

FOURSQUARE'S DEMONSTRATIVE EXHIBITS

IPR2023-00918

US Patent No. 10,621,620



Topics

- Overview of Grounds
- Felt (Verizon) – Ex. 1004
- Felt with Kerr – Ex. 1005
- Felt with Geer – Ex. 1006
- Adharapurapu (Alcatel) – Ex. 1009



Overview of Grounds

‘620 CHART					
Ground	Challenged Claims	Statutory Ground and Prior Art			
Ground 1	28 & 29	Anticipated under 35 U.S.C. §102 by Verizon (Ex. 1004)	Ground 7	1 & 11-27	Obvious under 35 U.S.C. §103 over Alcatel (Ex. 1009) in view of Kerr
Ground 2	28 & 29	Obvious under 35 U.S.C. §103 over Verizon in view of Kerr (Ex. 1005) and/or Geer (Ex. 1006)	Ground 8	1 & 11-27	Obvious under 35 U.S.C. §103 over Alcatel and Kerr, further in view of Muhire
Ground 3	1-6 & 11-27	Obvious under 35 U.S.C. §103 over Verizon	Ground 9	1-6 & 22-27	Obvious under 35 U.S.C. §103 over Alcatel and Kerr, further in view of Verizon
Ground 4	1-6 & 11-27	Obvious under 35 U.S.C. §103 over Verizon in view of Muhire (Ex. 1007)	Ground 10	1-6 & 22-27	Obvious under 35 U.S.C. §103 over Alcatel, Kerr, and Muhire, further in view of Verizon
Ground 5	1-6 & 11-27	Obvious under 35 U.S.C. §103 over Verizon alone or with Muhire, further in view of Kerr	Ground 11	7-10	Obvious under 35 U.S.C. §103 over Alcatel, Kerr (or also Muhire), and Verizon, further in view of Sehn
Ground 6	7-10	Obvious under 35 U.S.C. §103 over Verizon with Kerr (or also Muhire), further in view of Sehn (Ex. 1008)	Ground 12	28 & 29	Anticipated under 35 U.S.C. § 102 over Alcatel
			Ground 13	28 & 29	Obvious under 35 U.S.C. §103 over Alcatel in view of Kerr and/or Geer



Felt (Verizon)

- **Ground 1 (Anticipation by Felt)**
 - Felt discloses all aspects of claims 28 & 29, including:
 - “*registering asset data ... registering a first geolocation*”
 - “*tracking a location associated with the recipient in response to a matching comparison*”
- **Ground 2 (Alternative - Obviousness over Felt with Kerr and/or Geer)**
 - Claims 28 & 29
 - Kerr further bolsters registering
 - Geer further bolsters responsive tracking (“tracking ... in response to”)



Felt (Verizon)

- **Ground 3 (Obviousness over Felt)**
 - Felt discloses all aspects of claim 1, including:
 - *“content interaction layer”*
 - *“consumer tracking layer”*
- **Grounds 4 & 5 (Alternative - Obviousness over Felt with Kerr and/or Muhire)**
 - Claim 1:
 - Kerr further bolsters registering
 - Muhire further bolsters content interaction and consumer tracking layers



Felt (Verizon)

(19) **United States**
(12) **Patent Application Publication** (10) Pub. No.: US 2015/0095124 A1
Felt et al. (43) Pub. Date: Apr. 2, 2015

(54) **METHOD AND SYSTEM FOR REALTIME DISPLAY OR DISTRIBUTION OF ADVERTISEMENTS**

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Publication Classification

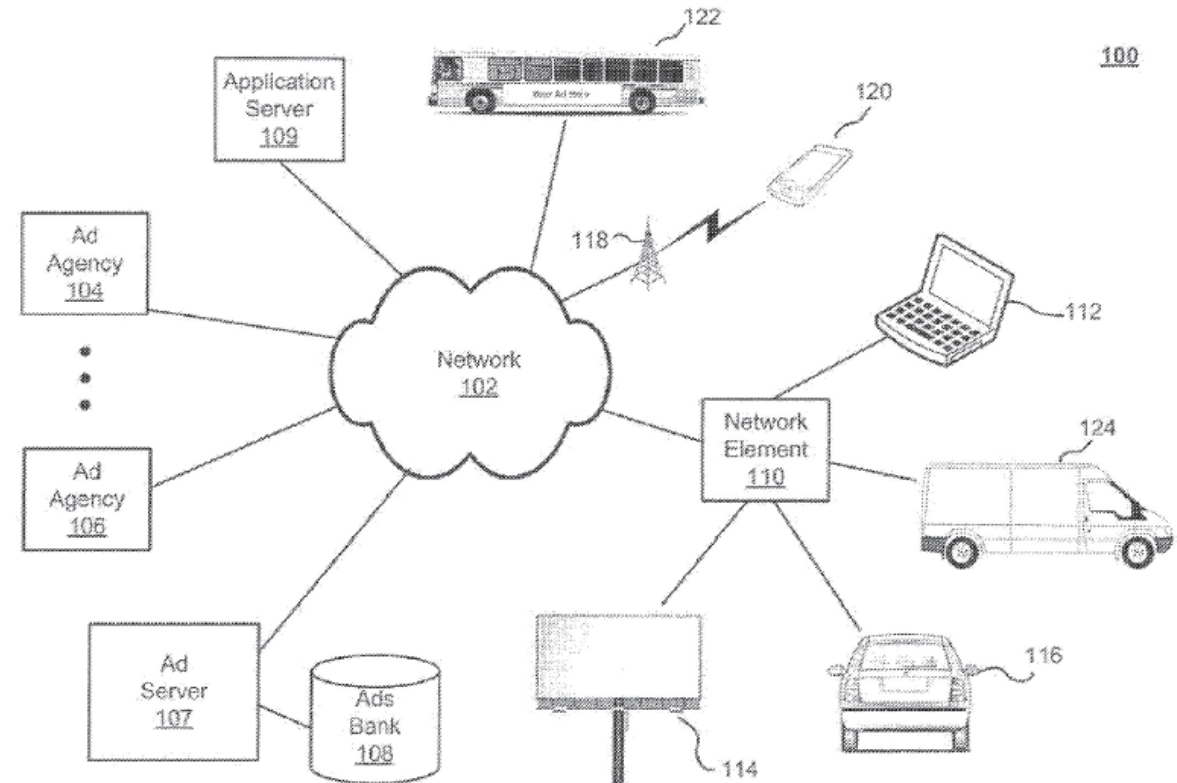
(51) Int. Cl. G06Q 30/02 (2006.01)

(52) U.S. Cl. CPC G06Q 30/0259 (2013.01); G06Q 30/0264 (2013.01); G06Q 30/0266 (2013.01) USPC 705/14.5; 705/14.57

(57) **ABSTRACT**
A system and method for displaying marketing content at a predetermined location and at a predetermined time is disclosed. The marketing content may be displayed on a mobile vehicle unit and also distributed to a mobile device within the proximity of the mobile vehicle unit. Various categories or criteria may be tagged to the marketing content and may be displayed or distributed only when the various criteria are satisfied. The displays may be mobile or non-mobile and the marketing content, or variations of the marketing content, may be displayed on both the mobile displays or non-mobile displays, either at the same time or at different times.

Felt et al.

(54) **METHOD AND SYSTEM FOR REALTIME DISPLAY OR DISTRIBUTION OF ADVERTISEMENTS**





Felt (Verizon)

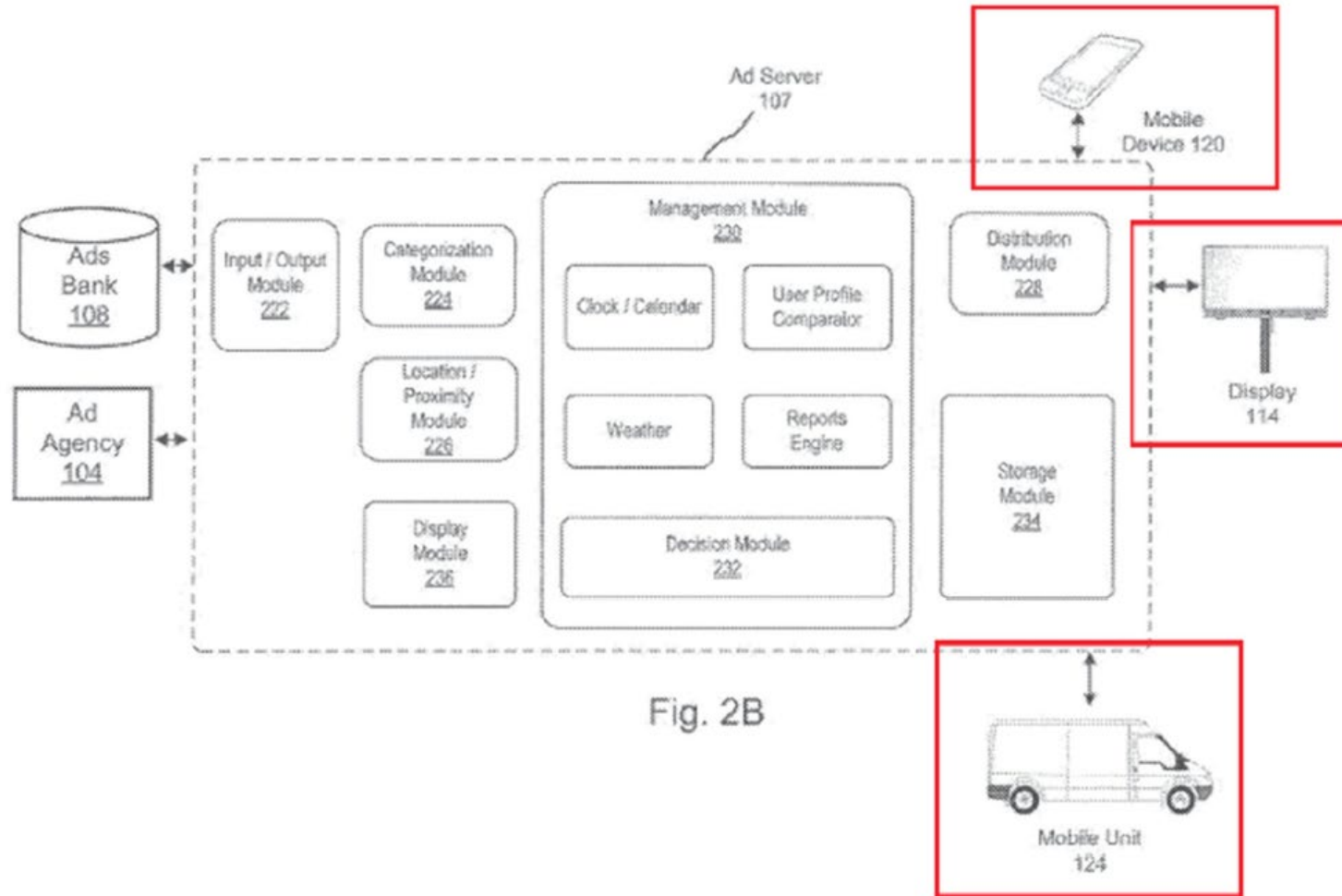


Fig. 2B



Felt (Verizon)

- **Ground 1 (Anticipation by Felt – Claims 28 & 29) - “registering asset data ... registering a first geolocation”**
- **Felt discloses registering a first geolocation.**

In this regard, Felt (Verizon) discloses databases that correlate particular geographic locations with particular marketing content and/or businesses. See Ex. 1004 ¶¶ 28, 36, 42. Petitioner argues that “the geolocation of interest is registered with Verizon’s system, whether referring to display 114 or a business location, to facilitate Verizon’s tailored-content distribution,” which constitutes the recited “registering a first geolocation associated with . . . a physical asset” and “a virtual asset.” Pet. 8 (citing Ex. 1004 ¶¶ 36, 42, 46, Ex. 1002 ¶¶ 95–97).

Patent Owner argues that the cited portions of Felt (Verizon) do not “mention . . . registering assets” (Prelim. Resp. 21) and do not otherwise disclose the recited “registering” of “asset[s]” (*id.* at 21–23). However, Patent Owner does not explain why the techniques shown in the reference would fail to disclose the identified elements of claim 28, notwithstanding the use of different words in Felt (Verizon). Indeed, in the realm of patent claim drafting, “[t]hings are not made for the sake of words, but words for things.” *Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co.*, 535 U.S. 722, 731 (2002) (quoting *Autogiro Co. v. United States*, 384 F. 2d 391, 397 (Ct. Cl. 1967)).

ID. 21



Felt (Verizon)

- **Ground 1 (Anticipation by Felt – Claims 28 & 29)** - *“registering asset data ... registering a first geolocation”*
- **Felt discloses registering a first geolocation.**
 - “The marketing content may be further categorized or assigned criteria based on preferred location of display, time of display, proximity to known geographical locations of, for example, businesses, parks, institutions.” ¶[0028].
 - Felt discloses proximity to interest points as important to targeted advertisements, including consideration of “a radius around a location of interest, such as a location of a particular business, or [...] display 114.” ¶[0036].
 - Ad agencies 104, 106 may provide marketing content to ad server 107 and the marketing content may be stored in ads bank 108. The ad server 10 may be maintained by Verizon Wireless, for example, and may deliver the marketing content to various mobile units or mobile devices, including network client 112, wireless device 120, and vehicles 122, 124, 116, (collectively hereinafter "mobile unit 124" or "mobile device 120") or display 114.” ¶[0028].

PET. 7-8



Felt (Verizon)

- **Ground 1 (Anticipation by Felt – Claims 28 & 29)** - *“registering asset data ... registering a first geolocation”*
- **Felt discloses its geolocations as “associated with” physical assets and virtual assets.**
 - “The marketing content may be further categorized or assigned criteria based on preferred location of display, time of display, proximity to known **geographical locations of, for example, businesses**, parks, institutions.” ¶[0028].
 - Felt discloses proximity to interest points as important to targeted advertisements, including consideration of “a radius around a location of interest, such as a **location of a particular business**, or [...] **display 114**.” ¶[0036].
 - “The marketing content may be categorized or assigned criteria ... based on type of marketing content (such as apparel, food, service, for example), value (such as \$ or % off), business(es) associated with the marketing content and the corresponding contact information of the business, including address, telephone number, and website, and other information relevant to the business, such as hours of operation.” ¶[0028].

PET. 7-8



Felt (Verizon)

- **Ground 1 (Anticipation by Felt – Claims 28 & 29)** - “*tracking ... in response to a matching comparison*”
- **Felt discloses tracking its recipients’.**
 - “The user settings may include a "do not track" (or, alternatively, an "opt-in") option that may be enabled by the user via an application in mobile device 120, for example. Such a setting would prevent (or allow) a location/proximity module from collecting and/or using data relating to location or proximity of mobile device 120.” ¶[0041].
 - “Marketing content may be considered “acted upon” if the user purchased a good or service advertised in the marketing content, or if the user obtained more information on the advertised good or service by linking to a website relating to the good/service, adding the good/service to a digital shopping cart within the business's website or within the "Store" in the application, mapped the location of the business offering the good/service, or physically traveling to that location.” ¶[0053].

PET. 9-10



Felt (Verizon) with Kerr and/or Geer

- **Ground 2 (Alternative - Obviousness over Felt with Kerr and/or Geer) - “registering asset data ... registering a first geolocation”**
- **Kerr discloses registering asset data including registering a first geolocation.**

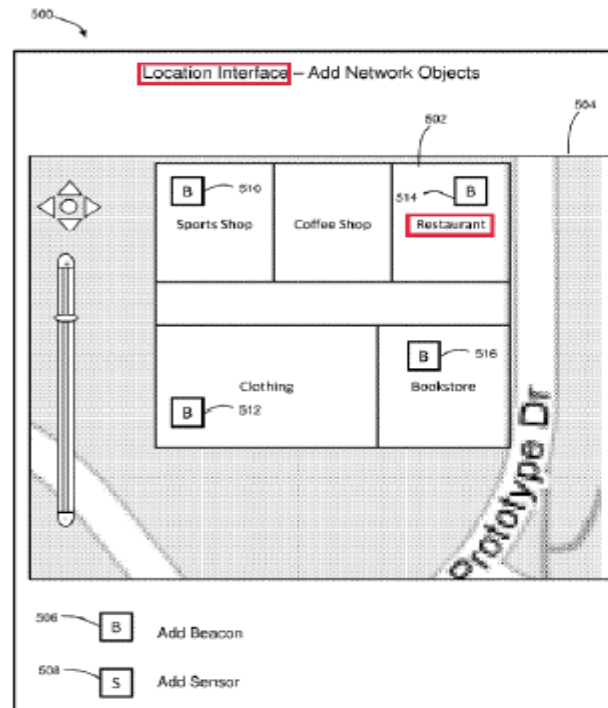


Figure 5

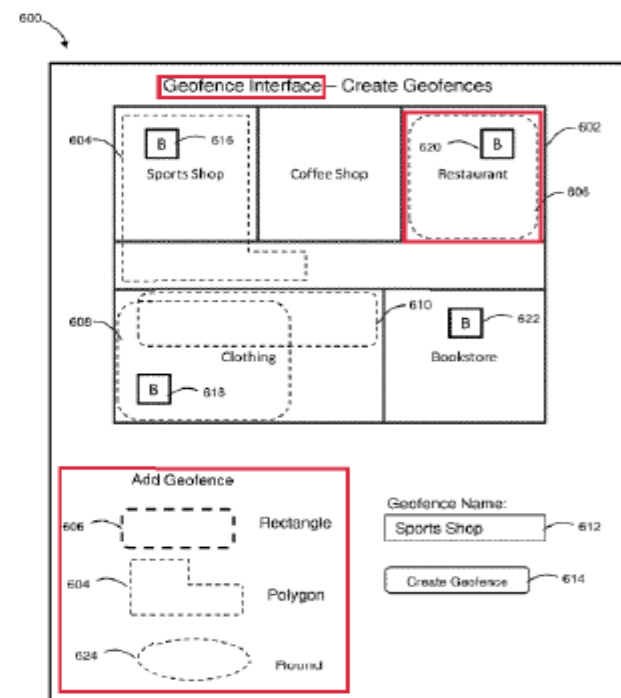


Figure 6

PET. 13-14



Felt (Verizon) with Kerr and/or Geer

- **Ground 2 (Alternative - Obviousness over Felt with Kerr and/or Geer) - “registering asset data ... registering a first geolocation”**
- **Motivation to Combine - Kerr with Felt (Verizon)**

association between geolocation and content). It is also my opinion that a POSITA would have implemented such registration aspects of Kerr into Verizon to promote ease of implementing of and adjusting requirements, ease of understanding distribution and location schemes of various sorts. Again, generally these interfaces, like Kerr’s, can improve effectiveness in human-machine interfacing.

EX1002, ¶[109]; PET. 14-15;



Felt (Verizon) with Kerr and/or Geer

- **Ground 2 (Alternative - Obviousness over Felt with Kerr and/or Geer)) - “*tracking ... in response to a matching comparison*”**
- **Geer discloses tracking its recipients’ locations in response to a matching comparison.**

100, and possibly even for some time afterward. Some steps can be taken to conserve battery 580 life in those PSDs 320 that offer both a HIRES and a LORES mode of geolocation service by reducing the level of geolocation resolution when feasible, consistent with the state 1400 of the fan 200 relative to the event 100.

who is attending and present 1431. However, it would be inappropriate to offer that same fan 200 a free pom-pom in the home team’s colors if the fan 200 chooses to affiliate with the away 1422 team. FIG. 14 uses three factors to determine state: timing 1310, attendance 1430, and team affiliation 1420. Depending upon embodiment, not all of these factors might be used in determining state 1400. For example, team affli-

Geer, ¶¶[0057], [0074]; PET. 15-16; REPLY, 13-14



Felt (Verizon) with Kerr and/or Geer

- **Ground 2 (Alternative - Obviousness over Felt with Kerr and/or Geer) - “tracking ... in response to a matching comparison”**
- **Geer discloses tracking its recipients’ locations in response to a matching comparison.**

affiliation). I understand that Geer provides examples of the users’ personalized state to include home or away team affiliation, fan type, and/or friends or relationships, all of which are personal to the user and constitute user profile data by their indication of the user’s known data amounting to profiling. *Id.*, ¶¶[0074] (home team), [0079] (interests). Thus, in my opinion, Geer discloses prompting HIRE tracking when the user profile data, including affiliations, categories, or interests, match in comparison to content rules. It is my opinion that a POSITA would have implemented such tracking in response to of a user location, into Verizon, by Geer teachings, to improve resolution, conserve energy, and/or otherwise to reduce data loading, reduce processing, and/or for their associated benefits to overall accurate, low noise, efficient communications in providing targeted ads.

EX1002, ¶[111]; PET. 15-16; REPLY, 13-14



Felt (Verizon)

- **Grounds 1 & 2** - *“a second delivery rule associated with a second geolocation at which the recipient is tracked”*
- **Felt’s entire disclosure concerns on-going “realtime” ads.**

Felt’s disclosure is cumulatively directed to its realtime targeted-advertising program. *See* Felt, Title (“REAL TIME DISPLAY OR DISTRIBUTION OF ADVERTISEMENTS”), ¶¶[0015] (“marketing content...updated based on geography and/or time.”, [0020] (“realtime location of individuals, and the temporal nature of the marketing content.”), [0060] (“marketing content...updated...as the user travels.”) (emphasis added). In one example scenario, Felt applies the user’s profile while walking towards a business location



Felt (Verizon)

- **Grounds 1 & 2** - “*a second delivery rule associated with a second geolocation at which the recipient is tracked*”
- **Felt’s entire disclosure concerns on-going “realtime” ads.**

content...updated...as the user travels.”) (emphasis added). In one example scenario, Felt applies the user’s profile while walking towards a business location (¶¶[0050], [0053], [0047]). Receiving ads while walking along facilitates Felt’s ongoing ad program (¶¶[0028], [0042]), and its rules collectively target the user moving in time/location with profile-personalized ads to provide user-specific realtime ads in Felt’s walking scenario. See Felt, ¶¶[0001]-[0002] (realtime), [0040]-[0041], [0047]-[0049] (profile-based determination), [0064]-[0068]. Patent Owner’s suggestion that Felt’s users don’t move to a second geolocation and experience updated ads is illogical, and ignores Felt’s ongoing time/location/profile program for realtime user-targeted advertising.

REPLY, 4-5



Felt (Verizon)

- **Grounds 1 & 2** - “a second delivery rule associated with a second geolocation at which the recipient is tracked”
- **Felt’s on-going “realtime” ads apply to both mobile devices and vehicles.**

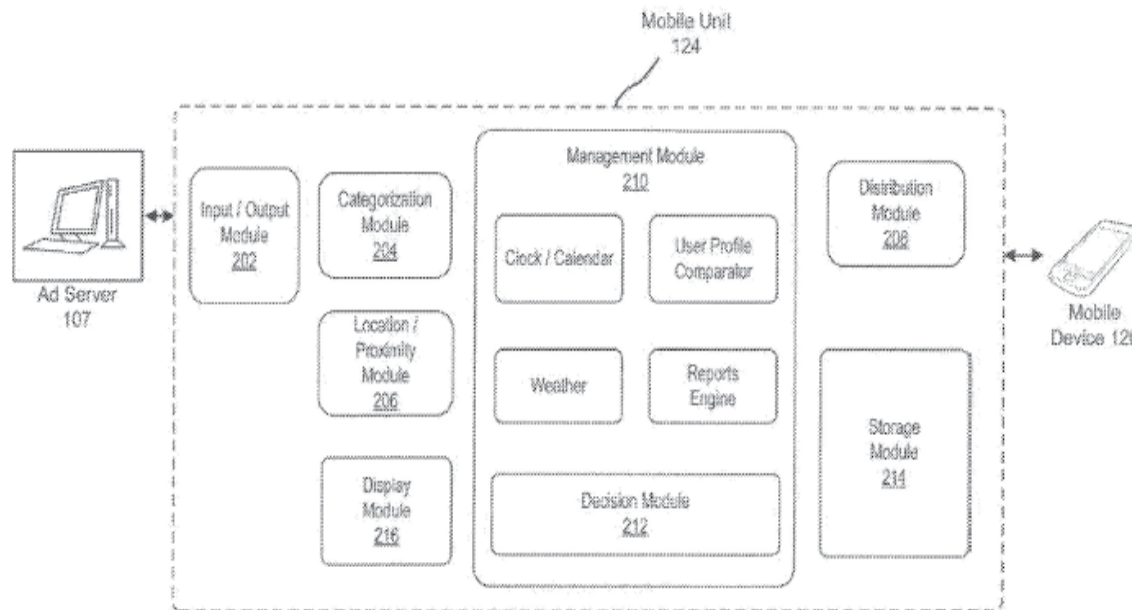


Fig. 2A

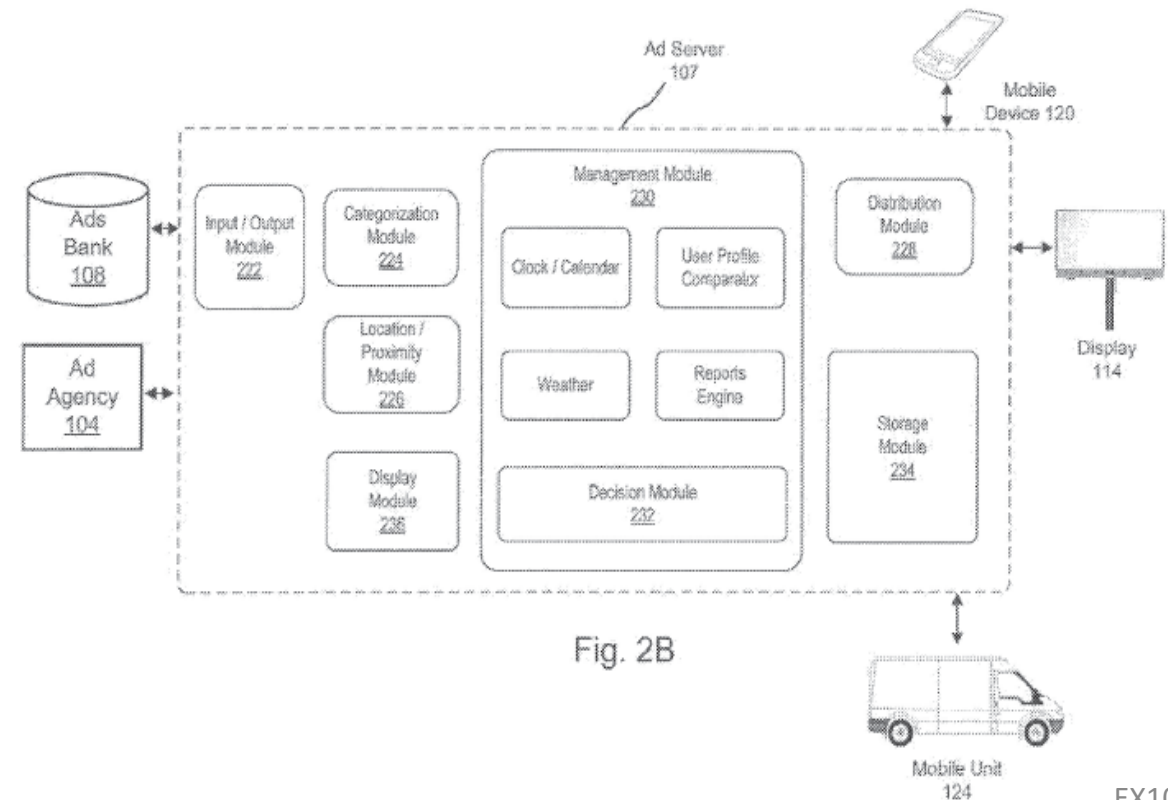


Fig. 2B



Felt (Verizon)

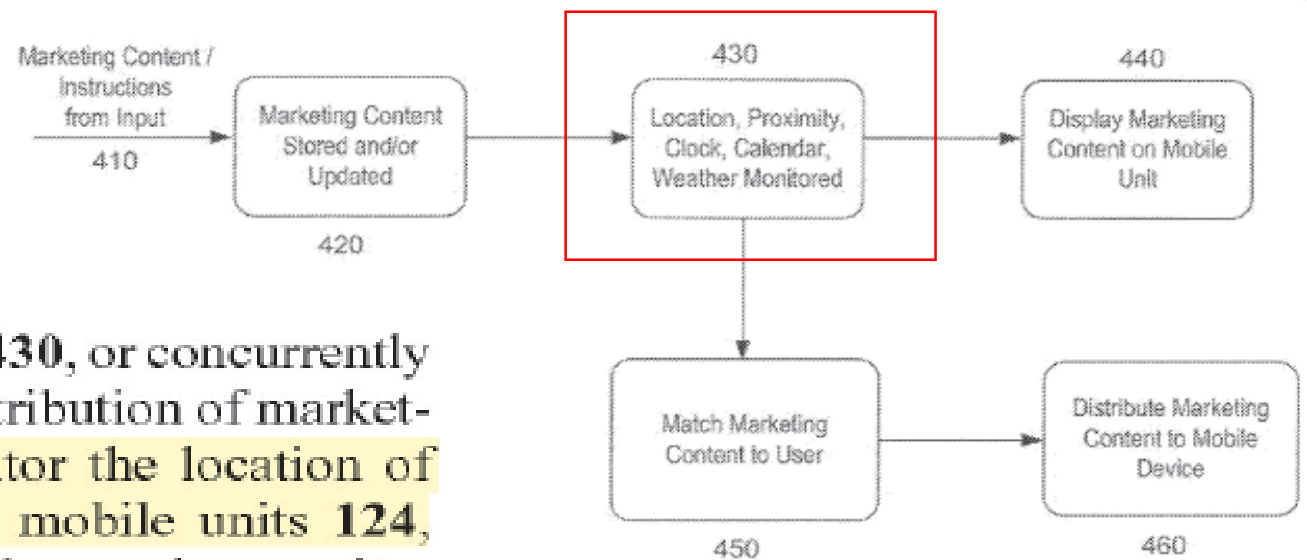
- **Grounds 1 & 2** - *“a second delivery rule associated with a second geolocation at which the recipient is tracked”*
- **Felt’s on-going “realtime” ads apply to both mobile devices and vehicles.**

[0040] Importantly, the decision module may take into account user profiles and/or user settings before distributing marketing content to various mobile devices 120, as discussed in more detail below. The distribution module 208 of mobile unit 124 may distribute marketing content via network 201 from the mobile unit 124 to various mobile devices 120 or displays 114, such as nearby mobile devices 120 or displays 114. Ad server 107 may also distribute marketing content via network 102 directly to mobile units 124, mobile devices 120, and/or displays 114 via network 102, using similar modules to those explained above, and as shown in FIG. 2B. The distribution module 208 of mobile unit 124 may instruct ad server 107 to distribute marketing content to particular mobile devices 120 or displays 114 based on local information known to mobile unit 124, such as location data, proximity data, weather data, for example. A number of mobile



Felt (Verizon)

- **Grounds 1 & 2** - “a second delivery rule associated with a second geolocation at which the recipient is tracked”
- **Felt’s on-going “realtime” ads apply to both mobile devices and vehicles.**



already stored in storage module 214. At 430, or concurrently with the reception and/or display and distribution of marketing content, mobile unit 124 may monitor the location of mobile unit 124, its proximity to other mobile units 124, mobile devices 120, or displays 114, and may also monitor the clock, calendar, and current or forecasted weather.

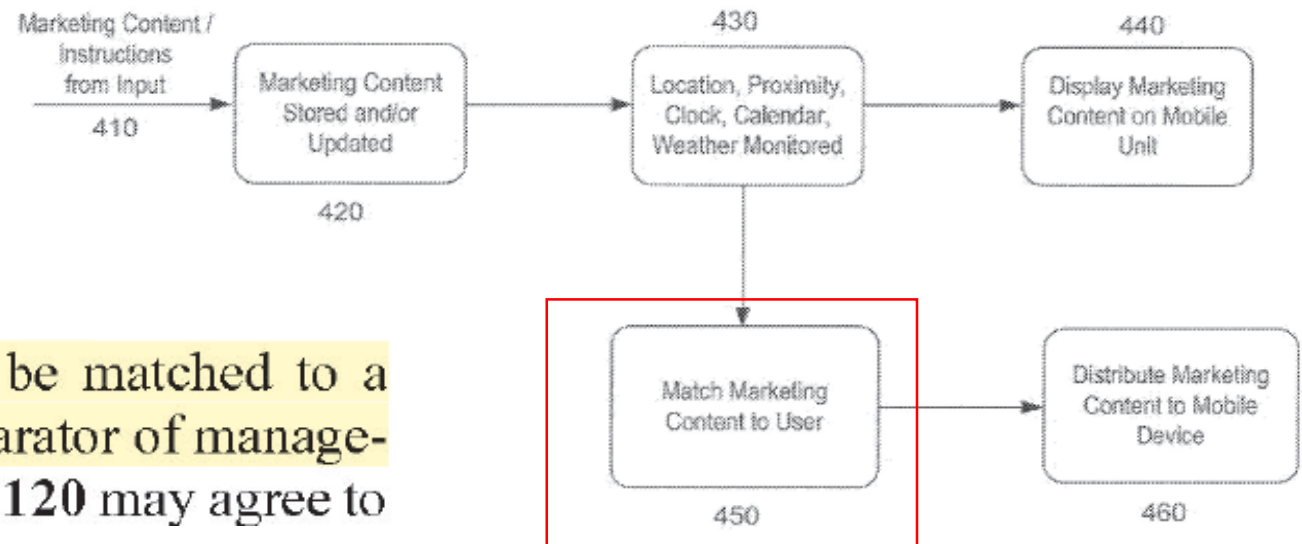
Fig. 4



Felt (Verizon)

- **Grounds 1 & 2** - “a second delivery rule associated with a second geolocation at which the recipient is tracked”
- **Felt’s on-going “realtime” ads apply to both mobile devices and vehicles.**

400



[0047] At 450, marketing content may be matched to a particular user using the user profile comparator of management module 210. A user of mobile device 120 may agree to

Fig. 4

EX1004



Grounds 7-13 – Adharapurapu (Alcatel)

‘620 CHART					
Ground	Challenged Claims	Statutory Ground and Prior Art			
Ground 1	28 & 29	Anticipated under 35 U.S.C. §102 by Verizon (Ex. 1004)	Ground 7	1 & 11-27	Obvious under 35 U.S.C. §103 over Alcatel (Ex. 1009) in view of Kerr
Ground 2	28 & 29	Obvious under 35 U.S.C. §103 over Verizon in view of Kerr (Ex. 1005) and/or Geer (Ex. 1006)	Ground 8	1 & 11-27	Obvious under 35 U.S.C. §103 over Alcatel and Kerr, further in view of Muhire
Ground 3	1-6 & 11-27	Obvious under 35 U.S.C. §103 over Verizon	Ground 9	1-6 & 22-27	Obvious under 35 U.S.C. §103 over Alcatel and Kerr, further in view of Verizon
Ground 4	1-6 & 11-27	Obvious under 35 U.S.C. §103 over Verizon in view of Muhire (Ex. 1007)	Ground 10	1-6 & 22-27	Obvious under 35 U.S.C. §103 over Alcatel, Kerr, and Muhire, further in view of Verizon
Ground 5	1-6 & 11-27	Obvious under 35 U.S.C. §103 over Verizon alone or with Muhire, further in view of Kerr	Ground 11	7-10	Obvious under 35 U.S.C. §103 over Alcatel, Kerr (or also Muhire), and Verizon, further in view of Sehn
Ground 6	7-10	Obvious under 35 U.S.C. §103 over Verizon with Kerr (or also Muhire), further in view of Sehn (Ex. 1008)	Ground 12	28 & 29	Anticipated under 35 U.S.C. § 102 over Alcatel
			Ground 13	28 & 29	Obvious under 35 U.S.C. §103 over Alcatel in view of Kerr and/or Geer



Adharapurapu (Alcatel)

- **Ground 7 (Obviousness over Adharapurapu with Kerr)**
 - Adharapurapu discloses all aspects of claim 1:
 - Kerr further bolsters consumer interaction with content (e.g., like/dislike content) and registering.
- **Grounds 8-10 (Alternative - Obviousness over Adharapurapu and Kerr with Muhire and/or Verizon)**
 - Adharapurapu with Kerr discloses all aspects of claim 1, with Kerr further bolstering registering and consumer interaction:
 - Muhire further bolsters consumer interaction and consumer tracking layers
 - Verizon further bolsters mobile assets and content interaction as travel in dependent claims 2 & 24 respectively.



Adharapurapu (Alcatel)

- **Ground 12 (Anticipation by Adharapurapu)**
 - Discloses all aspects of claims 28 & 29:
 - “*registering asset data ... registering a first geolocation*”
 - “*tracking a location associated with the recipient in response to a matching comparison*”
- **Ground 13 (Alternative - Obviousness over Adharapurapu and Kerr and/or Geer)**
 - Adharapurapu discloses all aspects of claims 28 and 29:
 - Kerr further bolsters registering
 - Geer further bolsters responsive tracking (“tracking ... in response to”)



Adharapurapu (Alcatel)



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H04W 6/00 (2009.01)

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BA ME

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(30) Priority: 31.08.2010 IN CH25422010

(54) Content delivery based on direction of mobility

(57) A system capable of delivering content to a mobile device based on the direction of mobility of the device is disclosed. The system keeps track of the direction of travel of the mobile device through locations of predefined tracker base stations passed by the mobile device. Contents from content publishers and mobility history of the mobile device are stored. The contents are defined by a set of rules stored in the rules processor. The rules are based on locations of the tracker base stations and content publishers requirements. Based on the mobility history of a mobile device, contents available and rules processor, the system decides on content to be sent to the mobile device.

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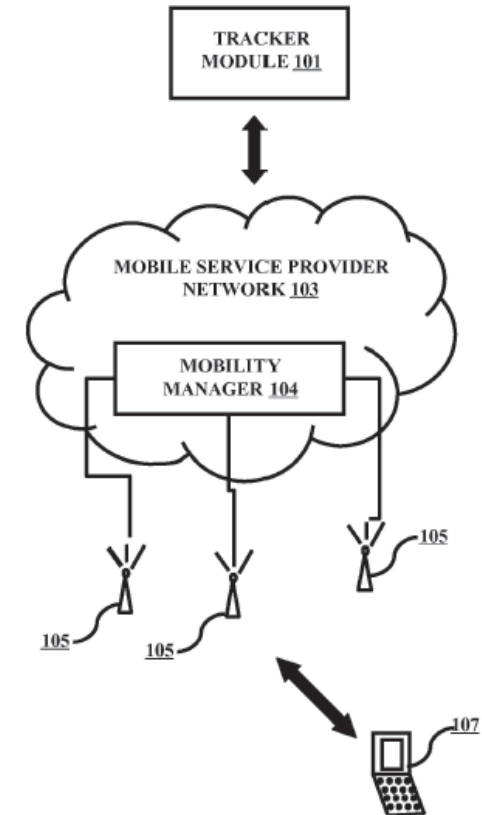


FIG. 1

EX1009

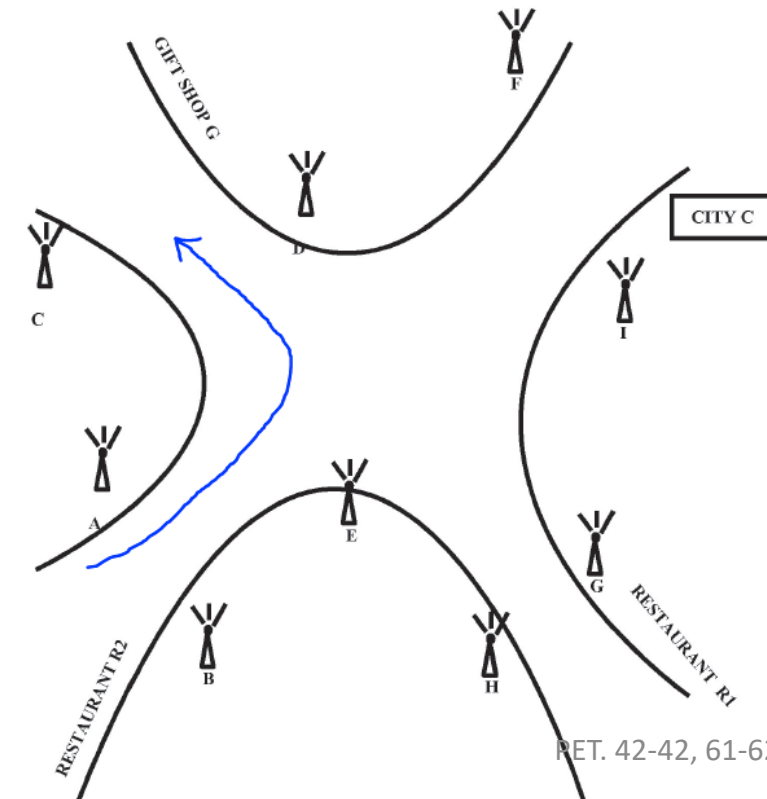


Adharapurapu (Alcatel) with Kerr and/or Geer

- **Grounds 7 (Obviousness over Adharapurapu with Kerr)** - *“registering asset data ... registering a first geolocation”*
- **Adharapurapu discloses registering asset data including registering a first geolocation.**

Accordingly, Alcatel's foreknowledge of the base station geolocation is registration of the base stations and/or places of interest (e.g., roads, restaurants) and constitutes registering geolocations associated with physical assets as recited. Moreover, Dr. Goldberg explains that Alcatel's delivering of location-based content includes near road of interest), [0022], FIG. 3. Alcatel's base stations themselves are physical assets and concern relevant geolocations of interest, and other physical assets, like restaurants R1, R2, (*id.*, ¶¶[0015], [0016], [0021], FIG. 3), and Alcatel also discloses

with respect to that location is sent to the mobile device. Every base station covers a predefined area and content that is associated with the area is sent to mobile devices



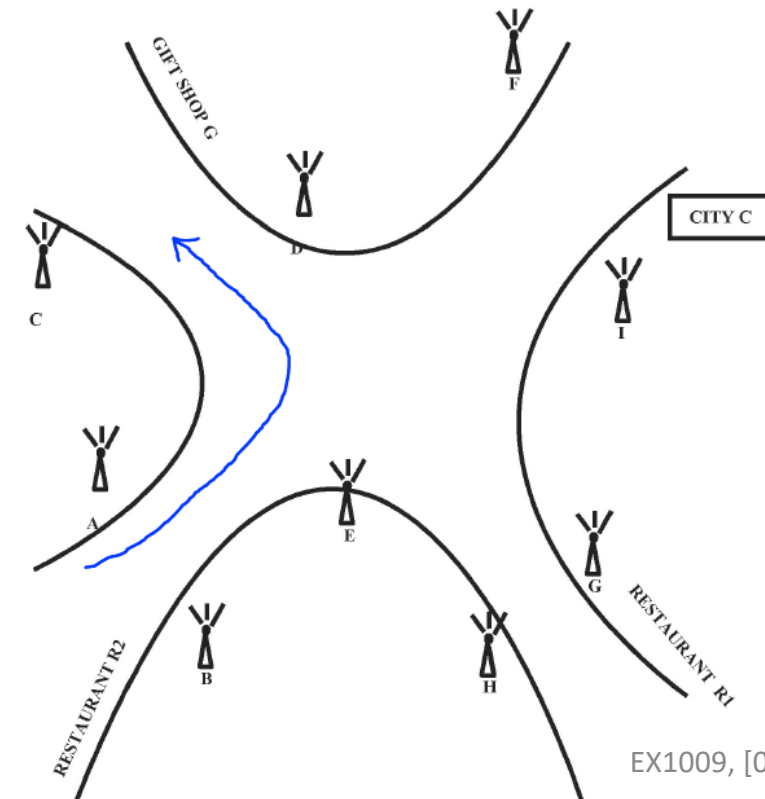
RET. 42-42, 61-62; EX1009, [0002]



Adharapurapu (Alcatel)

- **Grounds 7-13** - “a second [delivery] rule ... associated with a second geolocation [at which the recipient is tracked]”
- **Adharapurapu discloses content delivery based on the user/recipient at particular geolocations**

Rule 1: When a mobile device 107 travels in the direction defined by base stations= A - > D-> C and between time =0900-1800 hrs, all days except Sunday, advertisement content of the gift shop G is sent to the mobile device 107. The advertisement content



DEMONSTRATIVE EXH. – NOT EVIDENCE

EX1009, [0020]; PET. 46-47, 61-63

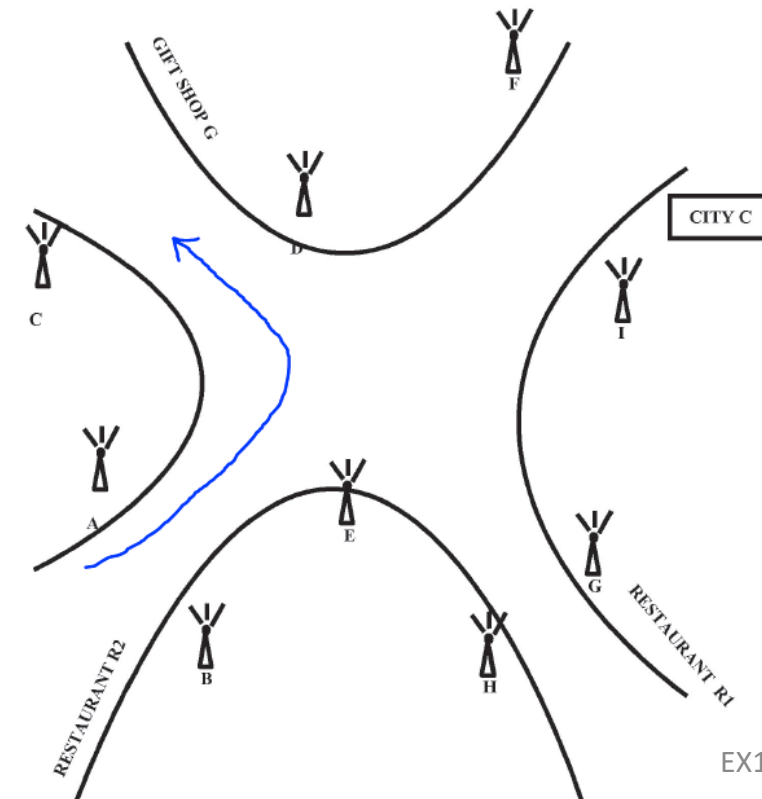
btlaw.com | 27



Adharapurapu (Alcatel)

- **Grounds 7-13** - “a second [delivery] rule ... associated with a second geolocation [at which the recipient is tracked]”
- **Adharapurapu discloses content delivery based on the user/recipient at particular geolocations**

base stations 105. As the mobile device 107 keeps moving from one location to another, tracker base stations in every location register the mobile device. The location of the tracker base stations 105 which register the mobile device 107 gives the location and direction of movement of the mobile device 107. The location of the tracker base stations is then sent to a mobility manager 104 of the mobile service provider network 103 which then sends it to the mobility history database 203 of the tracker module 101. A path illustrating the location and direction of movement of a subscribed mobile device 107 user can be inferred drawn using the location of tracker base stations stored in the mobility history database 203. In another





Adharapurapu (Alcatel) with Kerr and/or Geer

- **Ground 13 (Alternative - Obviousness over Adharapurapu with Kerr and/or Geer) -**
“registering asset data ... registering a first geolocation”
- **Kerr discloses registering asset data including registering a first geolocation.**

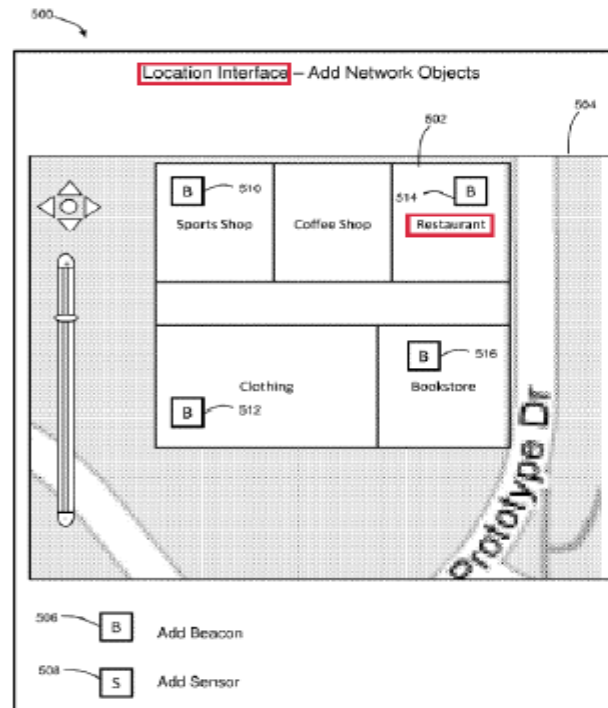


Figure 5

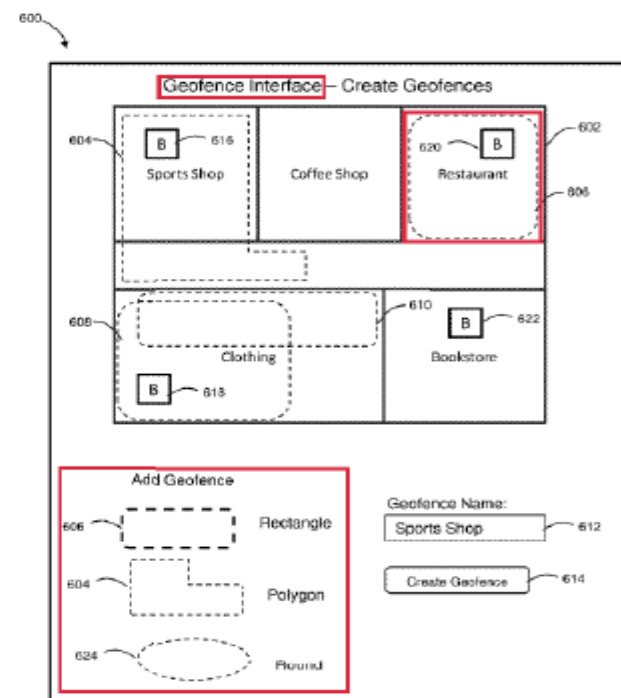


Figure 6

PET. 13-14



Adharapurapu (Alcatel) with Kerr and/or Geer

- **Ground 13 (Alternative - Obviousness over Adharapurapu with Kerr and/or Geer) -**
“registering asset data ... registering a first geolocation”
- **Motivation to Combine - Kerr with Adharapurapu (Alcatel)**

234. I note that Kerr’s interfacing registers the assets, and provides ease and control in human-machine interfacing. *See, e.g.,* Kerr, ¶[0096] (registering with association between geolocation and content). In my opinion, a POSITA would have implemented such registration aspects of Kerr into Alcatel to promote ease of implementing/adjusting requirements, ease of understanding distribution and location schemes, and/or for increased effectiveness in human-machine interfacing in support of targeted content.

PET. 66; EX1002, [234]



Adharapurapu (Alcatel) with Kerr and/or Geer

- **Ground 13 (Alternative - Obviousness over Adharapurapu with Kerr and/or Geer) - “tracking ... in response to a matching comparison”**
- **Geer discloses tracking its recipients’ locations in response to a matching comparison.**

100, and possibly even for some time afterward. Some steps can be taken to conserve battery 580 life in those PSDs 320 that offer both a HIRES and a LORES mode of geolocation service by reducing the level of geolocation resolution when feasible, consistent with the state 1400 of the fan 200 relative to the event 100.

who is attending and present 1431. However, it would be inappropriate to offer that same fan 200 a free pom-pom in the home team’s colors if the fan 200 chooses to affiliate with the away 1422 team. FIG. 14 uses three factors to determine state: timing 1310, attendance 1430, and team affiliation 1420. Depending upon embodiment, not all of these factors might be used in determining state 1400. For example, team affili-

Geer, ¶¶[0057], [0074]; PET. 67



Adharapurapu (Alcatel) with Kerr and/or Geer

- **Ground 2 (Alternative - Obviousness over Adharapurapu with Kerr and/or Geer) - “tracking ... in response to a matching comparison”**
- **Geer discloses tracking its recipients’ locations in response to a matching comparison.**

Geer, focused in a similar area of location-based advertising, discloses activation of high-resolution tracking (“HIRES”) for increased precision depending on a state of the user relative to the event/location of interest. *E.g.*, Geer, ¶¶[0057] (changing resolution based on state), [0074] (fan/user state), [0079] (affiliation). I understand that Geer teaches that HIRES tracking provides better resolution but can be turned off or switched to lower resolution to preserve energy when unneeded. *E.g.*, *id.*, ¶¶[0063]-[0065].

PET. 67-68; EX1002, [235]-[237].



Questions?