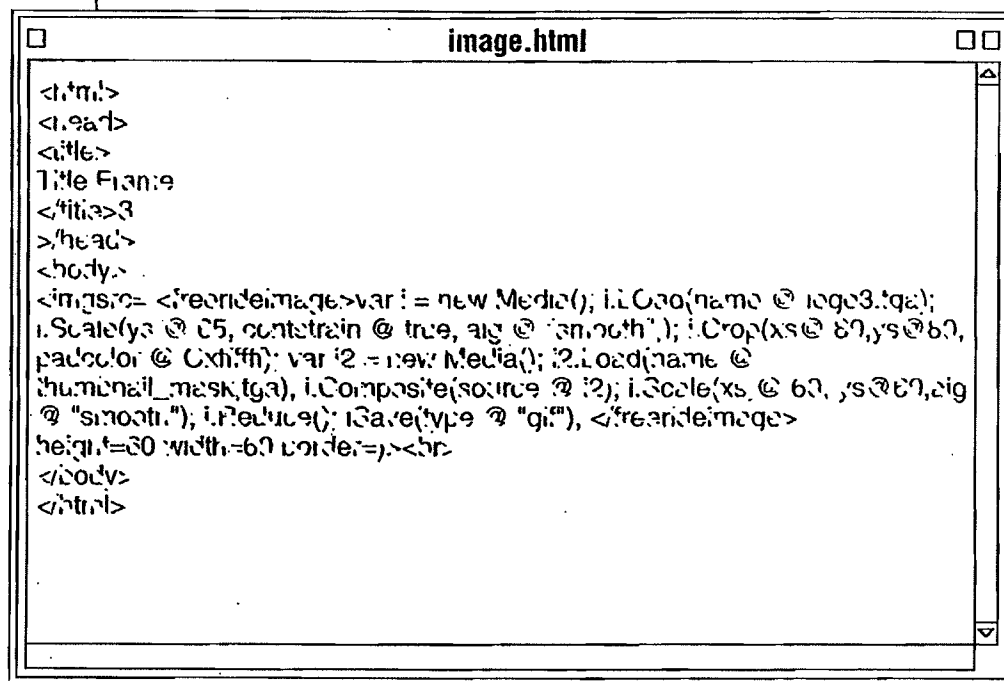
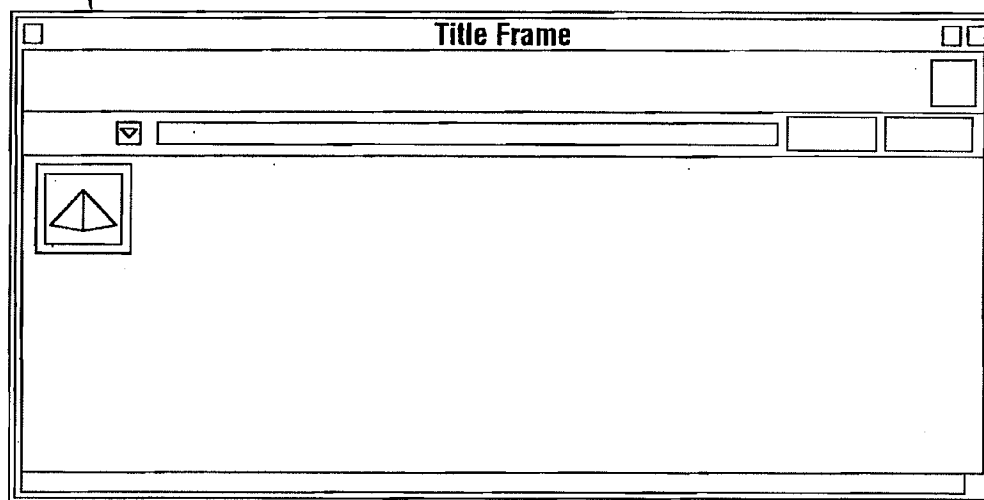


FIG.14

1500

HTML DOCUMENT VIEWED IN BROWSER



1510

HTML DOCUMENT SOURCE

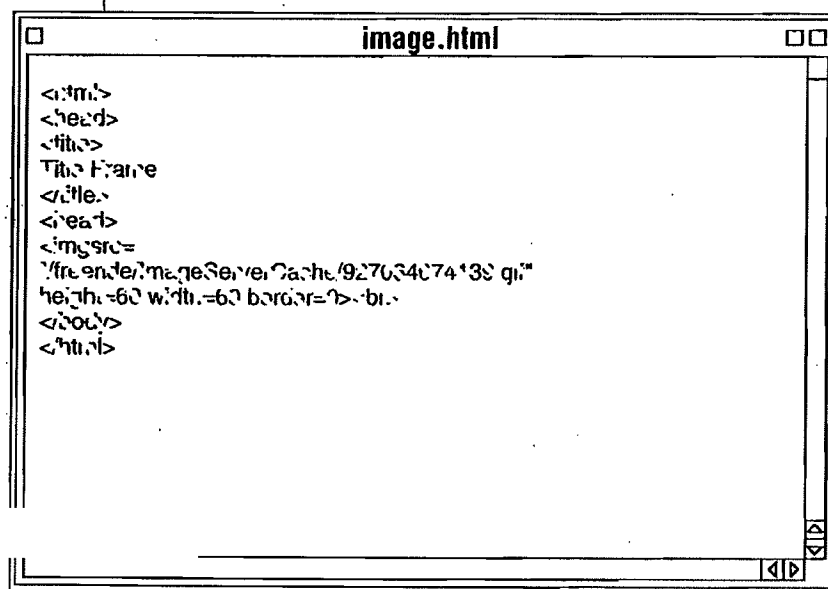


FIG.15

GENERATED GIF IMAGE

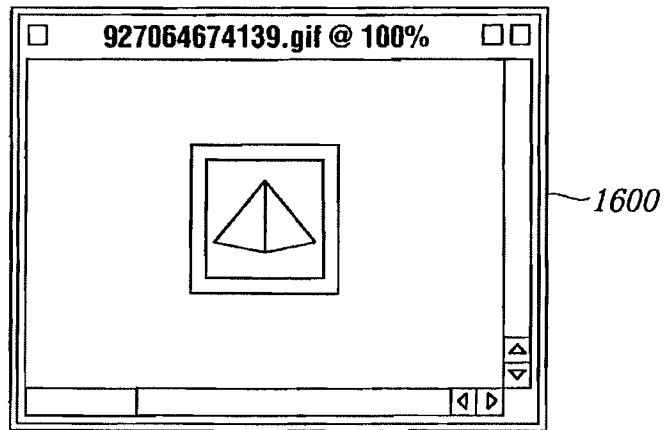


FIG.16

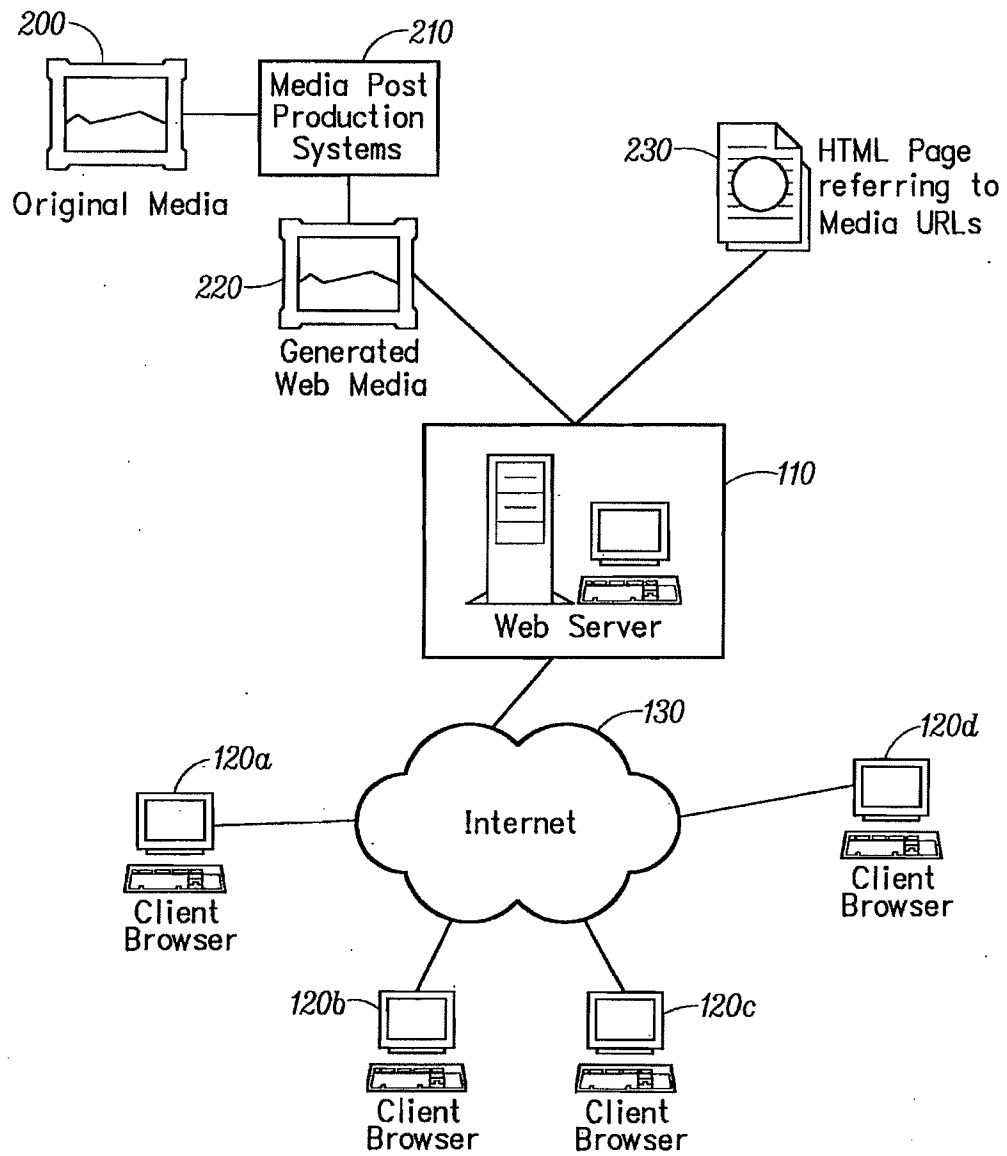
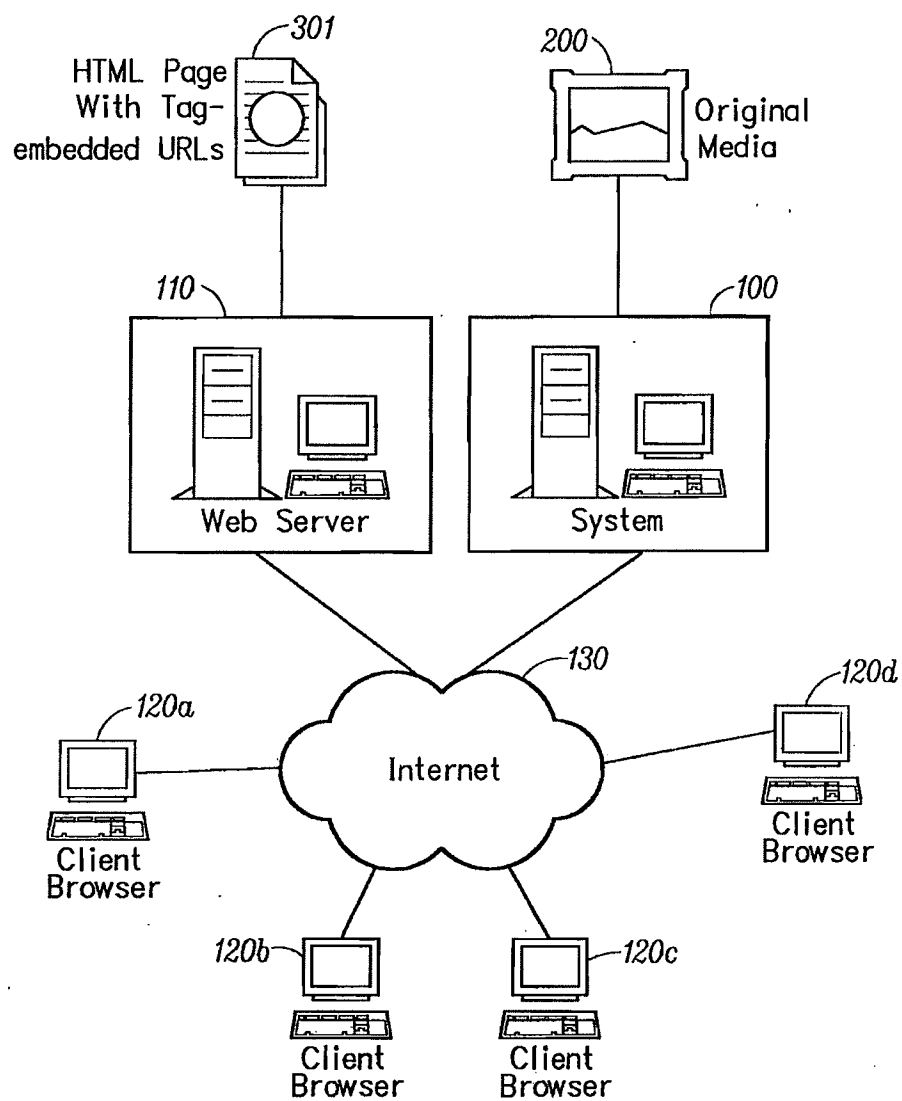


FIG. 17

*FIG. 18*

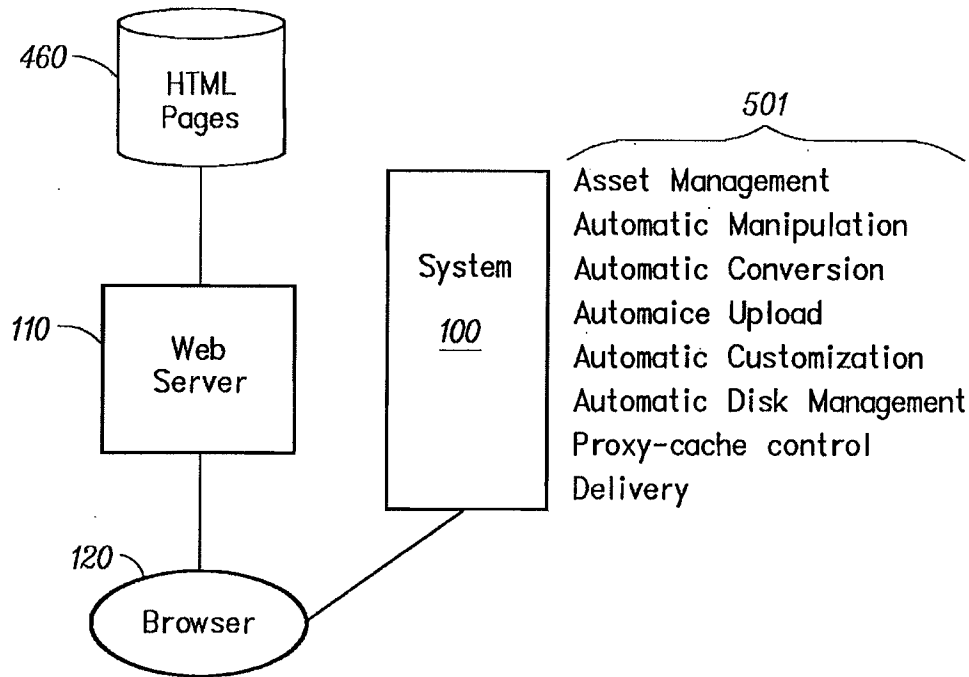


FIG. 19

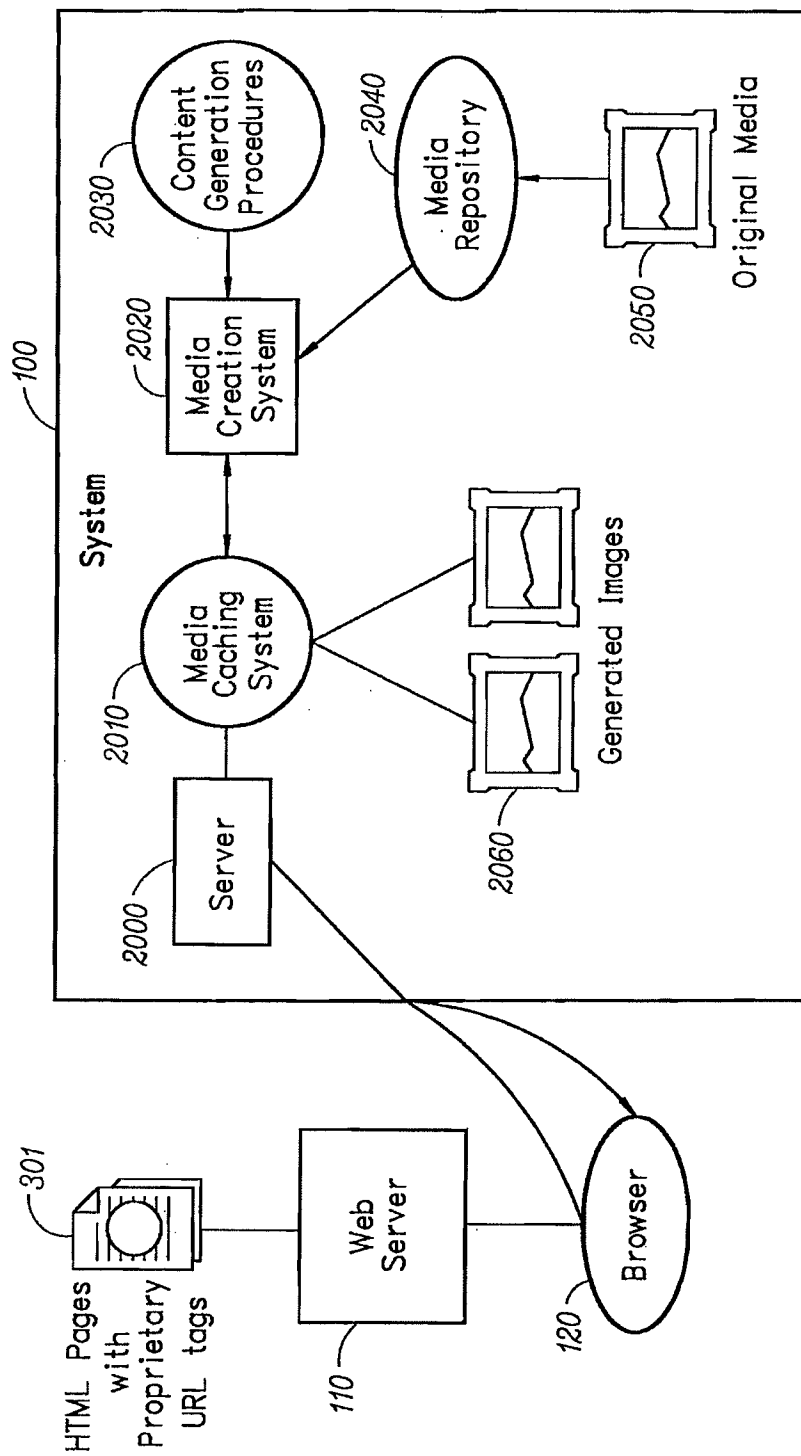


FIG. 20

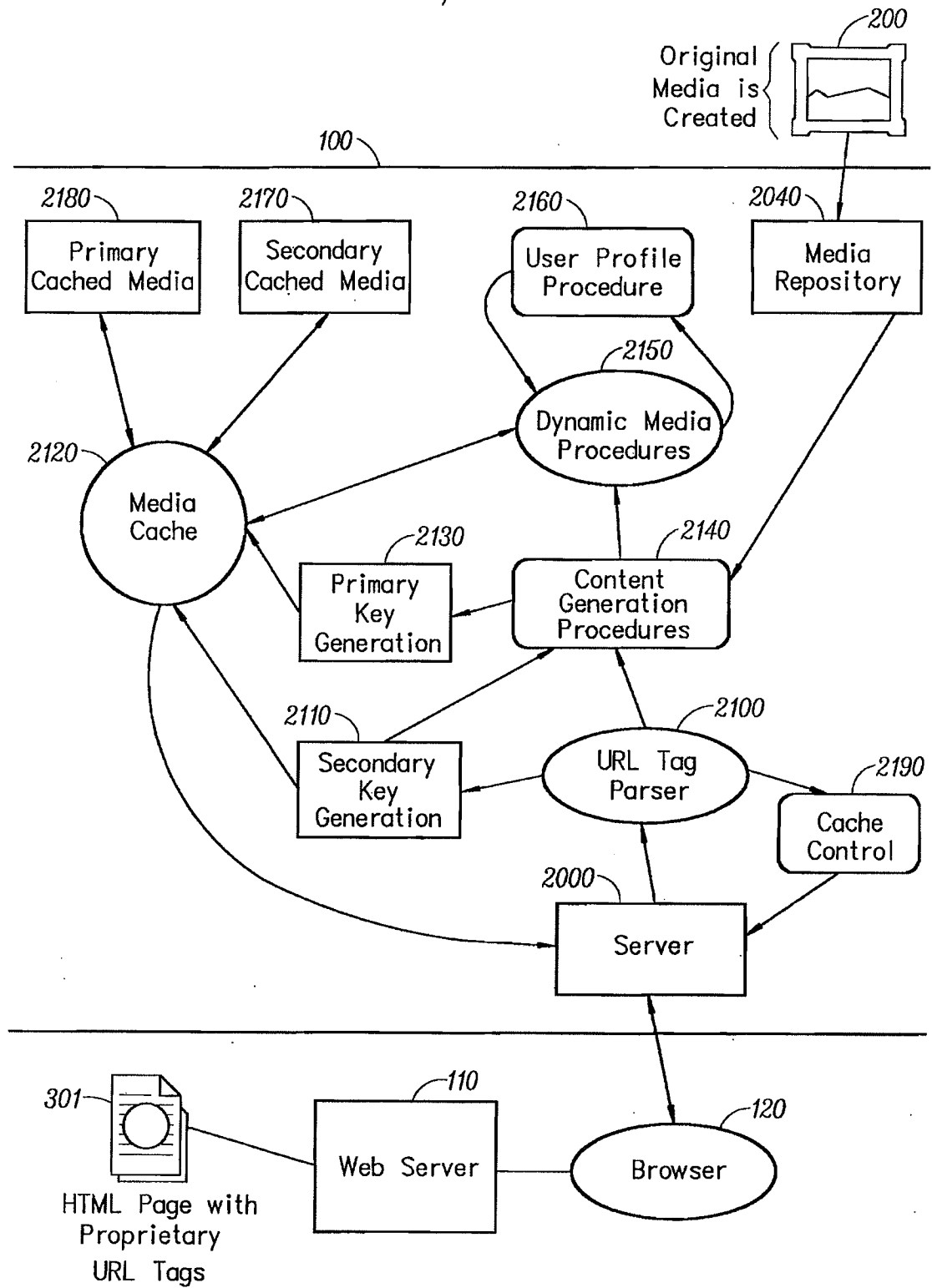


FIG. 21

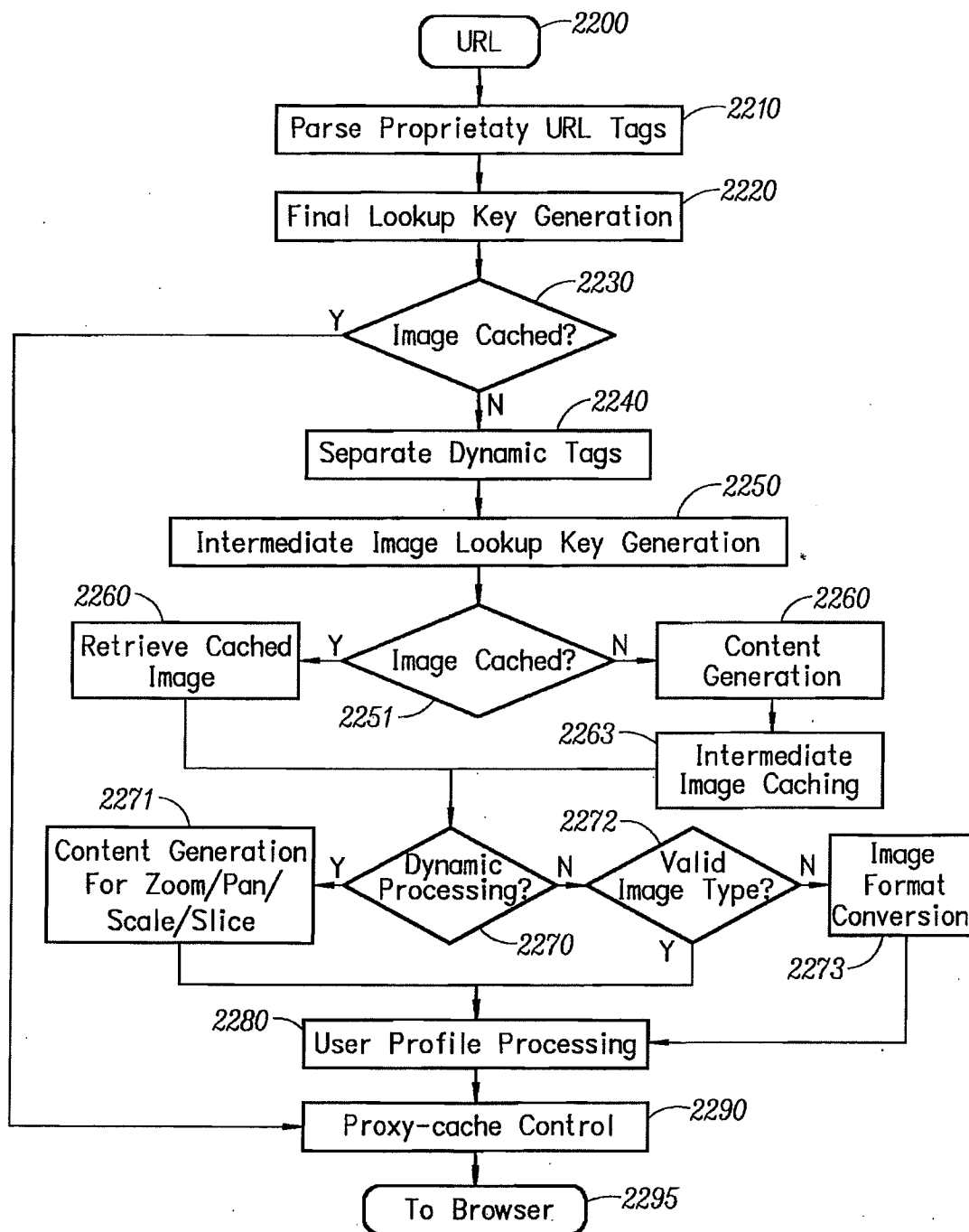
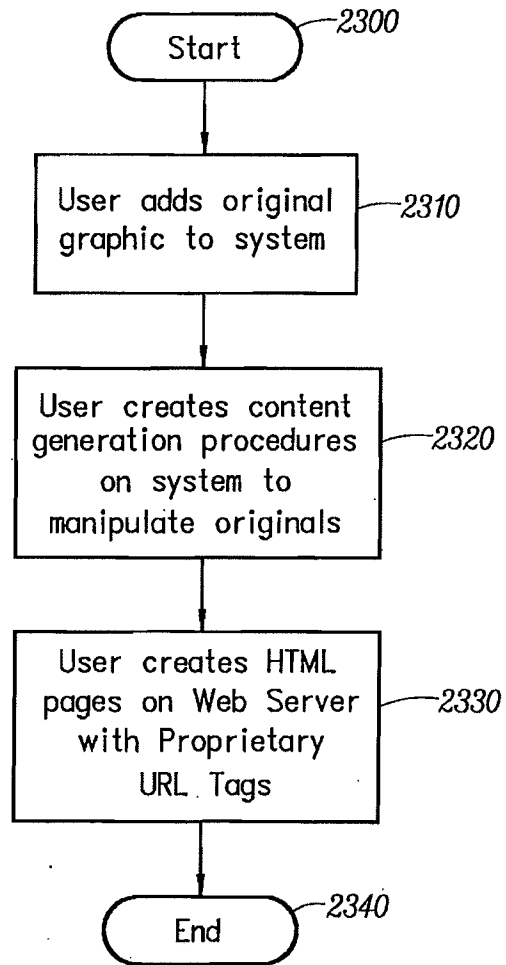


FIG. 22

*FIG. 23*

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

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	Art Unit		Unknown
	Examiner Name	Unassigned	
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	First Named Inventor	Sean Barger	
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	Examiner Name	Unassigned	
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	First Named Inventor	Sean Barger	
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	First Named Inventor	Sean Barger	
	Art Unit	Unknown	
	Examiner Name	Unassigned	
	Attorney Docket Number	EQUI0016D-C	

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	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

		ZAIANE, et al., "Mining multimedia data", ACM Conference of the Center for Advanced Studies on Collaborative research, Nov. 1998, 1-18		
EXAMINER SIGNATURE				
Examiner Signature			Date Considered	
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.				
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two- letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.				

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

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ No certification statement submitted herewith.

☒ All of the references have been previously cited in priority application Serial No.(s) 12/238,842, 12/173,747, 11/269,916, 09/929,904, and 09/425,326. Accordingly, Applicant has not provided copies of these references as they are readily found in the files of the priority application(s).

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Deborah L. Caswell/	Date (YYYY-MM-DD)	2013-01-28
Name/Print	Deborah L. Caswell	Registration Number	61766

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-C
		Application Number	
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		
The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76. This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.			

Secrecy Order 37 CFR 5.2

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)
--

Inventor Information:

Inventor 1					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Sean		BARGER			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Mill Valley	State/Province	CA	Country of Residence ⁱ	US	
Mailing Address of Inventor:						
Address 1		222 Marguerite Avenue				
Address 2						
City	Mill Valley	State/Province	CA			
Postal Code	94941	Country ⁱ	US			
Inventor 2					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Steve		JOHNSON			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Mill Valley	State/Province	CA	Country of Residence ⁱ	US	
Mailing Address of Inventor:						
Address 1		2 Hill Street				
Address 2						
City	Mill Valley	State/Province	CA			
Postal Code	94941	Country ⁱ	US			
Inventor 3					Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Matt		BUTLER			
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						

Application Data Sheet 37 CFR 1.76		Attorney Docket Number		EQUI0016D-C	
		Application Number			
Title of Invention		AUTOMATED MEDIA DELIVERY SYSTEM			

City	Beaverton	State/Province	OR	Country of Residence i	US
-------------	-----------	-----------------------	----	-------------------------------	----

Mailing Address of Inventor:

Address 1		13405 SW Park Way			
Address 2					
City	Beaverton	State/Province	OR		
Postal Code	97005	Country i	US		
Inventor 4					Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Jerry		DESTREMP		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Sausalito	State/Province	CA	Country of Residence i	US

Mailing Address of Inventor:

Address 1		450 Sherwood Dr.			
Address 2					
City	Sausalito	State/Province	CA		
Postal Code	94965	Country i	US		
Inventor 5					Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	David		POCHRON		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	Cambridge	State/Province	MA	Country of Residence i	US

Mailing Address of Inventor:

Address 1		1514 Hillside Road			
Address 2					
City	Cambridge	State/Province	WI		
Postal Code	53523	Country i	US		
Inventor 6					Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Trent		BROWN		
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service					
City	San Anselmo	State/Province	CA	Country of Residence i	US

Application Data Sheet 37 CFR 1.76		Attorney Docket Number		EQUI0016D-C	
		Application Number			
Title of Invention		AUTOMATED MEDIA DELIVERY SYSTEM			
Mailing Address of Inventor:					
Address 1		4 Alpine Terrace			
Address 2					
City	San Anselmo		State/Province	CA	
Postal Code	94960		Country	US	
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button. Add					

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below. For further information see 37 CFR 1.33(a).			
☐ An Address is being provided for the correspondence Information of this application.			
Customer Number	22862		
Email Address	ptomatters@glenn-law.com	Add Email	Remove Email

Application Information:

Title of the Invention	AUTOMATED MEDIA DELIVERY SYSTEM		
Attorney Docket Number	EQUI0016D-C	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Suggested Class (if any)		Sub Class (if any)	
Suggested Technology Center (if any)			
Total Number of Drawing Sheets (if any)	23	Suggested Figure for Publication (if any)	

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)
☐ Request Not to Publish. I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-C
		Application Number	
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		
Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	22862		

Domestic Benefit/National Stage Information:

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

Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Continuation of	12238842	2008-09-26
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12238842	Division of	12173747	2008-07-15
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12173747	Division of	11269916	2005-11-07
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
11269916	Continuation in part of	09929904	2001-08-14
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
09929904	Continuation of	09425326	1999-10-21
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			Add

Foreign Priority Information:

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(a).

			Remove
Application Number	Country i	Filing Date (YYYY-MM-DD)	Priority Claimed
			☒ Yes ☐ No
Additional Foreign Priority Data may be generated within this form by selecting the Add button.			Add

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-C
		Application Number	
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		

Authorization to Permit Access:

☐	Authorization to Permit Access to the Instant Application by the Participating Offices
If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application. In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application. In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.	

Applicant Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.	
Applicant 1	
If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.	
Remove	
☒ Assignee	☐ Legal Representative under 35 U.S.C. 117
☐ Person to whom the inventor is obligated to assign.	☐ Person who shows sufficient proprietary interest
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:	
Name of the Deceased or Legally Incapacitated Inventor :	
If the Assignee is an Organization check here. ☒	
Organization Name	AUTOMATED MEDIA PROCESSING SOLUTIONS INC. dba EQUILIBRIUM, "AMPS, Inc."

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-C
		Application Number	
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		

Mailing Address Information:			
Address 1		3 Harbor Drive, Suite 100	
Address 2			
City		Sausalito	State/Province CA
Country i	US	Postal Code	94965
Phone Number		Fax Number	
Email Address			
Additional Applicant Data may be generated within this form by selecting the Add button. Add			

Signature: Remove					
NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications					
Signature	/Deborah L. Caswell/		Date (YYYY-MM-DD)	2013-01-28	
First Name	Deborah L.	Last Name	Caswell	Registration Number	61766
Additional Signature may be generated within this form by selecting the Add button. Add					

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

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

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

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

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				533

Electronic Acknowledgement Receipt

EFS ID:	14812478
Application Number:	13752110
International Application Number:	
Confirmation Number:	1068
Title of Invention:	AUTOMATED MEDIA DELIVERY SYSTEM
First Named Inventor/Applicant Name:	Sean BARGER
Customer Number:	22862
Filer:	Michael Glenn/Della Revecho
Filer Authorized By:	Michael Glenn
Attorney Docket Number:	EQUI0016D-C
Receipt Date:	28-JAN-2013
Filing Date:	
Time Stamp:	18:39:03
Application Type:	Utility under 35 USC 111(a)

Payment information:

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

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

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

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

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

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		2013_01_28_PatentAppl-POA-IDS_EQUI0016DC.pdf	14761934	yes	80
			a9356dc85f0009dada6e540d77954816f671f3b3		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Transmittal of New Application		1	1	
	Power of Attorney		2	3	
	Specification		4	39	
	Claims		40	46	
	Abstract		47	47	
	Drawings-only black and white line drawings		48	70	
	Information Disclosure Statement (IDS) Form (SB08)		71	80	
Warnings:					
Information:					
2	Application Data Sheet	2013-01-28_ADS-EQUI0016DC.pdf	1882826	no	7
			c0924f0eba198871cf2a464dae839006b86ba15d		
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	32891	no	2
			9cc5118a5bc7babca6083b5c69fad782307f33a1		
Warnings:					
Information:					
Total Files Size (in bytes):			16677651		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 13/752,110				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	98		N/A				
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	310		N/A				
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	125		N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	14	minus 20 = *	x 31	= 0.00	OR					
INDEPENDENT CLAIMS (37 CFR 1.16(h))	2	minus 3 = *	x 125	= 0.00						
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00						
			TOTAL	533		TOTAL				
* If the difference in column 1 is less than zero, enter "0" in column 2.										
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										



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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/752,110	01/28/2013	2447	533	EQUI0016D-C	14	2

CONFIRMATION NO. 1068

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

FILING RECEIPT



Date Mailed: 02/22/2013

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

Inventor(s)

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

Applicant(s)

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

Assignment For Published Patent Application

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

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

Domestic Priority data as claimed by applicant

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

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

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

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

Projected Publication Date: 05/30/2013

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

AUTOMATED MEDIA DELIVERY SYSTEM

Preliminary Class

709

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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

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

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

NOT GRANTED

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

SelectUSA

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/752,110	01/28/2013	Sean BARGER	EQUI0016D-C

CONFIRMATION NO. 1068

FORMALITIES LETTER



OC000000059385715

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

Date Mailed: 02/22/2013

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

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

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

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

SUMMARY OF FEES DUE:

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

- \$ **65** Surcharge.

Items Required To Avoid Processing Delays:

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

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

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

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

Replies should be mailed to:

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

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.

<https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html>

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

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

/thaile/

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/752,110	01/28/2013	Sean BARGER	EQUI0016D-C

CONFIRMATION NO. 1068

POA ACCEPTANCE LETTER

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



Date Mailed: 02/22/2013

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

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

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

/tqlam/

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

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

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

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

FOREIGN PATENT DOCUMENTS								
Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
NON-PATENT LITERATURE DOCUMENTS								
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.						T ⁵
EXAMINER SIGNATURE								
Examiner Signature						Date Considered		
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.								
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.								

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

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ No certification statement submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature		Date (YYYY-MM-DD)	2013-04-18
Name/Print	Michael A. Glenn	Registration Number	30176

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

Electronic Acknowledgement Receipt

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

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		EQUI0016D-C_IDS_2013-04-18.pdf	252744 e2a9be8e5b47b7c26d5860aca938b7ef4386ca2e	yes	3

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Information Disclosure Statement (IDS) Form (SB08)	1	2
	Transmittal Letter	3	3
Warnings:			
Information:			
Total Files Size (in bytes):		252744	
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.			

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER
Serial No. : 13/752,110
Filed : 01-28-2013
Art Unit : 2447
Confirmation Number : 1068
Examiner : Unassigned
Title : AUTOMATED MEDIA DELIVERY SYSTEM
Attorney Docket No. : EQUI0016D-C

April 22, 2013

Commissioner of Patents and Trademarks
Mail Stop: MISSING PARTS
P.O. Box 1450
Alexandria, VA. 22313-1450

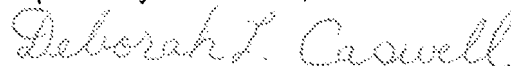
RESPONSE TO NOTICE TO FILE MISSING PARTS

Sir:

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

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

Respectfully submitted,



Deborah L. Caswell
Reg. No. 61766

Customer No. 22862

Electronic Patent Application Fee Transmittal

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

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

Electronic Acknowledgement Receipt

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

Payment information:

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

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

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

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

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

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	2013_04_22_RespMP_EQUI0016DC.pdf	359404	no	1
			c0cf0b2407916e577a21f539ff07ef116bfed2d		

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	29991	no	2
			0d8d300ecbc9a49a9d6aa9ff2640483128cf051d		

Warnings:

Information:

Total Files Size (in bytes):			389395
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/752,110	01/28/2013	Sean BARGER	EQUI0016D-C

CONFIRMATION NO. 1068

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

NOTICE



Date Mailed: 05/01/2013

INFORMATIONAL NOTICE TO APPLICANT

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

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

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

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/752,110	01/28/2013	2447	603	EQUI0016D-C	14	2

CONFIRMATION NO. 1068

UPDATED FILING RECEIPT

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



Date Mailed: 05/01/2013

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

Inventor(s)

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

Applicant(s)

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

Assignment For Published Patent Application

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

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

Domestic Priority data as claimed by applicant

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

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

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

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

Projected Publication Date: 05/30/2013

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

AUTOMATED MEDIA DELIVERY SYSTEM

Preliminary Class

709

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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NOT GRANTED

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SelectUSA

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 13/752,110				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A				
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	300		N/A				
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	14	minus 20 = *	x 40 =	0.00	OR					
INDEPENDENT CLAIMS (37 CFR 1.16(h))	2	minus 3 = *	x 210 =	0.00						
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00						
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	730		TOTAL				
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER
Serial No. : 13/752,110
Filed : 01-28-2013
Art Unit : 2447
Confirmation Number : 1068
Examiner : Unassigned
Title : AUTOMATED MEDIA DELIVERY SYSTEM
Attorney Docket No. : EQUI0016D-C

May 2, 2013

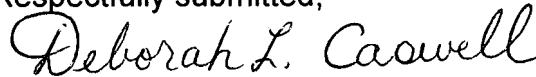
Mail Stop: AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

PRELIMINARY AMENDMENT

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

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

Respectfully submitted,



Deborah L. Caswell
Reg. No. 61766

Customer No. 22862

AMENDMENTS TO THE SPECIFICATION

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor	:	Sean BARGER
Serial No.	:	13/752,110
Filed	:	01-28-2013
Art Unit	:	2447
Confirmation Number	:	1068
Examiner	:	Unassigned
Title	:	AUTOMATED MEDIA DELIVERY SYSTEM
Attorney Docket No.	:	EQUI0016D-C

May 2, 2013

Mail Stop: AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

**UPDATED APPLICATION DATA SHEET AND REQUEST FOR CORRECTED FILING
RECEIPT**

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

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

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

U.S. Serial No. 13/752,110

Respectfully submitted,

Deborah L. Caswell

Deborah L. Caswell

Reg. No. 61766

Customer No. 22862

REVISED Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-C
		Application Number	13/752,110
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		
Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	22862		

Domestic Benefit/National Stage Information:

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

Prior Application Status	Remove		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Continuation of	12238842	2008-09-26
Prior Application Status	Remove		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12238842	Division of	12173747	2008-07-15
Prior Application Status	Remove		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12173747	Division of	11269916	2005-11-07
Prior Application Status	Remove		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
11269916	Continuation in part of	09929904	2001-08-14
Prior Application Status	Remove		
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
09929904	Continuation in part of	09425326	1999-10-21

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button.

Foreign Priority Information:

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(a).

Remove			
Application Number	Country ¹	Filing Date (YYYY-MM-DD)	Priority Claimed
			☒ Yes ☐ No

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button.

COPY



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UNITED STATES DEPARTMENT OF COMMERCE
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Address: COMMISSIONER FOR PATENTS
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/752,110	01/28/2013	2447	533	EQUI0016D-C	14	2

CONFIRMATION NO. 1068

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

FILING RECEIPT



0C000000059385714

Date Mailed: 02/22/2013

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

Inventor(s)

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

Applicant(s)

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

Assignment For Published Patent Application

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

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

Domestic Priority data as claimed by applicant

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

→ **Foreign Applications** for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Electronic Acknowledgement Receipt

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

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		EQUI0016D-C_PrelimAmdt_RqstCorrFR_2013-5-2.pdf	368855 b4acc8d882e584e7a1be21ed26222a126f3efbbe	yes	6

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Preliminary Amendment	1	1
	Specification	2	2
	Request for Corrected Filing Receipt	3	4
	Application Data Sheet	5	5
	Request for Corrected Filing Receipt	6	6
Warnings:			
Information:			
Total Files Size (in bytes):		368855	
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.			



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/752,110	01/28/2013	2177	603	EQUI0016D-C	14	2

CONFIRMATION NO. 1068

CORRECTED FILING RECEIPT



OC000000061020017

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

Date Mailed: 05/13/2013

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Matt BUTLER, Beaverton, OR;
Jerry DESTREMPS, Sausalito, CA;
David POCHRON, Cambridge, MA;
Trent BROWN, San Anselmo, CA;

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which is a DIV of 11/269,916 11/07/2005 ABN
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If Required, Foreign Filing License Granted: 02/16/2013

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

Projected Publication Date: 05/30/2013

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

AUTOMATED MEDIA DELIVERY SYSTEM

Preliminary Class

715

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Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

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SelectUSA

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UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/752,110	01/28/2013	Sean BARGER	EQUI0016D-C

CONFIRMATION NO. 1068

PUBLICATION NOTICE



OC000000061595873

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

Title:AUTOMATED MEDIA DELIVERY SYSTEM

Publication No.US-2013-0138774-A1

Publication Date:05/30/2013

NOTICE OF PUBLICATION OF APPLICATION

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

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

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

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER
Serial No. : 13/752,110
Filed : 01-28-2013
Art Unit : 2177
Confirmation Number : 1068
Examiner : Cesar B. Paula
Title : AUTOMATED MEDIA DELIVERY SYSTEM
Attorney Docket No. : 110595-8016.US04 (formerly EQUI0016D-C)

August 28, 2013

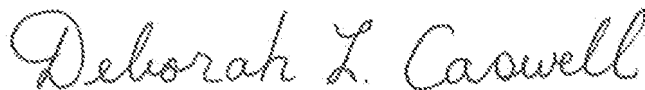
Commissioner of Patents and Trademarks
P.O. Box 1450
Alexandria, VA. 22313-1450

RESPONSE TO INFORMATION NOTICE

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

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

Respectfully submitted,



Deborah L. Caswell

Reg. No. 61766

Customer No. 22918

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

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, or (if following box is checked):

☐ United States application or PCT international application number 13/752,110 filed
on January 28, 2013.

The above-identified application was made or authorized to be made by me.

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

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

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

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

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

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

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

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

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

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

1) Legal Name of Inventor: **Sean BARGER**

Signature: _____ Date: 6/23/13

2) Legal Name of Inventor: **Brian RICE**

Signature: _____ Date: _____

3) Legal Name of Inventor: **Matt BUTLER**

Signature: _____ Date: _____

4) Legal Name of Inventor: **David POCHRON**

Signature: _____ Date: _____

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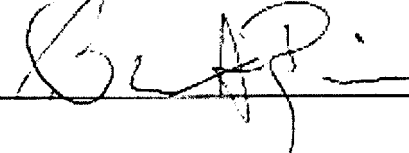
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1) Legal Name of Inventor: **Sean BARGER**

Signature: _____ Date: _____

2) Legal Name of Inventor: **Brian RICE**

Signature:  _____ Date: 6/24/2013

3) Legal Name of Inventor: **Matt BUTLER**

Signature: _____ Date: _____

4) Legal Name of Inventor: **David POCHRON**

Signature: _____ Date: _____

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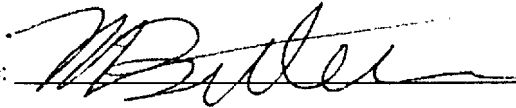
1) Legal Name of Inventor: **Sean BARGER**

Signature: _____ Date: _____

2) Legal Name of Inventor: **Brian RICE**

Signature: _____ Date: _____

3) Legal Name of Inventor: **Matt BUTLER**

Signature:  Date: 06/27/2013

4) Legal Name of Inventor: **David POCHRON**

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Signature: _____ Date: _____

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Signature: _____ Date: _____

3) Legal Name of Inventor: **Matt BUTLER**

Signature: _____ Date: _____

4) Legal Name of Inventor: **David POCHRON**

Signature: David Pochron Date: 6-27-2013

Electronic Acknowledgement Receipt

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

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		2013_08_28_RespMP_Declarations.pdf	828500 0eaf500a73a1684b071917484fffc74a5b001d00	yes	9

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Applicant Response to Pre-Exam Formalities Notice	1	1
	Oath or Declaration filed	2	9
Warnings:			
Information:			
Total Files Size (in bytes):		828500	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		13/752,110
	Filing Date		Jan 28, 2013
	First Named Inventor	Sean Barger	
	Art Unit	2455 Confirmation No. 7377	
	Examiner Name	Charles C. Murphy	
	Attorney Docket Number	110595-8016. -US04 (formerly EQUI0016D-C)	

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

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FOREIGN PATENT DOCUMENTS								
Examiner Initial ¹	Cite No	Foreign Document Number ²	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
NON-PATENT LITERATURE DOCUMENTS								
Examiner Initials ¹	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.						T ⁵
EXAMINER SIGNATURE								
Examiner Signature			Date Considered					
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.								
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.								

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CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).

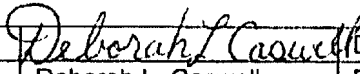
☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ No certification statement submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature		Date (YYYY-MM-DD)	2013-10-16
Name/Print	Deborah L. Caswell	Registration Number	61766

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

Electronic Acknowledgement Receipt

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

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	2013_10_16_IDS___EQUI0016 D-C.pdf	202848 a8f5873f2efd6f259928fa5d69d522c2a0b398f4	no	3

Warnings:

Information:

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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

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

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

EXAMINER SIGNATURE			
Examiner Signature		Date Considered	
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.			

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

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).

☐ See above certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

X No certification statement submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Deborah L. Caswell/	Date (YYYY-MM-DD)	2014-01-09
Name/Print	Deborah L. Caswell	Registration Number	61766

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

Electronic Acknowledgement Receipt

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

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	110595-8016-US04_IDS.pdf	110936 f50f8e52c516f05dd1661823a8b10efc39e90ebb	no	3

Warnings:

Information:

Total Files Size (in bytes):

110936

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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

5869819 99	6374404 98	8738796 98
5992752 99	6381567 98	8934617 98
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PLUS Search Results for S/N 13752110, Searched Tue Mar 24 14:38:19 EDT 2015

The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

5969716 99	7761601 99	7965864 99
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7721045 99	7930546 99	
7761399 99	7930650 99	



UNITED STATES PATENT AND TRADEMARK OFFICE

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

22862 7590 04/24/2015
GLENN PATENT GROUP
c/o Perkins Coie LLP
P.O. Box 1247
Seattle, WA 98111-1247

EXAMINER

FABER, DAVID

ART UNIT

PAPER NUMBER

2177

DATE MAILED: 04/24/2015

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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13/752,110

01/28/2013

Sean BARGER

110595-8016.US04

1068

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

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

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. 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 DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax **(571)-273-2885**

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

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

22862 7590 04/24/2015
GLENN PATENT GROUP
c/o Perkins Coie LLP
P.O. Box 1247
Seattle, WA 98111-1247

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

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

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

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

EXAMINER	ART UNIT	CLASS-SUBCLASS
FABER, DAVID	2177	715-200000

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, 1 _____ (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. 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 submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

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

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
☐ Applicant asserting small entity status. See 37 CFR 1.27
☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature _____ Date _____
Typed or printed name _____ Registration No. _____



UNITED STATES PATENT AND TRADEMARK OFFICE

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

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

22862 7590 04/24/2015
GLENN PATENT GROUP
c/o Perkins Coie LLP
P.O. Box 1247
Seattle, WA 98111-1247

EXAMINER

FABER, DAVID

ART UNIT PAPER NUMBER

2177

DATE MAILED: 04/24/2015

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

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

Notice of Allowability	Application No. 13/752,110	Applicant(s) BARGER ET AL.	
	Examiner DAVID FABER	Art Unit 2177	AIA (First Inventor to File) Status No

-- 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 application filed on 1/28/13 and the interview on 3/26/15.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

3. ☒ The allowed claim(s) is/are 1-14. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
Certified copies:
a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have 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. ☒ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☒ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date 20150325.
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).

6. ☐ 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. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date <u>See Continuation Sheet</u> 3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material 4. ☒ Interview Summary (PTO-413), Paper No./Mail Date <u>20150326</u> .	5. ☒ Examiner's Amendment/Comment 6. ☐ Examiner's Statement of Reasons for Allowance 7. ☐ Other _____.
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	/CESAR PAULA/ Supervisory Patent Examiner, Art Unit 2177
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Continuation of Attachment(s) 2. Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date: 1/28/13, 4/18/13, 10/16/13, and 1/9/14..

EXAMINER'S AMENDMENT

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

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

The application has been amended as follows:

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

~~Automated Media Delivery System~~ **Optimization of Media Content using
Generated Intermediate Media Content**

Claims 8-14 have been amended as:

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

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

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

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

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

9. (Amended) The non-transitory computer-readable memory ~~storage medium~~ of Claim

8, further comprising:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

2. The following is an examiner's statement of reasons for allowance:

- Regarding independent claim 1 and its parallel independent claims, none of the references, either singularly or in combination, teach or suggest to a person of ordinary skill in the art at the time of the invention the combination of limitations of the independent claim 1 and its parallel claim 6 including: " A method in a host computer for developing transformation processing operations to optimize media content playback to a plurality of playback

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

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

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

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

Priority

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

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

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

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

Information Disclosure Statement

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

Drawings

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

Allowable Subject Matter

Claims 1-14 are allowed.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to David Faber whose telephone number is 571-272-2751. The examiner can normally be reached Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Cesar Paula, can be reached on 571-272-4128. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/D. F./
Examiner, Art Unit 2177

/CESAR PAULA/
Supervisory Patent Examiner, Art Unit 2177

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

Notice of References Cited	Application/Control No. 13/752,110		Applicant(s)/Patent Under Reexamination BARGER ET AL.	
	Examiner DAVID FABER		Art Unit 2177	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,740,430 A	04-1998	Rosenberg et al.	1/1
*	B	US-6,173,316 B1	01-2001	De Boor et al.	709/218
*	C	US-6,300,947 B1	10-2001	Kanevsky, Dimitri	715/866
*	D	US-6,310,601 B1	10-2001	Moore et al.	345/660
*	E	US-6,345,279 B1	02-2002	Li et al.	1/1
*	F	US-6,412,008 B1	06-2002	Fields et al.	709/228
*	G	US-2002/0103935 A1	08-2002	Fishman et al.	709/246
*	H	US-2002/0103934 A1	08-2002	Fishman et al.	709/246
*	I	US-6,456,305 B1	09-2002	Qureshi et al.	715/800
*	J	US-6,539,420 B1	03-2003	Fields et al.	709/206
*	K	US-6,658,462 B1	12-2003	Dutta, Rabindranath	709/219
*	L	US-6,789,170 B1	09-2004	Jacobs et al.	711/133
*	M	US-6,857,102 B1	02-2005	Bickmore et al.	715/205

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	
	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.

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

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,938,073 B1	08-2005	Mendhekar et al.	709/217
*	B	US-6,925,595 B1	08-2005	Whitledge et al.	715/234
*	C	US-6,970,602 B1	11-2005	Smith et al.	382/232
*	D	US-7,016,963 B1	03-2006	Judd et al.	709/228
*	E	US-7,089,330 B1	08-2006	Mason, Larry P.	709/246
*	F	US-7,574,486 B1	08-2009	Cheng et al.	709/219
*	G	US-7,574,653 B2	08-2009	Croney et al.	715/249
*	H	US-7,843,437 B1	11-2010	Arnold et al.	345/169
	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					
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	P					
	Q					
	R					
	S					
	T					

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

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Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.



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BIB DATA SHEET

CONFIRMATION NO. 1068

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.		
13/752,110	01/28/2013	715	2177	110595-8016.US04		
RULE						
APPLICANTS Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA						
INVENTORS Sean BARGER, Mill Valley, CA; Steve JOHNSON, Mill Valley, CA; Matt BUTLER, Beaverton, OR; Jerry DESTREMPS, Sausalito, CA; David POCHRON, Cambridge, MA; Trent BROWN, San Anselmo, CA;						
** CONTINUING DATA ***** This application is a CON of 12/238,842 09/26/2008 PAT 8381110 which is a DIV of 12/173,747 07/15/2008 PAT 8656046 which is a DIV of 11/269,916 11/07/2005 ABN which is a CIP of 09/929,904 08/14/2001 PAT 6964009 which is a CIP of 09/425,326 10/21/1999 PAT 6792575						
** FOREIGN APPLICATIONS *****						
** IF REQUIRED, FOREIGN FILING LICENSE GRANTED *** SMALL ENTITY ** 02/16/2013						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and /DAVID FABER/ Acknowledged Examiner's Signature		☐ Met after Allowance /DF/ Initials	STATE OR COUNTRY CA	SHEETS DRAWINGS 23	TOTAL CLAIMS 14	INDEPENDENT CLAIMS 2
ADDRESS GLENN PATENT GROUP c/o Perkins Coie LLP P.O. Box 1247 Seattle, WA 98111-1247 UNITED STATES						
TITLE Optimization of Media Content using Generated Intermediate Media Content						
FILING FEE RECEIVED 603	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		

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

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

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

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

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

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Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

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

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

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

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

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

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

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	First Named Inventor	Sean Barger	
	Art Unit	2177	
	Examiner Name	Cesar B. Paula	
	Attorney Docket Number	110595-8016.US04	

EXAMINER SIGNATURE			
Examiner Signature	/David Faber/	Date Considered	04/09/2015
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.			

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

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

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

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

- ☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).

OR

- ☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).

- ☐ See above certification statement.

- ☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

- ☒ No certification statement submitted herewith.

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Deborah L. Caswell/	Date (YYYY-MM-DD)	2014-01-09
Name/Print	Deborah L. Caswell	Registration Number	61766

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

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

U.S. PATENTS						
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-5088052		Feb 11, 1992	Spielman, H et al.	
		US-5355472		Oct 11, 1994	Lewis, J	
		US-5442771		Aug 15, 1995	Filepp, R et al.	
		US-5530852		Jun 25, 1996	~~Meske~~ Meske, Jr, C et al.	
		US-5701451		Dec 23, 1997	Rogers, R et al.	
		US-5708845		Jan 13, 1998	Wistendahl, D et al.	
		US-5710918		Jan 20, 1998	Lagarde, K et al.	
		US-5737619		Apr 7, 1998	Judson, D	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit		Unknown
	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

		US-5761655		Jun 2, 1998	Hoffman, M	
		US-5793964		Aug 11, 1998	Rogers, R et al.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit		Unknown
	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

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		US-5895476		Apr 20, 1999	Orr, M et al.	
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		US-5903892		May 11, 1999	Hoffert, E et al.	
		US-5937160		Aug 10, 1999	Davis, J et al.	
		US-5943680		Aug 24, 1999	Shimizu, H et al.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit	Unknown	
	Examiner Name	Unassigned	
	Attorney Docket Number	EQUI0016D-C	

		US-6463445		Oct 1, 2002	Suzuki et al.	
		US-6483851B1		Nov 19, 2002	Neogi, R	
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		US-6623529B1		Sep 23, 2003	Lakritz, D	
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		US-6938073B1		Aug 30, 2005	Mendhekar, A et al.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit		Unknown
	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

		US-7477688B1		Jan 13, 2009	Zhang, J et al.	
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U.S. PATENT APPLICATION PUBLICATIONS						
Examiner Initial*	Cite No	Publication Number	Kind Code	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-20030225568		Dec 1, 2003	Salmonsens	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit		Unknown
	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

		US-20070061198		Mar 1, 2007	Ramer et al.	
		US-20080155230		Jun 26, 2008	Robbins, C et al.	
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		US-20090089422		Apr 2, 2009	Barger, S et al.	
		US-20090240569		Sep 1, 2009	Ramer et al.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit		Unknown
	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

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Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
		EP-0747842A1			Dec 11, 1996	Rogers, M et al.		
		EP-0782085A1			Jul 2, 1997	Steel, A		
		WO- ~~199~~ 7049252			Dec 24, 1997	Shah, A et al.		
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		AU-5303198			Aug 27, 1998	Mills, J		
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit		Unknown
	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
		, "Tables of Contents service for Computers & Geosciences", Computers and GeoSciences, Volume 23, Issue 5; http://library. iem.ac.ru/comp&geol00983004/sz977014.html ., retrieved on 3/18/04 from website:, 1997, 2 pp	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		Unknown
	Filing Date		Even Date Herewith
	First Named Inventor	Sean Barger	
	Art Unit		Unknown
	Examiner Name	Unassigned	
	Attorney Docket Number		EQUI0016D-C

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EXAMINER SIGNATURE				
Examiner Signature	/David Faber/		Date Considered	04/09/2015
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.				
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.				

Receipt date: 10/16/2013

13752110 - GAU: 2177

Doc description: Information Disclosure Statement (IDS) Field

PTO/SB/08a (01-10)

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

U.S. PATENTS						
Examiner Initial*	Cite No	Patent Number	Kind Code 1	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US-5903277		May 11, 1999	Sutherland, Stephen B., et al.	
	2	US-6167442		Dec 26, 2000	Sutherland, Stephen B., et al.	
U.S. PATENT APPLICATION PUBLICATIONS						
Examiner Initial*	Cite No	Publication Number	Kind Code 1	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	3	US-20050190872		Sep 1, 2005	Seong, Yeong-kyeong et al.	
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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /DF/

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Field

PTO/SB/08a (01-10)

Approved for use through 07/31/2012. OMB 0851-0031

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

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

FOREIGN PATENT DOCUMENTS								
Examiner Initial ¹	Cite No	Foreign Document Number ²	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
NON-PATENT LITERATURE DOCUMENTS								
Examiner Initials ¹	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.						T ⁵
EXAMINER SIGNATURE								
Examiner Signature		/David Faber/			Date Considered		04/09/2015	
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.								
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.								

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

CPC						
Symbol					Type	Version
G06F		17		2264	F	2013-01-01
G06F		17		211	I	2013-01-01
G06F		17		2235	I	2013-01-01
G06F		17		30017	I	2013-01-01
G06F		17		30058	I	2013-01-01
G06F		17		30038	I	2013-01-01
G06F		17		27	I	2013-01-01
G06F		17		30905	I	2013-01-01

CPC Combination Sets				
Symbol	Type	Set	Ranking	Version

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

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L26	154	media transform\$4 SAME intermediate	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L27	7	"752110".ap. and generat\$5	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L28	1	"752110".ap. and generat\$5 proced\$5	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
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L30	7	destremps.in. and zoom	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L31	8	barger.in. and zoom	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
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L37	1	"6909708".did.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
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L48	697	(transcod\$4 or transform\$4) SAME thumbnail (media or image or graphic)	US-PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L49	293	(transcod\$4 or transform\$4) thumbnail (media or image or graphic)	US-PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L50	7	"752110".ap. and trans\$6	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L51	0	"752110".ap. and transcod\$6	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L52	5	"752110".ap. and transform\$6	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L53	0	"5937160.did"	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L54	1	"5937160".did.	US-PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L55	190	("5937160").URPN.	USPAT	OR	OFF	2015/04/16 21:22
L56	17	L55 and thumbnail	US-PGPUB;	OR	OFF	2015/04/16 21:22

			USPAT			
L57	193	("5088052" "5355472" "5530852" "5701451" "5708845" "5710918" "5737619" "5745908" "5793964" "5822436" "5845084" "5845299" "5860068" "5860073" "5861881" "5862325" "5870552" "5880740" "5890170" "5895476" "5937160" "6009436" "6456305" "6563517" "6591280" "6623529").PN. OR ("6792575").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L58	9	L57 and thumbnail	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L59	115	spyglass adj prism	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L60	37	guck.in.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L61	6	guck.in. and intermediate	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L62	8	"929904".ap.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L63	1	(US-20020078093-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
L64	0	(US-20020078093-\$).did. and playback	US- PGPUB	OR	OFF	2015/04/16 21:22
L65	1	"20130138774" and playback	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L66	23	whitledge.in.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L67	3	whitledge.in. and cache	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L68	1	"6300947".did.	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L69	426	("5726688" "5727174" "5765176" "5835712" "5983227"	US-	OR	OFF	2015/04/16

		"6023714" "6100888").PN. OR ("6300947").URPN.	PGPUB; USPAT; USOCR			21:22
L70	1	"7631253".did.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L71	1	"20130138774" and generat\$5 instruction	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L72	2284	request\$4 transform\$5 (content or media)	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L73	123	request\$4 transform\$5 (content or media) url	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L74	278	request\$4 conver\$6 (content or media) url	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L75	20	("20020073214" "20030067560" "20030069560" "20030088831" "20030098862" "20030146920" "20040148576" "20040215719" "20050102629" "20050102630" "20070030506" "20070260979" "20080140705" "20080225057" "20080225058" "20080275922" "6532312" "6803923" "6844885" "6961905").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L76	1	"20040250205"	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L77	1	"20040125130"	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L78	20	("20020073214" "20030067560" "20030069560" "20030088831" "20030098862" "20030146920" "20040148576" "20040215719" "20050102629" "20050102630" "20070030506" "20070260979" "20080140705" "20080225057" "20080225058" "20080275922" "6532312" "6803923" "6844885" "6961905").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L79	450	URL image height width	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L80	20	URL image height width SAME transform\$5	US-	WITH	ON	2015/04/16

			PGPUB; USPAT; USOCR			21:22
L81	17	URL image height width SAME resiz\$5	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L82	60	URL image height width parameter	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L83	129	URL height width parameter	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L84	69	L83 not L82	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L85	493	kanevsky.in.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L86	11	kanevsky.in. and cgi	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L87	426	("5726688" "5727174" "5765176" "5835712" "5983227" "6023714" "6100888").PN. OR ("6300947").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L88	218	L87 and url	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L89	1	(US-6964009-\$).did.	USPAT	OR	OFF	2015/04/16 21:22
L90	44	("5870552" "5880740" "5890170" "5895476" "5937160" "6009436" "6456305" "6563517" "6591280" "6623529").PN. OR ("6964009").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L91	9	L90 and reus\$5	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L92	8	transform\$4 media reus\$5	US-	WITH	OFF	2015/04/16

			PGPUB; USPAT; USOCR			21:22
L93	35	transform\$4 media SAME reus\$5	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L94	1	html tag crop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L95	13	html tag SAME crop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L96	880	tag SAME crop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L97	16	url tag SAME crop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L98	10	html same url tag SAME crop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L99	1876	proprietary tag	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L100	37	proprietary tag same crop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L101	0	proprietary tag andcrop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L102	97	proprietary tag and crop\$4	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L103	158	proprietary tag and crop\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L104	37	proprietary tag same transform\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L105	1366	proprietary tag and transform\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L106	0	proprietary tag and transform\$4 url	US- PGPUB;	WITH	ON	2015/04/16 21:22

			USPAT			
L107	22	proprietary tag and transform\$4 same url	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L108	0	proprietary tag image conver\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L109	1	proprietary tag same image conver\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L110	3011	tag same image conver\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L111	1398	tag same image scal\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L112	566	tag image scal\$4	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L113	84	tag image scal\$4 size	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L114	31	("20020023112" "20020046886" "20020059244" "20020143811" "20020191031" "20030173405" "20040049737" "20040070627" "20040133848" "20050236483" "5060170" "5281146" "5923323" "6104334" "6151622" "6266684" "6300947" "6411302" "6430624" "6522347" "6559825" "6564217" "6727875" "6827273" "6961898" "7082576" "7188318" "7283141" "7362311" "7509575" "7738766").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L115	1	"6593944".did.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L116	59	("5764235" "5845084" "5874937" "5889927" "5952994" "5960126").PN. OR ("6310601").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L117	33	L116 and url	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L118	1	"8650636".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22

L119	1	"8910253".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L120	372	(media or image or graphic) transform\$5 generat\$4 request\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L121	59	("20010049702" "20020035579" "20020120685" "20020122054" "20020143821" "20020169851" "20020178290" "20030023699" "20030217169" "20030226107" "20040049574" "5987480" "6052710" "6122657" "6195694" "6237005" "6263332" "6314451" "6535896" "6654784" "6654949" "6675354").PN. OR ("7089330").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L122	154	media transform\$5 generat\$4 request\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L123	102	(media or image or graphic) generat\$4 request\$4 SAME (crop\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L124	1	"20010037402"	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L125	1	"6704024".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L126	182	spyglass and transform\$6	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L127	8	("5924116" "5946697" "6012126" "6026413" "6065058" "6122666" "6128627" "6138141" "B1 6178461").PN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L128	1	"6154771".did.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L129	1	"5887133".did.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22

L130	35379	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L131	1	"6412008".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L132	1455	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L133	1198	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L134	308	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and @ad<"20010814"	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L135	0	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and @ad<"20010814" and "20010814".RLAD.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L136	308	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or "20010814".RLAD.)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L137	443	(stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L138	61	intermediate (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L139	123	(stor\$4 or cach\$4) intermediate (image or graphic) SAME (transcod\$4 or transform\$5) (image or graphic) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L140	88	(stor\$4 or cach\$4) intermediate (media or content) SAME (transcod\$4 or transform\$5) (media or content) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L141	683	intermediate (image or graphic) SAME (transcod\$4 or transform\$5) intermediate and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB;	WITH	ON	2015/04/16 21:22

			USPAT; USOCR			
L142	1	"20050091311"	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L143	7	"752110".ap. and medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L144	3	"752110".ap. and computer readable medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L145	1	"6792575".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L146	1231	preflight\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L147	146	preflight\$4 image	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L148	17	preflight\$4 image and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L149	3312	reus\$5 image and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L150	47	reus\$5 image intermediate and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L151	59	("5764235" "5845084" "5874937" "5889927" "5952994" "5960126").PN. OR ("6310601").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L152	25	L151 and (transcod\$4 or transform\$4)	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22

L153	1	"5740430".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L154	119	("5740430").URPN.	USPAT	OR	OFF	2015/04/16 21:22
L155	80	L154 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L156	33	L155 and cach\$4	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L157	1	"6225995".did.	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L158	146	reus\$5 image generat\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L159	106	reus\$5 media generat\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L160	23	reus\$5 media SAME (transcod\$4 or transform\$4) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L161	100	reus\$5 (image or graphic or video) SAME (transcod\$4 or transform\$4) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L162	34	("5734823" "5787262" "5860073" "5884014" "5893127" "6011905" "6052711" "6064397" "6275301" "6326983").PN. OR ("6539420").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L163	34	faber.xa. and mobile	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L164	237	faber.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22

L165	0	david adj faber.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L166	51	david faber.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L167	51	faber david.xa. and (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L168	544233	(mobile or device or client) (capabilities or characteristics)	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L169	125524	(mobile or device or client) (capabilities or characteristics) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L170	2566	request\$4 (mobile or device or client) (capabilities or characteristics) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L171	40	request\$4 (mobile or device or client) (capabilities or characteristics) SAME transform\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L172	1	"6871236".did.	US- PGPUB; USPAT; USOCR	WITH	OFF	2015/04/16 21:22
L173	177	("6119167" "6292833" "6336137" "6397259" "6414962" "6430624" "6473609" "6636873").PN. OR ("6871236").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L174	131	L173 and cache	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L175	1	"5850517".did.	US- PGPUB; USPAT; USOCR	OR	OFF	2015/04/16 21:22
L176	1	"6553410".did.	US- PGPUB;	OR	OFF	2015/04/16 21:22

			USPAT; USOCR			
L177	3	quickweb	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L178	1	"20130138774" and computer medium	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L179	1	"20130138774" and playback	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22
L180	3	"752110".ap. and computer readable medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L181	7	"752110".ap. and medium	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L182	5	"752110".ap. and (memory or storage)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L183	5	"752110".ap. and (memory or storage or disk or readable NEAR medium)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L184	2	"752110".ap. and hardware	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L185	1	(US-20130138774-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
L186	1	(US-20090070485-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
L187	1	(US-20060265476-\$).did.	US- PGPUB	OR	OFF	2015/04/16 21:22
L188	8	(US-20060265476-\$ or US-20090070485-\$ or US-20090089422-\$ or US-20100153495-\$ or US-20130138774-\$).did. or (US-8381110-\$ or US-8495242-\$ or US-8656046-\$).did.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L189	67	US-5088052-\$.DID. OR US-5355472-\$.DID. OR US-5442771-\$.DID. OR US-5530852-\$.DID. OR US-5701451-\$.DID. OR US-5708845-\$.DID. OR US-5710918-\$.DID. OR US-5737619-\$.DID. OR US-5745908-\$.DID. OR US-5758110-\$.DID. OR US-5761655-\$.DID. OR US-5793964-\$.DID. OR US-5819261-\$.DID. OR US-	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22

		5822436-\$.DID. OR US-5845084-\$.DID. OR US-5845279-\$.DID. OR US-5845299-\$.DID. OR US-5860068-\$.DID. OR US-5860073-\$.DID. OR US-5861881-\$.DID. OR US-5862325-\$.DID. OR US-5864337-\$.DID. OR US-5870552-\$.DID. OR US-5880740-\$.DID. OR US-5890170-\$.DID. OR US-5895476-\$.DID. OR US-5895477-\$.DID. OR US-5903892-\$.DID. OR US-5937160-\$.DID. OR US-101999D-\$.DID. OR US-5943680-\$.DID. OR US-5956737-\$.DID. OR US-6009436-\$.DID. OR US-6311185-\$.DID. OR US-6456305-\$.DID. OR US-6463445-\$.DID. OR US-6483851-\$.DID. OR US-6484149-\$.DID. OR US-6563517-\$.DID. OR US-6591280-\$.DID. OR US-6623529-\$.DID. OR US-6909708-\$.DID. OR US-6938073-\$.DID. OR US-7284201-\$.DID. OR US-7313361-\$.DID. OR US-7406434-\$.DID. OR US-7477688-\$.DID. OR US-7673063-\$.DID. OR US-20030225568-\$.DID. OR US-20040025176-\$.DID. OR US-20050255852-\$.DID. OR US-20050278794-\$.DID. OR US-20060015580-\$.DID. OR US-20060127059-\$.DID. OR US-20070061198-\$.DID. OR US-20080155230-\$.DID. OR US-20080195938-\$.DID. OR US-20080207182-\$.DID. OR US-20080205389-\$.DID. OR US-20090013347-\$.DID. OR US-20090070485-\$.DID. OR US-20090089422-\$.DID. OR US-20090240569-\$.DID. OR US-20090254672-\$.DID. OR US-20100153495-\$.DID. OR EP-0747842-\$.DID. OR WO-1997049252-\$.DID. OR EP-0843276-\$.DID. OR US-5303198-\$.DID. OR WO-9840842-\$.DID. OR WO-1998043177-\$.DID. OR EP-0876034-\$.DID. OR EP-0883068-\$.DID. OR EP-0886409-\$.DID. OR EP-0895171-\$.DID. OR EP-0926607-\$.DID. OR EP-0949571-\$.DID. OR US-9830041-\$.DID. OR US-1998118-\$.DID. OR US-1331018-\$.DID.				
L190	1	"7313361".did.	US-PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L191	7	US-20050091311-\$.DID. OR US-20070234213-\$.DID. OR US-20080186377-\$.DID. OR US-20100046842-\$.DID. OR US-20110221745-\$.DID. OR US-20110279638-\$.DID. OR US-20120016858-\$.DID.	US-PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L192	6	US-5903277-\$.DID. OR US-6167442-\$.DID. OR US-20050190872-\$.DID. OR US-20080307454-\$.DID. OR US-20090003432-\$.DID. OR US-20120215629-\$.DID.	US-PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L193	1	"6792575".did.	US-PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L194	9	"425326".ap.	US-PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L195	8	"929904".ap.	US-PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L196	10599	((G06F17/211,2264,27,2235,30017,30058,30038).CPC.)	US-	OR	OFF	2015/04/16

			PGPUB; USPAT			21:22
L197	0	L196 and (stor\$4 or cach\$4) (reduc\$4 or resiz\$4) (image or graphic) SAME (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L198	786	L196 and (image or graphic) SAME (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L199	450	L196 and (image or graphic) (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L200	152	L196 and (image or graphic or media) (generat\$4) (transcod\$4 or transform\$5)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L201	44	L196 and (image or graphic or media) (generat\$4) (transcod\$4 or transform\$5) and intermediate	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L202	0	67and (transcod\$4 or transform\$4) thumbnail (media or image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L203	26	L196 and (transcod\$4 or transform\$4) thumbnail (media or image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L204	34	L196 and (transcod\$4 or transform\$4) SAME thumbnail (media or image or graphic)	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L205	9	L196 and reus\$5 image generat\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L206	41	L196 and reus\$5 generat\$4 and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT; USOCR	WITH	ON	2015/04/16 21:22
L207	950	L196 and generat\$4 SAME transform\$6	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L208	243	L196 and generat\$4 SAME transform\$6 SAME (media graphic	US-	OR	OFF	2015/04/16

		image)	PGPUB; USPAT			21:22
L209	321	L196 and generat\$4 SAME transform\$6 SAME (media graphic image)	US- PGPUB; USPAT	OR	ON	2015/04/16 21:22
L210	65	L196 and generat\$4 SAME transform\$6 SAME (media graphic image) SAME request\$4	US- PGPUB; USPAT	OR	ON	2015/04/16 21:22
L211	79	L196 and request\$4 transform\$5 (content or media)	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L212	15	L196 and request\$4 (stor\$4 or cache) transform\$5 (content or media)	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L213	190	L196 and(stor\$4 or cache) transform\$5 (content or media)	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L214	20	L196 and(stor\$4 or cache) transform\$5 (content or media) and (@ad<"20010814" or @RLAD<"20010814")	US- PGPUB; USPAT	WITH	ON	2015/04/16 21:22
L215	21	(US-20020103934-\$ or US-20020103935-\$).did. or (US-6456305-\$ or US-7574653-\$ or US-6345279-\$ or US-6938073-\$ or US-6173316-\$ or US-6300947-\$ or US-6310601-\$ or US-7089330-\$ or US-6925595-\$ or US-7843437-\$ or US-5740430-\$ or US-6412008-\$ or US-6658462-\$ or US-6789170-\$ or US-6539420-\$ or US-7016963-\$ or US-7574486-\$ or US-6970602-\$ or US-6857102-\$).did.	US- PGPUB; USPAT	OR	OFF	2015/04/16 21:22
L216	9	barger.in. and automated and delivery and transform\$5	US- PGPUB; USPAT	WITH	OFF	2015/04/16 21:22

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	884	(request media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:36
L2	563	(request information media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L3	165	(request information media content generat\$4 (transform\$5 or transcod\$4) operation).clm.	US- PGPUB; USPAT;	AND	ON	2015/04/16 20:37

			UPAD			
L4	1926	(media content generat\$4 previous\$5 operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L5	135	(media content generat\$4 previous\$5 operation intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L6	8	(media content generat\$4 reus\$4 operation intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:37
L7	231	(media content (transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L8	40	(media content (transform\$4 or transcod\$4) intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L9	11126	((transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L10	1476	(media content generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L11	268	(media content previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L12	1210	((video or image or graphic or audio) previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:38
L13	758	((determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:39
L14	87	((determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 20:39
L15	19	((transform\$4 or transcod\$4) determin\$5 (video or image or	US-	AND	ON	2015/04/16

		graphic or audio) previous\$4 generat\$4 intermediate available).clm.	US- PGPUB; USPAT; UPAD			20:39
L16	97	(request media content generat\$4 (transform\$5 or transcod\$4) original).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:14
L17	76	(request\$4 information media content generat\$4 (transform\$5 or transcod\$4) original).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:14
L18	104	(determin\$4 intermediate media content generat\$4 previous\$5 operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:17
L19	1	(determin\$4 intermediate media content generat\$4 previous\$5 operation reus\$3).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:17
L20	5	(determin\$4 intermediate media content generat\$4 previous\$5 operation optimiz\$5).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:18
L21	28	(request information media content generat\$4 (transform\$5 or transcod\$4) operation original).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:19
L22	30	(determin\$5 (video or image or graphic or audio or media) previous\$4 generat\$4 intermediate available optimiz\$5).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:20
L24	9	(determin\$5 (video or image or graphic or audio or media) previous\$4 generat\$4 intermediate available optimiz\$5 and transform\$5).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:21
L25	2	(determin\$5 (video or image or graphic or audio or media) previous\$4 generat\$4 intermediate available optimiz\$5 and transform\$5 operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:21
L217	10599	((G06F17/211,2264,27,2235,30017,30058,30038).CPC.)	US- PGPUB; USPAT; UPAD	OR	OFF	2015/04/16 21:22
L218	36	L217 and (request media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT;	AND	ON	2015/04/16 21:22

			UPAD			
L219	20	L217 and (request information media content generat\$4 (transform\$5 or transcod\$4)).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L220	6	L217 and (request information media content generat\$4 (transform\$5 or transcod\$4) operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L221	41	L217 and (media content generat\$4 previous\$5 operation).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L222	3	L217 and (media content generat\$4 previous\$5 operation intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L223	1	L217 and (media content generat\$4 reus\$4 operation intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L224	7	L217 and (media content (transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L225	0	L217 and (media content (transform\$4 or transcod\$4) intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L226	20	L217 and ((transform\$4 or transcod\$4) intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L227	15	L217 and (media content generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L228	3	L217 and (media content previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L229	11	L217 and ((video or image or graphic or audio) previous\$4 generat\$4 intermediate).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L230	9	L217 and (determin\$5 (video or image or graphic or audio)	US-	AND	ON	2015/04/16

		previous\$4 generat\$4 intermediate).clm.	PGPUB; USPAT; UPAD			21:22
L231	2	L217 and (determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22
L232	0	L217 and ((transform\$4 or transcod\$4) determin\$5 (video or image or graphic or audio) previous\$4 generat\$4 intermediate available).clm.	US- PGPUB; USPAT; UPAD	AND	ON	2015/04/16 21:22

4/16/2015 9:40:03 PM

C:\Users\dfaber\Documents\EAST\Workspaces\13752110.wsp

Receipt date: 04/18/2013

13752110 - GAU: 2177

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		13/752,110
	Filing Date		Jan 28, 2013
	First Named Inventor		Sean Barger
	Art Unit		~~2447~~ 2177
	Examiner Name		Faber
	Attorney Docket Number		EQUI0016D-C

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /DF/

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

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

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

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	Filing Date		Jan 28, 2013
	First Named Inventor	Sean Barger	
	Art Unit	2447	
	Examiner Name		
	Attorney Docket Number	EQUI0016D-C	

FOREIGN PATENT DOCUMENTS								
Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines where Relevant Passages or Relevant Figures Appear	T ⁵
NON-PATENT LITERATURE DOCUMENTS								
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.						T ⁵
EXAMINER SIGNATURE								
Examiner Signature		/David Faber/			Date Considered		04/09/2015	
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.								
¹ See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. ² Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). ³ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁴ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁵ Applicant is to place a check mark here if English language translation is attached.								

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

U.S. PATENTS						
Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

U.S. PATENT APPLICATION PUBLICATIONS						
Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	2008/0187279	A1	2008-08-07	Gilley, Thomas S., et al.	

FOREIGN PATENT DOCUMENTS								
Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵

NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁵

EXAMINER SIGNATURE		
Examiner Signature		Date Considered

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

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

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

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

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

- ☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).

OR

- ☒ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).

- ☐ See attached certification statement.

- ☒ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

- ☐ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Donald M. Hendricks/	Date (YYYY-MM-DD)	2015-05-13
Name/Print	Donald M. Hendricks	Registration Number	40,355

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

Electronic Patent Application Fee Transmittal

Application Number:	13752110			
Filing Date:	28-Jan-2013			
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT			
First Named Inventor/Applicant Name:	Sean BARGER			
Filer:	Michael Glenn/Della Revecho			
Attorney Docket Number:	110595-8016.US04			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Submission- Information Disclosure Stmt	2806	1	90	90
Total in USD (\$)				90

Electronic Acknowledgement Receipt

EFS ID:	22342487
Application Number:	13752110
International Application Number:	
Confirmation Number:	1068
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT
First Named Inventor/Applicant Name:	Sean BARGER
Customer Number:	22862
Filer:	Michael Glenn/Della Revecho
Filer Authorized By:	Michael Glenn
Attorney Docket Number:	110595-8016.US04
Receipt Date:	13-MAY-2015
Filing Date:	28-JAN-2013
Time Stamp:	22:05:55
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$90
RAM confirmation Number	7645
Deposit Account	502207
Authorized User	GLENN, MICHAEL

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

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

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS_110595-8016-US04.pdf	86910	no	2
			ddd5ed4540bad96a7dd55916a41c55be6b5d5be5		

Warnings:

Information:

This is not an USPTO supplied IDS fillable form

2	Fee Worksheet (SB06)	fee-info.pdf	30596	no	2
			fd43ccd5718a15884228d5cc1c477ed72433f30f		

Warnings:

Information:

Total Files Size (in bytes):	117506
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/752,110	01/28/2013	Sean BARGER	110595-8016.US04	1068
7590 GLENN PATENT GROUP c/o Perkins Coie LLP P.O. Box 1247 Seattle, WA 98111-1247			EXAMINER FABER, DAVID	
			ART UNIT 2177	PAPER NUMBER
			NOTIFICATION DATE 06/18/2015	DELIVERY MODE ELECTRONIC

NOTICE REQUIRING INVENTOR'S OATH OR DECLARATION

An inventor's oath or declaration in compliance with 37 CFR 1.63 or 1.64 executed by or with respect to each inventor has not yet been submitted.

An oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each inventor **MUST** be filed **no later than the date on which the issue fee is paid**. See 35 U.S.C. 115(f). Failure to timely comply will result in ABANDONMENT of this application. This period for reply is not extendable under 37 CFR 1.136(a).

Questions relating to this Notice should be directed to the Application Assistance Unit at 571-272-4200.

(571)-272-4200 or 1(888)-786-0101

Patent Publication Branch

Office of Data Management

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER
Serial No. : 13/752,110
Filed : January 28, 2013
Art Unit : 2177
Confirmation Number : 1068
Examiner : Cesar B. Paula
Title : OPTIMIZATION OF MEDIA CONTENT USING
GENERATED INTERMEDIATE MEDIA CONTENT
Attorney Docket No. : 110595-8016.US04

July 20, 2015

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

REQUEST FOR CORRECTED FILING RECEIPT

Sir:

Applicant hereby requests that a corrected Filing Receipt be issued in the above-identified patent application.

The official Filing Receipt received by Applicant, a copy of page 1, which is attached hereto, has an error.

The inventors should appear as:

Sean Barger, Mill Valley, CA
Brian Rice, Darien, IL
Matt Butler, Beaverton, OR
David Pochron, Cambridge, MA

Also attached is a copy of the Declarations executed by the inventors and a corrected Application Data Sheet.

Applicant submit herewith the Corrected Application Data Sheet. Additionally, Applicant requests that all pertinent U.S. Patent and Trademark Office records relating to the subject application be changed to reflect this correction.

Applicant believes no fee is due with this request. However, if a fee is due, please charge our Deposit Account No. 50-2207, under Order No. 110595-8016.US04.

Respectfully submitted,
/Michael A. Glenn/

Michael A. Glenn
Reg. No. 30,176

Customer No. 22918

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER
Serial No. : 13/752,110
Filed : January 28, 2013
Art Unit : 2177
Confirmation Number : 1068
Examiner : Cesar B. Paula
Title : OPTIMIZATION OF MEDIA CONTENT USING
GENERATED INTERMEDIATE MEDIA CONTENT
Attorney Docket No. : 110595-8016.US04

July 20, 2015

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

RESPONSE TO NOTICE

In response to the Notice Requiring Inventor's Oath or Declaration, enclosed herewith are the executed declarations.

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

Respectfully submitted,

/Michael A. Glenn/
Michael A. Glenn
Reg. No. 30,176

Customer No. 22918

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Sean Barger

Customer No.: 22918

Application No.: 13/752,110

Group Art Unit: 2177

Filed: January 28, 2013

Confirmation No.: 1068

For: OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE
MEDIA CONTENT

Mail Stop PETITION
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST TO CORRECT INVENTORSHIP UNDER 37 C.F.R. § 1.48 (a)

Sir:

Applicants hereby submit a Request to Correct Inventorship under 37 C.F.R. § 1.48 (a) for the above-captioned application. The inventorship error occurred without deceptive intention on the part of the applicant.

☒ The Office is requested to amend the inventorship to **correct** the list of inventors to reflect the following:

Sean Barger, Mill Valley, CA

Brian Rice, Darien, IL

Matt Butler, Beaverton, OR

David Pochron, Cambridge, MA

In support of this Request, Applicant(s) provide(s):

- ☒ (1) A Corrected Application Data Sheet;
- ☒ (2) A Request for Corrected Filing Receipt;
- ☒ (3) Executed Declarations;
- ☒ (4) The processing fee set forth in 37 C.F.R. § 1.17(i) in the amount of **\$70.00** for a small entity.

☒ *Fee Authorization.* The Commissioner is hereby authorized to charge any additional fees or credit any overpayment associated with this communication to Deposit Account No. 50-2207 (Docket No. 110595-8016.US04).

Respectfully submitted,

Date: July 20, 2015

/Michael A. Glenn/

Michael A. Glenn
Registration No.: 30,176

PERKINS COIE LLP P.O. Box 1247
Seattle, Washington 98111-1247
(650) 838-4310
(650) 838-4510 (Fax)
Attorney for Applicant

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.

STATEMENT UNDER 37 CFR 3.73(c)Applicant/Patent Owner: AUTOMATED MEDIA PROCESSING SOLUTIONS, INC. dba EQUILIBRIUM "AMPS, INC."Application No./Patent No.: 13/752,110 Filed/Issue Date: 01-28-2013Titled: OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENTAUTOMATED MEDIA PROCESSING SOLUTIONS, INC. dba EQUILIBRIUM "AMPS, INC.", a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose one of options 1, 2, 3 or 4 below):

1. ☒ The assignee of the entire right, title, and interest.
2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):
- ☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.
- ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (e.g., bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose one of options A or B below):

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached. (Copy of executed declaration-assignment document attached).
- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

2. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

[Page 1 of 2]

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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.

STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

4. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

5. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

6. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.☐ Additional documents in the chain of title are listed on a supplemental sheet(s).☐ As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Michael A. Glenn/

July 20, 2015

Signature

Date

Michael A. Glenn

30,176

Printed or Typed Name

Title or Registration Number

Privacy Act Statement

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

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

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-G 110595-8016-US04
		Application Number	13/752,110
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		
The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76. This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.			

Secrecy Order 37 CFR 5.2

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)
--

Inventor Information:

Inventor 1					Remove	
Legal Name						
Prefix	Given Name		Middle Name		Family Name	Suffix
	Sean				BARGER	
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Mill Valley		State/Province	CA	Country of Residence	US
Mailing Address of Inventor:						
Address 1		222 Marguerite Avenue				
Address 2						
City	Mill Valley		State/Province	CA		
Postal Code	94941		Country	US		
Inventor 2					Remove	
Legal Name						
Prefix	Given Name		Middle Name		Family Name	Suffix
	Steve Brian				JOHNSON RICE	
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						
City	Mill Valley Darien		State/Province	CA IL	Country of Residence	US
Mailing Address of Inventor:						
Address 1		2 Hill Street 7009 Clarendon Hills Road				
Address 2						
City	Mill Valley Darien		State/Province	CA IL		
Postal Code	94844 60561		Country	US		
Inventor 3					Remove	
Legal Name						
Prefix	Given Name		Middle Name		Family Name	Suffix
	Matt				BUTLER	
Residence Information (Select One) ☒ US Residency ☐ Non US Residency ☐ Active US Military Service						

Application Data Sheet 37 CFR 1.76		Attorney Docket Number		EQUI0046D-G 110595-8016.US04	
		Application Number		13/752,110	
Title of Invention		AUTOMATED MEDIA DELIVERY SYSTEM			
City	Beaverton	State/Province	OR	Country of Residence	US
Mailing Address of Inventor:					
Address 1		13405 SW Park Way			
Address 2					
City	Beaverton	State/Province	OR		
Postal Code	97005	Country	US		
Inventor ~~4~~					Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Jerry		DESTREMP		
Residence Information (Select One) ☒ US Residency ☐ Non-US Residency ☐ Active US Military Service					
City	Sausalito	State/Province	CA	Country of Residence	US
Mailing Address of Inventor:					
Address 1		450 Sherwood Dr.			
Address 2					
City	Sausalito	State/Province	CA		
Postal Code	94965	Country	US		
Inventor ~~5~~ 4					Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	David		POCHRON		
Residence Information (Select One) ☒ US Residency ☐ Non-US Residency ☐ Active US Military Service					
City	Cambridge	State/Province	MA	Country of Residence	US
Mailing Address of Inventor:					
Address 1		1514 Hillside Road			
Address 2					
City	Cambridge	State/Province	WI		
Postal Code	53523	Country	US		
Inventor ~~6~~					Remove
Legal Name					
Prefix	Given Name	Middle Name	Family Name	Suffix	
	Trent		BROWN		
Residence Information (Select One) ☒ US Residency ☐ Non-US Residency ☐ Active US Military Service					
City	San Anselmo	State/Province	CA	Country of Residence	US

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-G 110595-8016.US04	
		Application Number	13/752,110	
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM			
Mailing Address of Inventor:				
Address-1	4-Alpine-Terrace			
Address-2				
City	San-Anselmo	State/Province	CA	
Postal-Code	94960	Country	US	
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button.				Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below. For further information see 37 CFR 1.33(a).			
☐ An Address is being provided for the correspondence Information of this application.			
Customer Number	22862 22918		
Email Address	ptomatters@glenn-law.com		parentprocurement@perkinscoie.com
		Add Email	Remove Email

Application Information:

Title of the Invention	AUTOMATED MEDIA DELIVERY SYSTEM		
Attorney Docket Number	EQUI0016D-G 110595-8016.US04	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Suggested Class (if any)		Sub Class (if any)	
Suggested Technology Center (if any)			
Total Number of Drawing Sheets (if any)	23	Suggested Figure for Publication (if any)	

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)
☐ Request Not to Publish. I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0046D-G 110595-8016-US04
		Application Number	13/752,110
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		
Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	22862 22918		

Domestic Benefit/National Stage Information:

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

Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	Continuation of	12238842	2008-09-26
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12238842	Division of	12173747	2008-07-15
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
12173747	Division of	11269916	2005-11-07
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
11269916	Continuation in part of	09929904	2001-08-14
Prior Application Status		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
09929904	Continuation in part of	09425326	1999-10-21
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.			

Foreign Priority Information:

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(a).

			Remove
Application Number	Country i	Filing Date (YYYY-MM-DD)	Priority Claimed
			☒ Yes ☐ No
Additional Foreign Priority Data may be generated within this form by selecting the Add button.			

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQU0046D-G 110595-8016.US04
		Application Number	13/752,110
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		

Authorization to Permit Access:

☐ Authorization to Permit Access to the Instant Application by the Participating Offices

If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

Applicant Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

Applicant 1

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

[Remove](#)

☒ Assignee ☐ Legal Representative under 35 U.S.C. 117

☐ Person to whom the inventor is obligated to assign. ☐ Person who shows sufficient proprietary interest

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor :

If the Assignee is an Organization check here. ☒

Organization Name AUTOMATED MEDIA PROCESSING SOLUTIONS INC. dba EQUILIBRIUM, "AMPS, Inc."

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	EQUI0016D-C 110595-8016.US04
		Application Number	13/752,110
Title of Invention	AUTOMATED MEDIA DELIVERY SYSTEM		

Mailing Address Information:			
Address 1	3 Harbor Drive, Suite 100		
Address 2			
City	Sausalito	State/Province	CA
Country	US	Postal Code	94965
Phone Number		Fax Number	
Email Address			
Additional Applicant Data may be generated within this form by selecting the Add button. Add			

Signature: Remove					
NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications					
Signature	/Michael A. Glenn/		Date (YYYY-MM-DD)	2015-07-20	
First Name	Michael A.	Last Name	Glenn	Registration Number	30176
Additional Signature may be generated within this form by selecting the Add button. Add					

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Title of Invention: AUTOMATED MEDIA DELIVERY SYSTEM

As a below named inventor, I hereby declare that:

This declaration is directed to the attached application, or (if following box is checked):

☐ United States application or PCT international application number 13/752,110 filed
on January 28, 2013.

The above-identified application was made or authorized to be made by me.

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

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

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

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

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

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

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

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

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

1) Legal Name of Inventor: Sean BARGER

Signature: _____

Date: _____

2) Legal Name of Inventor: Brian RICE

Signature: _____

Date: _____

3) Legal Name of Inventor: Matt BUTLER

Signature: _____

Date: _____

4) Legal Name of Inventor: David POCHRON

Signature: _____

Date: _____

**DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION
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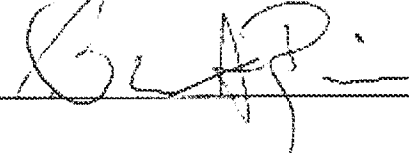
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1) Legal Name of Inventor: **Sean BARGER**

Signature: _____ Date: _____

2) Legal Name of Inventor: **Brian RICE**

Signature:  _____ Date: 6/29/2013

3) Legal Name of Inventor: **Matt BUTLER**

Signature: _____ Date: _____

4) Legal Name of Inventor: **David POCHRON**

Signature: _____ Date: _____

**DECLARATION (37 C.F.R. 1.63) FOR UTILITY OR DESIGN PATENT APPLICATION
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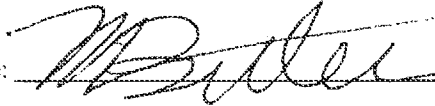
1) Legal Name of Inventor: **Sean BARGER**

Signature: _____ Date: _____

2) Legal Name of Inventor: **Brian RICE**

Signature: _____ Date: _____

3) Legal Name of Inventor: **Matt BUTLER**

Signature:  Date: 06/27/2013

4) Legal Name of Inventor: **David POCHRON**

Signature: _____ Date: _____

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Signature: _____ Date: _____

2) Legal Name of Inventor: **Brian RICE**

Signature: _____ Date: _____

3) Legal Name of Inventor: **Matt BUTLER**

Signature: _____ Date: _____

4) Legal Name of Inventor: **David POCHRON**

Signature: David Pochron Date: 6-27-2013

Electronic Patent Application Fee Transmittal

Application Number:	13752110			
Filing Date:	28-Jan-2013			
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT			
First Named Inventor/Applicant Name:	Sean BARGER			
Filer:	Michael Glenn/Della Revecho			
Attorney Docket Number:	110595-8016.US04			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Petition Fee-37CFR 1.17(h) (Group II)	2464	1	70	70
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				70

Electronic Acknowledgement Receipt

EFS ID:	22967729
Application Number:	13752110
International Application Number:	
Confirmation Number:	1068
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT
First Named Inventor/Applicant Name:	Sean BARGER
Customer Number:	22862
Filer:	Michael Glenn/Della Revecho
Filer Authorized By:	Michael Glenn
Attorney Docket Number:	110595-8016.US04
Receipt Date:	20-JUL-2015
Filing Date:	28-JAN-2013
Time Stamp:	17:27:10
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$70
RAM confirmation Number	4701
Deposit Account	502207
Authorized User	GLENN, MICHAEL

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

Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees)

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

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

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

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Corrected Filing Receipt	Request_for_Corrected_Filing-Receipt.pdf	76816	no	2
			c5015f6460dedce624a3b15604b582753becd0d3		
Warnings:					
Information:					
2	Applicant Response to Pre-Exam Formalities Notice	Response_to_Notice_Declaration_110595-8016-US04_.pdf	60124	no	1
			a6d7aebf8ee5b13528224360600a7e1621fee32b		
Warnings:					
Information:					
3	Post Allowance Communication - Incoming	Request_to_Correct_Inventorship_110595-8016-US04.pdf	93210	no	2
			dc006f58372bb05310c4bb5683bba71592679e9a		
Warnings:					
Information:					
4	Assignee showing of ownership per 37 CFR 3.73	373c_Statement_.pdf	83646	no	3
			2a7a9364a1d7899ad3b703f018e1c3de380c379c		
Warnings:					
Information:					
5	Application Data Sheet	Corrected_ADS_.pdf	441193	no	6
			06d91cf995f4edb380bac964bd59af1ae0508213		
Warnings:					
Information:					
This is not an USPTO supplied ADS fillable form					
6	Oath or Declaration filed	Executed_Declaration-Assignment_110595-8016-US04_.pdf	9590539	no	8
			09d6889bd3b90365062f2a56d37cb3cc38c67c8f		
Warnings:					
Information:					
7	Fee Worksheet (SB06)	fee-info.pdf	30561	no	2
			d20a92d7f25cb57f77d4c36f8091c51d478a7961		
Warnings:					
Information:					
Total Files Size (in bytes):			10376089		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/28/2015

CVORACHA	SALE	#00000019	Mailroom Dt:	07/20/2015	502207	13752110
		01	FC : 2830	70.00	OP	
		02	FC : 2819	300.00	DA	

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/28/2015

CVORACHA	ADJ #00000011	Mailroom Dt: 07/20/2015	
	Seq No: 4701	Sales Acctg Dt: 07/21/2015	13752110
	01 FC : 2464	-70.00 OP	

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

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

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

22862 7590 04/24/2015
GLENN PATENT GROUP
 c/o Perkins Coie LLP
 P.O. Box 1247
 Seattle, WA 98111-1247

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

Della Revecho	(Depositor's name)
/Della Revecho/	(Signature)
July 24, 2015	(Date)

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

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

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

EXAMINER	ART UNIT	CLASS-SUBCLASS
FABER, DAVID	2177	715-200000

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 Michael A. Glenn

2 Perkins Coie LLP

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)

EQUILIBRIUM

SAUSALITO, CALIFORNIA

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 submitted:

☒ Issue Fee

☐ Publication Fee (No small entity discount permitted)

☐ Advance Order - # of Copies

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

☐ A check is enclosed.

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

☒ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number 50-2207 (enclose an extra copy of this form).

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature /Donald M. Hendricks/

Date July 24, 2015

Typed or printed name Donald M. Hendricks

Registration No. 40,355

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER
Serial No. : 13/752,110
Filed : 01-28-2013
Art Unit : 2177
Confirmation Number : 1068
Examiner : David Farber
Title : OPTIMIZATION OF MEDIA CONTENT USING
GENERATED INTERMEDIATE MEDIA CONTENT
Attorney Docket No. : 110595-8016.US04

July 24, 2015

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

RESPONSE TO REQUIREMENT NOTICE

In response to the Notice mailed on April 24, 2015, Applicant submits herewith:

-Replacement Sheets of Figures 11, 14 and 15

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

Respectfully submitted,

/Donald M. Hendricks/

Donald M. Hendricks
Reg. No. 40,355

Customer No. 22918

11/23

FIG. 11

☐

Equilibrium Freeride Administration

☐

☒

Equilibrium Freeride Administration

☐



Equilibrium Freeride Administration

Clear the Freeride Database

Check Dependencies

MEDIA CURRENTLY IN THE FREERIDE DATABASE

MediaScript	Bandwidth	Generated File(s)	Dependencies

14/23

HTML DOCUMENT WITH PROPRIETARY TAG

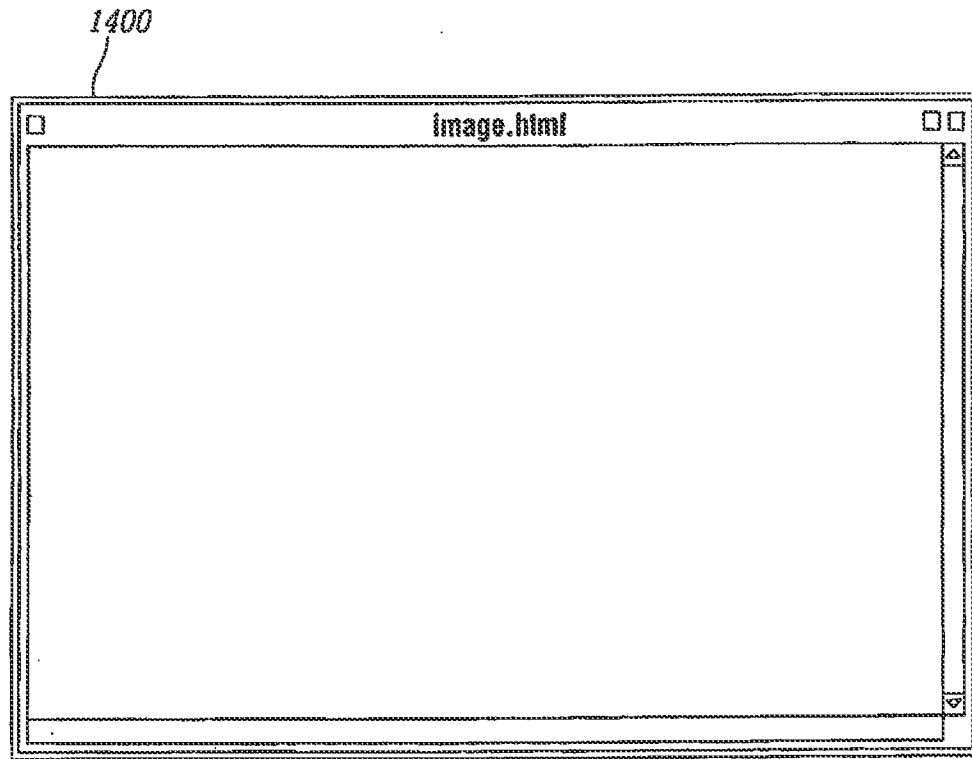


FIG.14

15/23

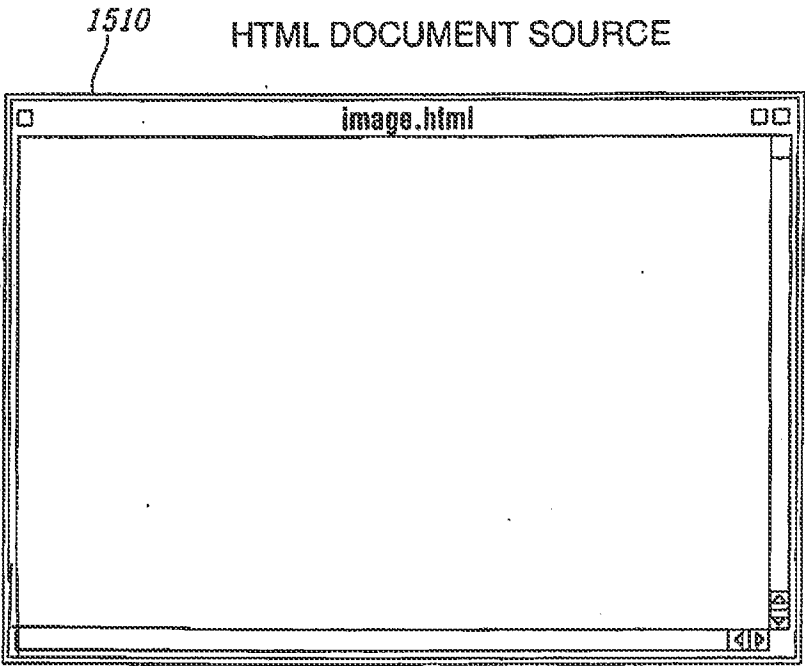
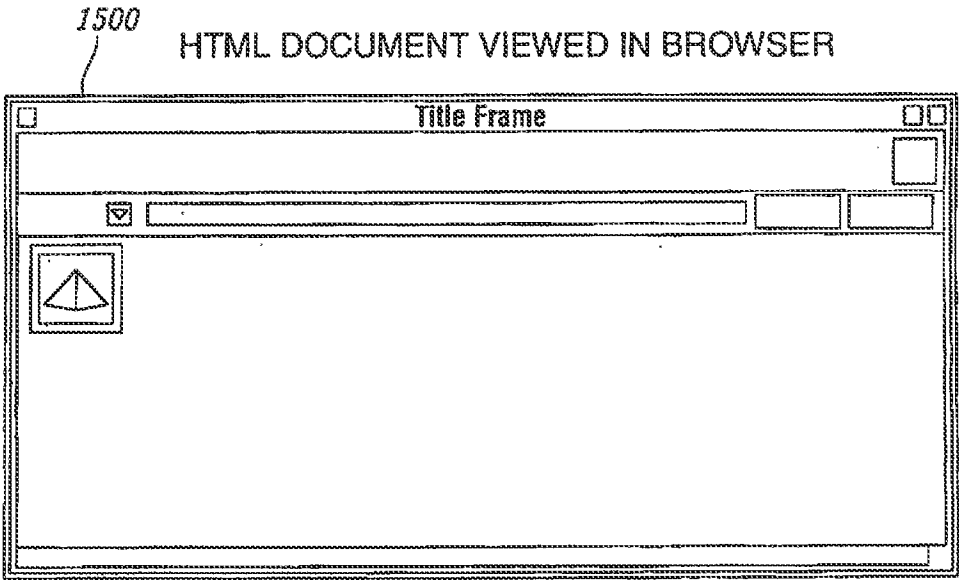


FIG.15

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

**CHANGE OF
CORRESPONDENCE ADDRESS**
*Application*Address to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Application Number	13/752,110
Filing Date	01-28-2013
First Named Inventor	Sean BARGER
Art Unit	2177
Examiner Name	David Faber
Attorney Docket Number	110595-8016.US04

Please change the Correspondence Address for the above-identified patent application to:

The address associated with
Customer Number:

22918

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Address

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This form cannot be used to change the data associated with a Customer Number. To change the data associated with an existing Customer Number use "Request for Customer Number Data Change" (PTO/SB/124).

I am the:



Applicant/Inventor

Assignee of record of the entire interest.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).Attorney or agent of record. Registration Number 40,355.

Registered practitioner named in the application transmittal letter in an application without an executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number _____.

Signature

/Donald M. Hendricks/

Typed or Printed
Name

Donald M. Hendricks

Date

July 24, 2015

Telephone

650-838-4300

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

*Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Electronic Patent Application Fee Transmittal

Application Number:	13752110			
Filing Date:	28-Jan-2013			
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT			
First Named Inventor/Applicant Name:	Sean BARGER			
Filer:	Michael Glenn/Della Revecho			
Attorney Docket Number:	110595-8016.US04			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Utility Appl Issue Fee	2501	1	480	480
Publ. Fee- Early, Voluntary, or Normal	1504	1	0	0
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				480

Electronic Acknowledgement Receipt

EFS ID:	23022475
Application Number:	13752110
International Application Number:	
Confirmation Number:	1068
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT
First Named Inventor/Applicant Name:	Sean BARGER
Customer Number:	22862
Filer:	Michael Glenn/Della Revecho
Filer Authorized By:	Michael Glenn
Attorney Docket Number:	110595-8016.US04
Receipt Date:	24-JUL-2015
Filing Date:	28-JAN-2013
Time Stamp:	19:02:58
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$480
RAM confirmation Number	5242
Deposit Account	502207
Authorized User	GLENN, MICHAEL

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

Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees)

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

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

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

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		2015-07-24_IssueFee- RespDwgs- ChgAdd_110595-8016-US04. pdf	3689009	yes	6
			3ed34b9b4132b687a1f6906179297c49f56 2e3b0		

Multipart Description/PDF files in .zip description

Document Description	Start	End
Issue Fee Payment (PTO-85B)	1	1
Post Allowance Communication - Incoming	2	5
Change of Address	6	6

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	32337	no	2
			963762cb10a6130b73a479e063a2d78c97d 6a659		

Warnings:

Information:

Total Files Size (in bytes): 3721346

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/752,110	01/28/2013	2177	603	110595-8016.US04	14	2

22918
PERKINS COIE LLP - PAO General
P.O. BOX 1247
SEATTLE, WA 98111-1247

CONFIRMATION NO. 1068
CORRECTED FILING RECEIPT



Date Mailed: 08/04/2015

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

Inventor(s)

Sean BARGER, Mill Valley, CA;
Brian RICE, Darien, IL;
Matt BUTLER, Beaverton, OR;
David POCHRON, Cambridge, MA;

Applicant(s)

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

Assignment For Published Patent Application

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

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

Domestic Priority data as claimed by applicant

This application is a CON of 12/238,842 09/26/2008 PAT 8381110
which is a DIV of 12/173,747 07/15/2008 PAT 8656046
which is a DIV of 11/269,916 11/07/2005 ABN
which is a CIP of 09/929,904 08/14/2001 PAT 6964009
which is a CIP of 09/425,326 10/21/1999 PAT 6792575

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

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

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

Projected Publication Date: Not Applicable

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT

Preliminary Class

715

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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

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

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

NOT GRANTED

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

SelectUSA

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Sean BARGER
Serial No. : 13/752,110
Filed : 28 January 2013
Art Unit : 2177
Confirmation Number : 1068
Examiner : David Faber
Title : OPTIMIZATION OF MEDIA CONTENT USING
GENERATED INTERMEDIATE MEDIA CONTENT
Attorney Docket No. : 110595-8016.US04

27 August 2015

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

RESPONSE TO EXAMINER'S REQUIREMENT

Examiner David Faber called Applicant's Representative on 27 August 2015, to indicate that Fig. 14 should be amended further, to show "<freerideimage></freerideimage>" within the html document image element, and to extend the lead line from reference character "1400" to the "<freerideimage></freerideimage>" text. Support is seen in the Application as filed, at least on page 27, lines 1-4. No new matter is introduced in this Amendment. In response to the Examiner's Requirement, Applicant submits herewith:

-Replacement Sheet of Fig. 14.

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

Respectfully submitted,

/Donald M. Hendricks/

Donald M. Hendricks
Reg. No. 40,355

Customer No. 22918

HTML DOCUMENT WITH PROPRIETARY TAG

1400



FIG. 14

Electronic Acknowledgement Receipt

EFS ID:	23332535
Application Number:	13752110
International Application Number:	
Confirmation Number:	1068
Title of Invention:	OPTIMIZATION OF MEDIA CONTENT USING GENERATED INTERMEDIATE MEDIA CONTENT
First Named Inventor/Applicant Name:	Sean BARGER
Customer Number:	22918
Filer:	Michael Glenn/Della Revecho
Filer Authorized By:	Michael Glenn
Attorney Docket Number:	110595-8016.US04
Receipt Date:	27-AUG-2015
Filing Date:	28-JAN-2013
Time Stamp:	16:03:10
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
------------------------	----

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		ResponsetoExaminerRequirement_08-27-15.pdf	121774 7206804de37c2d7e2fdbf9069eb09be2cb16418	yes	2

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Post Allowance Communication - Incoming	1	1
	Drawings-only black and white line drawings	2	2
Warnings:			
Information:			
Total Files Size (in bytes):		121774	
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.			



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
www.uspto.gov

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

22918 7590 09/08/2015
PERKINS COIE LLP - PAO General
P.O. BOX 1247
SEATTLE, WA 98111-1247

EXAMINER

FABER, DAVID

ART UNIT	PAPER NUMBER
----------	--------------

2177

NOTIFICATION DATE	DELIVERY MODE
-------------------	---------------

09/08/2015

ELECTRONIC

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

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patentprocurement@perkinscoie.com

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: On 8/27, Examiner Faber and SPE Cesar Paula discuss the replacement drawings filed on 7/24/15 and whether or not the replacement drawings overcame the drawing objection disclosed in the notice of allowance mailed on 4/24/15. It was determined and agreed by the Examiners that the replacement drawings for FIG 11 and 15 overcame the disclosed issues. However, the replacement drawing for FIG 14 created a new issue. Page 27, lines 1-5 stated that FIG 14 contained the tag <freerideimage></freerideimage> was within the HTML document. However, the replacement drawings for FIG 14 filed did not contain the tag. SPE Paula stated if FIG 14 was changed to include the tag within the HTML document, then the drawings would be accepted. Following the discussion with SPE Paula, Examiner Faber contact Mr. Hendricks on the matter. Examiner Faber explain the matter at hand that FIG 14 was missing the tag in which Applicant's specification stated FIG 14 contained the tag. Mr. Hendricks acknowledged the issue and agreed that issue needed to be addressed. Shortly later, Mr. Hendricks provided the Examiner with a proposed replacement drawing for FIG 14 that showed the tag <freerideimage></freerideimage> within the HTML document. (see attached) The Examiner stated the proposed replacement drawing for FIG 14 would overcome the remaining drawing issue if filed as is. Mr. Hendricks thanked the Examiner and stated he would have it filed shortly. .

Supplemental Notice of Allowability	Application No. 13/752,110	Applicant(s) BARGER ET AL.	
	Examiner DAVID FABER	Art Unit 2177	AIA (First Inventor to File) Status No

-- 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 See Continuation Sheet.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-14. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
Certified copies:
 a) ☐ All b) ☐ Some *c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have 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. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ 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).
6. ☐ 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. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date <u>5-13-15</u> 3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material 4. ☒ Interview Summary (PTO-413), Paper No./Mail Date <u>20150827</u> .	5. ☒ Examiner's Amendment/Comment 6. ☐ Examiner's Statement of Reasons for Allowance 7. ☐ Other _____.
---	--

	/CESAR PAULA/ Supervisory Patent Examiner, Art Unit 2177
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Continuation of Item 1. This communication is responsive to : IDS filed 5/13/15,the drawings filed on 7/24/15 and the drawing filed/interview on 8/27/15 .

EXAMINER'S COMMENT

This supplemental notice of allowance is in response to the Information Disclosure Statement filed on 13 May 2015, the replacement drawings of FIG 11, 14 and 15 filed on 24 July 2015, the Examiner-initiated Interview on 27 August 2015 and the replacement drawing of FIG 14 filed on 27 August 2015.

This supplemental notice of allowance is an addendum to the notice of the allowance mailed out on 24 April 2015.

Information Disclosure Statement

The information disclosure statement (IDS) submitted on 5/13/15 is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Drawings

The replacement drawings of FIG 11 and 15 filed on 24 July 2015 has been accepted. The replacement drawings for FIG 14 filed on 27 August 2015 has been accepted. Therefore, the drawings filed on 28 January 2013, 24 July 2015 and 27 August 2015 have been accepted.

Allowable Subject Matter

Claims 1-14 remain allowed.

The Examiner's Statement of reasons of allowance can be found in the notice of allowance mailed on 24 April 2015.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to David Faber whose telephone number is 571-272-2751. The examiner can normally be reached Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Cesar Paula, can be reached on 571-272-4128. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/D. F./
Examiner, Art Unit 2177

/CESAR PAULA/
Supervisory Patent Examiner, Art Unit 2177

<i>Examiner-Initiated Interview Summary</i>	Application No. 13/752,110	Applicant(s) BARGER ET AL.	
	Examiner DAVID FABER	Art Unit 2177	

All participants (applicant, applicant's representative, PTO personnel):

(1) DAVID FABER. (3) SPE Cesar Paula.

(2) Donald Hendricks. (4) _____.

Date of Interview: 27 August 2015.

Type: ☒ Telephonic ☐ Video Conference
 ☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
 If Yes, brief description: _____.

Issues Discussed ☐ 101 ☐ 112 ☐ 102 ☐ 103 ☒ Others
 (For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: None.

Identification of prior art discussed: None.

Substance of Interview
 (For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

See Continuation Sheet.

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☒ Attachment

/DAVID FABER/ Examiner, Art Unit 2177	
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Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: On 8/27, Examiner Faber and SPE Cesar Paula discuss the replacement drawings filed on 7/24/15 and whether or not the replacement drawings overcame the drawing objection disclosed in the notice of allowance mailed on 4/24/15. It was determined and agreed by the Examiners that the replacement drawings for FIG 11 and 15 overcame the disclosed issues. However, the replacement drawing for FIG 14 created a new issue. Page 27, lines 1-5 stated that FIG 14 contained the tag <freerideimage></freerideimage> was within the HTML document. However, the replacement drawings for FIG 14 filed did not contain the tag. SPE Paula stated if FIG 14 was changed to include the tag within the HTML document, then the drawings would be accepted. Following the discussion with SPE Paula, Examiner Faber contact Mr. Hendricks on the matter. Examiner Faber explain the matter at hand that FIG 14 was missing the tag in which Applicant's specification stated FIG 14 contained the tag. Mr. Hendricks acknowledged the issue and agreed that issue needed to be addressed. Shortly later, Mr. Hendricks provided the Examiner with a proposed replacement drawing for FIG 14 that showed the tag <freerideimage></freerideimage> within the HTML document. (see attached) The Examiner stated the proposed replacement drawing for FIG 14 would overcome the remaining drawing issue if filed as is. Mr. Hendricks thanked the Examiner and stated he would have it filed shortly. .

Doc code: IDS

PTO/SB/08a (01-10)

Doc description: Information Disclosure Statement (IDS) Field

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

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

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

U.S. PATENTS

Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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U.S. PATENT APPLICATION PUBLICATIONS

Examiner Initial*	Cite No	Publication Number	Kind Code ¹	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	2008/0187279	A1	2008-08-07	Gilley, Thomas S., et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initial*	Cite No	Foreign Document Number ³	Country Code ²	Kind Code ⁴	Publication Date	Name of Patentee or Applicant of cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
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NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁵
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EXAMINER SIGNATURE

Examiner Signature	/David Faber/	Date Considered	08/27/2015
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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

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

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Field

PTO/SB/08a (01-10)

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

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

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	Filing Date	Jan 28, 2013
	First Named Inventor	Sean Barger
	Art Unit	2177
	Examiner Name	David Faber
	Attorney Docket Number	110595-8016.US04

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (1).

OR

X That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e) (2).

☐ See attached certification statement.

X Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☐ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Donald M. Hendricks/	Date (YYYY-MM-DD)	2015-05-13
Name/Print	Donald M. Hendricks	Registration Number	40,355

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



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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/752,110	10/13/2015	9158745	110595-8016.US04	1068

22918 7590 09/23/2015
PERKINS COIE LLP - PAO General
P.O. BOX 1247
SEATTLE, WA 98111-1247

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 273 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site <http://pair.uspto.gov> for additional applicants):

Sean BARGER, Mill Valley, CA;
Brian RICE, Darien, IL;
Matt BUTLER, Beaverton, OR;
David POCHRON, Cambridge, MA;
Automated Media Processing Solutions Inc. dba Equilibrium, "AMPS, Inc.", Sausalito, CA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court _____ for the District of Delaware _____ on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED 5/24/2022	U.S. DISTRICT COURT for the District of Delaware
PLAINTIFF Equil IP Holdings LLC		DEFENDANT Akamai Technologies Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 9,158,745	10/13/2015	Equil IP Holdings LLC
2 8,495,242	7/23/2013	Equil IP Holdings LLC
3		
4		
5		

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
 Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy